OCTOBER 31, 1953

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Sponsors With Stars Quake In Godfrey Fracas' Wake

Major Record Firms Verge On Mass Market Selling

By PAUL ACKERMAN and JOE MARTIN

action being created by Bell Records, subsidiary of Pocket Books, for its 35-cent disks. The immi-

Senate Group Renews Airing Of Juke Box Bill

By BEN ATLAS

WASHINGTON, Oct. 26.-The a three-day series of meetings in Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks today (26) heard testi-mony from opponents of the Mc-Carran juke box copyright bill in a resumption of hearings on the a resumption of hearings on the measure. Chief among upwards of For 'Emperor' 30 witnesses against the measure were Sidney H. Levine, counsel for the Music Operators of America, Inc., and attorney for "Biggest Show of '53" fall edition Guild of Variety Artists.

the Automatic Music Operators' last week disclosed that he has Petrillo is due here ea Association, Inc.; Hammond E. Chaffetz, of the D. C. legal firm of Kirkland, Fleming, Green, Martin & Ellis, representing four manufacturers of juke boxes; R. C. Rolfing, president of the Rudolph Wurlitzer Company, and George A. Miller, president of the Music Operators of America, Inc. Most of the remaining witnesses were expected to file their testimony for the record rather than reading their statements and answering

Chief arguments advanced by opponents to the measure were: (i) No new facts or arguments have been presented by pro-ponents of the bill which have not already been considered by previous congressional committees deliberating similar measures: (2) the juke box industry already makes substantial contributions to authors and composers by means of royalties on the purchase (Continued on page 14)

> TV Film Section Begins on Page 6

NEW YORK, Oct. 24.—Several nence of the majors' plunge into Atlantic City starting Monday major diskers are very close to a the mass distribution, low-price (26). This meeting has on its plunge into the mass distribution field is indicated by the recently agenda the planning of sales and field encompassing such outlets held RCA Victor meeting of field as chains, supermarkets, news men, where top personnel inwholesalers, etc. Forcing the formed all and sundry that a 35diskeries to edge up on the mass cent, mass-distribution operation distribution market is the sales was definitely on the Victor planning schedule.

Victor field men were apprised, Inc., which at this point seems in effect, that such a line was one chiefly concerned with the prob- of three new facets of the over-all lem of adequately gearing its operation. The other two, of be the case—then it is felt that production to meet the demand course, being Label X and the the majors, for competitive rea-Camden Label.

> A highly placed Victor executive, when queried regarding the projected 35-cent line, stated, We must settle it in two or three days.... Surely we are considering it....But no date has been mentioned as to when the line could kick off."

> Some Victor execs were of the opinion that Manie Sacks, RCA vice-president and chief of the record department, might crystallize the blueprint shortly. Sacks was unavailable at press time. It was learned, however, that Sacks and top RCA Victor brass are scheduled to closet themselves for

Tap Nat Cole

HARTFORD, Conn., Oct. 24 .last week, disclosed that he has signed for the title role of a modernized film version of "Emperor Jones," to be produced in New York and Cuba next year by Burgess Meredith and associates.

Cole said: "They're talking about Eartha Kitt taking the other lead, and I'll get a chance to sing a couple songs. But the main business will be the script, and I'll just tackle it in the manner of memorizing a new tune or a recording session."

'Janet Dean' Gets Top Film Talent

NEW YORK, Oct. 24.-Three top production talents this week were named to guide the destinies of "Janet Dean, R. N.," which is to be distributed by MPTV. Joan Harrison, an Alfred Hitchcock The resolution also charged film will reproduce on home color protege, with such Hollywood Petrillo with "orders . . . to em- receivers after transmission, but credits as "Ride the Pink Horse" ployers . . . to refuse to bargain to date there have been no experiand "Uncle Harry," will act as producer. Direction will be shared AGVA . . . by use of threats and worthlessness of color film stock. Ge by Peter Godfrey and Robert Aldrich, both established film men. William Dozier is executive producer for Cornwall Productions. Ella Raines will star.

merchandising programs.

Traditionally, the major diskeries have been opposed to the idea of a 35-cent disk, owing to the small profit margin entailed. However, should the Bell operation develop to the point where it will sell 500,000 copies on average releases-as many estimate will sons, must pick up the challenge.

Altho diskery execs are loathe (Continued on page 14)

CHI PREACHER TURNS DEEJAY TO AID NEEDY

WENR, ABC AM outlet here. has undertaken an off-beat piece of midnight programing with a nightly 12:30 show featuring the Rev. Kenneth Hildebrand, pastor of Central Church, answering personal problems phoned in while he is on the air.

One or two records are played to break up the talk. The show is open to participating sponsorship. Some of the calls are screened, but some come directly to the minister. In addition to answering real problems, the Rev. Hildebrand is getting acquainted with a large number of the town's drunks.

Four A's Resolution Slaps Petrillo Stand

Charges 'Illegal Directives' to Musician Performers; Passes Action to Branches

unions are considered "dandruff" AFM would benefit materially ing the years. by James C Petrillo, president of from the provisions of the AFTRA the American Federation of Mu- collective bargaining agreements clear that TV now, in about the sicians, and, as such, are just if such members were permitted sixth year of its arrival on the "brushed off," was the statement made by an AFM spokesman in reply to a question as to what AFM would do about the American Federation of Television and Nat (King) Cole, while here with Radio Artists and the American

Petrillo is due here early next month, "and he can speak for himself," said the AFM official. "But I can tell you he regards the talent unions like just so much dandruff and will simply brush them off his collar," he said.

In the meantime, the International Board of the Associated Actors and Artists of America, the parent organization of the talent unions, voted a resolution and passed it on to all its branches, charging Petrillo with issuing "illegal directives to performers whose activites include playing a musical instrument or any object that Petrillo elects to define . . . to be a musical instrument . . . to resign from and re-fuse to join AFTRA and AGVA, even the artists may be engaged in activities in their jurisdiction.'

Threats and Coercion

collectvely with . . . AFTRA and ments to prove either the value or Fi coercion.'

they were to the members of the know something" or NBC and M.

NEW YORK, Oct. 24.—Talent | Four A's, because "members of (Continued on page 13)

Can They Too Be Caught in **Nation Furor?**

Clients Realize Big National Impact of TV's Personalities

NEW YORK, Oct. 24.—Radio and TV sponsors, with a multi-billion dollar stake in their broadcast advertising, this week saw nothing humorous about the dynamite set off by Arthur Godfrey, which has stirred up a furor from coast to coast. The explo-sion at CBS-TV has set off a chain reaction that had blue chip sponsors wondering whether they may be only half-safe from a similar blow-up.

The situation underlined in the most telling terms the extreme vulnerability of sponsors to the actions of their artists. The original incident-Godfrey's brusque firing of singer Julius La Rosa on Monday morning's telecastwas built up by the nation's press, with the Hearst chain in the forefront, into a story with sinister overtones that potentially could damage all the good will Godfrey's clients have built up dur-

The entire incident made it (Continued on page 3)

TRANSCONTINENT HUE

Color Film to Get Test Via NBC's Showings

initial transcontinental color tele- their heads on the block. The take place on Tuesday, November | circuit experiments in the trans-The event, announced by Brig. Gen. David Sarnoff, chairman of the boards of the Radio Corporation of America and NBC, will be awaited with particular eagerness by the TV film industry, since the test will include the initial showing of color film via the allelectronic compatible color system which is all but set as the approved method.

There have been varying opinions on the degree to which color The very holding of the experi-The actions of Petrillo, the res- ment, however, has caused a wave olution said, were equally detri- of optimism thruout the trade on Le mental to members of AFM as the basis that "somebody must be

NEW YORK, Oct. 26. - The RCA would be unwilling to put cast was set today (Monday) to feeling is that private closed-3. via the facilities of NBC-TV. mission of color film have proved (Continued on page 7)

Index

	_		_
dsArenas	49	Merchandise	64
rlesque		Music	
rnival		Music Charts	
CUS	-	Music Machines	
sss. Ads	521	Night Chubs	
in Mach	200	Parks & Pools	
in Mach, Market.	96	Pipes	
irs & Expos	ALC: NO	Radio	
nal Curtain	0.53	Rinks	
n. Outdoor	40.74	Roadshow-Rep	
mor Roll of Hits.	24	Routes	
door Reviews	11	Television	
gitimate		TV Film	
git Routes		Vandeville	
tter List		Vending Mach	
anie		The state of the s	100

Billboard Backstage

This week three New York mayoralty candidates were guested at the monthly luncheon meeting to eliminate these criminal activi- which I have supported the of the Drama Desk, theater reporter-editor org. The usual afterlunch quiz session, focused on the need for cleaning up the Times Square district, found the trio in complete agreement as to the necessity, with some natural differ-

That crime has been on the upgrade in the district over the past 10 years is obvious to everybody who works the Broadway beat. The area has become increasingly over-run with panhandlers, dopepeddlers, bookmakers and other baddies. Late evening side-street brawls are run-of-the mill, plus an occasional street shooting or mugging. This reporter had the personal pleasure of being stuckup a couple of years back while walking thru the arcade of a midtown hotel at 1 o'clock in the morning. Fortunately, it was the night before payday.

ences of opinion as to the prob-

lem's approach.

However, it is pleasant to report that all three candidates have notions on quick and effective methods for cleaning out the undesirables. Harold Riegelman, Republican nominee, supports a get-tough policy.

opines. "The police are well equipped to handle it."

Rudolph Halley, Liberal candidate, believes that the trouble lies with the high-ups.

got to be there to get the story, viewer?

Least of the reporter's worries

has been in filing his story. In

the old days, he used carrier

pigeons. Today, he gets the story

to his reader or listener by wire

or radio line. Television, having

disrupted many an accepted pat-

tern in other fields, similarily has

added to the newsman's problems.

showing a furrowed brow or the

point to a map.

the police force."

Robert F. Wagner Jr., Democratic standard-bearer, advocates increasing the police force, changing the three-shift system and assigning more coverage to the area during certain hours. He also would limit the use of squad cars and have more cops on foot.

Among other improvement items coming up for discussion was a change in the current Broadway facade. Riegelman criticized the honkey-tonk appearance of the Gay White Way, and suggested a revision of the zoning laws so that as leases expire midway-type structures can be climinated. Halley, however, thinks honkey-tonks are less of a menace than criminal activities, adding that a customer has as much right to find amusement in a Penny Arcade as the man who can afford a theater ticket. Wagner went along with Halley. He thinks the P.A.'s are all right as long as they are clean and orderly, since the "poor man has a right to entertainment,

All of the candidates are in accord on giving the heave-ho to the can-brigade, those theater en-"There's no trick to it," he trance fem solicitors for fake for legitimate chartities should be Missouri.

Picture Business

HOLLYWOOD, Oct. 24.-You've liver an on-the-spot report to the movies. He traveled hundreds of

to your audience. The by-line the story.

news centers taught him that you ABC and INS foreign correspond-

need more than newsreel footage ent. Clete needed little more than

routine beat, it's a simple matter, correspondent tackled that prob- his sight and sound reporting,

story of the familiar voice on the

radio gives the reporter's work

that priceless "I was there" qual-

ity not found in the reading of

Clete Roberts decided that the

The camera recorded the news

being made. The soundtrack car-

ried his ad lib. report. His search

cold news dispatches.

TV has tried several methods in new medium of television de-

delivering the news. On one hand, manded a new reportorial form.

it borrows from radio. Newscast- He armed himself with camera

ers are seen reading vice service and mike and set out for the

dispatches or their prepared com- world's trouble spots in an effort

mentaries. The sole utilization of to create the news form he felt

movement of lips. Some of the in the making and showed the re-

more resourceful lads occasionally porter on the spot where it was

On the other hand, TV borrows for the news took him into the

from the movies. Newsreels, long heart of the Tokyo Red riots where

the pet short subject of the film he was injured, to the scene of the

house, are now part of the regular Huk anti-American uprisings on

diet. Some combine the two. An the Philippines, into Gen. Chiang

old film clip is flashed on sans Kai Shek's Formosa headquarters,

soundtrack showing the scene or to the Korea hot war front and to

the newscaster reads his report. Clete estimates that in the past

All these devices and adaptations 20 months he exposed and exhib-

subject of the item at hand while Europe's cold war front.

the visual medium here is in would answer TV's needs.

"Any mayor," he asserted, "can permitted inside theater lobbies. assist on the enforcement of laws. This is a particular sore spot on ties. He will have to ride herd on Broadway Association for years. but nothing ever gets done about

Neither the Republican nor the Liberal candidate found fault with traffic handling in the area. but the latter is concerned about skying parking lot rates and stricter enforcment of side-street parking regulations. He said he would back a bill in the City Council to control parking charges which he thinks are out of line.

So there you have it in preelection terms, but it seems to me I have heard this clean-up refrain often before and not much ever comes of it. When improvement City Hall.

A case in point is the stretch of West 47th Street between Seventh and Sixth avenues, dubbed "Dream Street," because of an over-abundant floating population of dopepeddlers and other unseemly characters. Recently, its irate property lamb-like.

However nice it is to be assured charities-those who whine for that no matter who gets in next help for the lepers of Patagonia Election Day there will be full and then pocket 80 per cent of the co-operation for a Times Square take. But they agreed that pleas moral face-lifting, I'm from

Today, Clete's news gathering

problems are considerably more

involved. Instead of the portable

of old, Clete carries 1,300 pounds

of equipment or 33 separate pack-

ages. These include camera and

stand-by camera, a minimum sup-

ply of 200 200-foot reels of film

cording for the film soundtrack.)

Clete's problems are many. In

addition to getting to the news

scene, he must move his 1,300

pounds of gear. His experiences

include many a difficult time with

custom officials unacquainted with

TV and the reportorial demands

of the new medium. They can

understand a reporter packing a

typewriter, but 1,300 pounds of

equipment for just a story seems

To quote Stan Freeberg, who in

a little too much to accept.

Washington Once-Over

WASHINGTON, Oct. 24.-Small ter some direct representation on amusement businesses in need of the commission in filling those fresh capital will find Uncle Sam posts. The American Federation more generous than usual. The of Musicians and other big organiadministration is getting ready to zations have already gone on rectake the wraps off several sizable ord for a shake-up. projects to help small business. The President will ask Congress will expire next year are Joseph to broaden the authority of the Hudnut, Edward F. Neild Sr., Pienew Small Business Administra- tro Belluschi, Elbert Peets, all tion in order to create long-range architects, and Felix W. DeWelcredit opportunities for small business. He may ask for a hike E. Finley, chairman of the comin the SBA's \$50,000,000 ceiling for making direct loans. Small businesses are classified by the government as firms with assets under \$250,000.

FINE ARTS SHAKE-UP GETTING NEARER? . . .

Looks as tho a lot of people never heard of the Federal Fine does occur it appears to be via lo- Arts Commission until that august cal exasperation and not from body got into the news recently because of its non-recognition of such important arts as music, legit theater, TV-radio, opera and ballet (The Billboard, September 5, 12, 19, 26, October 3). Folks are asking about the identity of the members of this commission, particularly since the terms of five owners ganged up on the vigilante of the commissioners expire next beam and hired a lawyer. The re- summer. President Eisenhower sult is that the block has gone will have an opportunity to give the world of music and the thea-

> RCA Earnings, Sales Top '52

NEW YORK, Oct. 24. - Sales and earnings for the Radio Corporation of America took sizable leaps for the first nine months of thousands of miles around the this year in comparison with the 802, American Federation of Mu-All reporters know that. On a A few years ago, one foreign world in a quest of material for all time record high. Sales for the era were in a hassle at presstime But there are times when getting lem, and so far, has come the clos- An old hand at covering the to the news scene is a real prob- est of all in finding the answer, world beat, the problems of travthird quarter of the current year | when the union presented the Met lem. Many a newsman has risked His years of experience in cover- eling in foreign lands were taken his neck for an on-the-spot report, ing the war fronts and foreign in easy stride. In the old days as

> Sales volume for the January to convey the meaning of the news his portable typewriter to deliver thru September period this year totalled \$609,428,166, an increase of 29 per cent over the same period last year. Earnings for the nine months were \$53,651,018 before taxes, and net profits after taxes were \$25,152,018. Net profits for the same period last year were \$17.847,110. Earnings per share of common stock reached

stock, his own electric power unit \$1.62, against \$1.12 in 1952.

to power the cameras and his tage. For the July thru September recorder. (The tape recorder is quarter, RCA sales totalled \$198,for a five-a-week radio broadcast 742,004, with net profits reaching series. He used optical sound re- \$6,966,790.

Review Index

Record Reviews	3(
Classical Reviews	4(
Legit Reviews	11
Night Club Reviews	
Radio Reviews	
TV Reviews	
TV-Film Reviews	
Vaudeville Reviews	12

Record Reviews
Classical Reviews
Legit Reviews
Night Club Reviews
Radio Reviews
TV Reviews
TV-Film Reviews
Vaudeville Reviews

Legit Line-Up

are a far cry from solving the TV ited more than 400,000 feet of film turn quotes Jack Webb: "All I

reporter's problem: How to de- or an amount equal to 40 feature want is the facts, mam."

Rebecca Brownstein, chief coun- | cific" on January 19 at the Broad- | Women!" Casting already insel for Actors' Equity for the past three years and associated with the union's legal division since! 1929, admitted this week that she has "dissolved her relationship" with the org. Miss Brownstein insisted she had neither resigned nor quit, but that the termination was due to a disagreement with Equity Council in regard to a drastic budget cut which would effect her directly, as well as her department. The matter has been simmering over the summer, and a month ago a membership resolution supported her with a recommendation that her departmental appropriation remain unchanged. However, Equity Council took a different view at its meeting last week, at the same time voting Miss Brownstein a life pension in recognition of her on December 6 in the ballroom attraction here directly after the services. Altho retiring as Equity of the Hotel Pierre for the benefit Edinburgh Festival next summer. counsel, she will continue as chief of the Actors' Fund. The entire Moira Shearer and Robert Helpcounsel for Chorus Equity, affiliated branch of the legit union.

"SOUTH PACIFIC" TO MOVE . . .

Paris" will supplant "South Pa- ward Choderov's "Oh, Men! Oh, cities of U. S. and Canada.

way Theater, it is far from the management's intention to close the song-and-dancer which is headed for a fifth Stem birthday ber 2 under direction of the aucome April. General manager thor, with a mid-December Stem Morris Jacobs says it is the intention to find another local house for the show. . . . Robert Stevens due on Broadway December 14. and Mary Howes are the latest production team to open shop. They are in the market for original scripts or books suitable for MET TO HOUSE stage adaptation and are prepared for immediate production. Stevens has been a CBS-TV producer-director for the last five history, the Metropolitan Opera years, and Miss Howes is the House will go legit when it will founder and operator of the Palm house the Old Vic production of Beach Playhouse. Their offices "A Midsummer Night's Dream" are located at 17 East 48th Street, shortly after Labor Day, Negotia-York will give a tea and reception by S. Hurok, who will pilot the proceeds will go to the Fund, mann will be starred and Stanley with the League defraying all ex- Holloway featured in a company penses. Mrs. Gordon C. Forbes is of 65, including a complete ballet O MOVE ... in charge of arrangements. . . . group. "Dream's" run will be Cheryl Crawford has signed limited to about four weeks. Betsy von Furstenburg for Ed- Thereafter, it will tour 10 major

cludes Franchot Tone, Anne Jackson, Larry Blyden and Oscar Beregy. Rehearsals start Novemopening in view. . . . The Alan Mowbray play, "Flame-Out," is Harry Carey Jr., Jack Lord and Philip Kenneally will have top roles. The author will direct.

VIC TROUPE . . .

For the first time in its long

BROADWAY SHOWLOG

Performances Thru

October 24, 1953

DRAMAS

Dial "M" for Murder10-29, '52	476
End as a Man	13
Ladies of the Corridor10-21, '53	5
Late Arrival	6
Late Love	15
Wy Three Angels 3-11, '53	274
Picnic 2-19, '53	284
Take a Giant Step 9-24, '53	36
The Fifth Season 1-23, '53	325
The Little Hut	21
The Seven-Year Itch 11-20, '52	390
Tea and Sympathy 9-30, '53	28
Teahouse of August Moon10-15, '53	12

MUSICALS

Can-Can 5- 7, '53	196
Cancert in Comedy10- 2, '53	27
Guys and Dolls	1,193
Me and Juliet 5-25, '53	172
Porgy and Bess 3-10, '53	266
South Pacific 4-16, '49	1,845
The King and 1 3-19, '52	1,076
Wish You Were Here 8-25, '52	557
Wonderful Town 2-25, '53	276

CLOSED

Frogs of Spring 10-24, '53 (10-20, '53)

COMING UP

A Girl Can Tell........10-29, '53 Sherlock Holmes......10-30, '53 The commissioners whose terms

don, sculptor. The term of David mission, doesn't expire until June 4, 1955. The term of George Biddle, the sole other member of the commission, a painter, who was appointed last January 20, will be up in 1957. Terms are for four years. Finley, who is director of the National Gallery of Art, has been on the commission since 1943. Except for Finley, all commissioners are serving their first

Finley is a tax lawyer who has been on the Washington scene since the days of Andrew W. Mellon. He became director of the National Gallery of Art in 1938 at Mellon's request. He was associated with Mellon in both his private and public interests from the time the Pittsburgh philanthropist became Secretary of the Treasury in 1921 until his death. Mellon named Finley his special assistant in the Treasury in 1927, and when President Hoover appointed Mellon as Ambassador to the Court of St. James, he took Finley with him to England as honorary counselor of the American Embassy.

Union, Met Deadlocked

NEW YORK, Oct. 24. - Local same period in 1952. Sales hit an sicians, and the Metropolitan Opalso acheived record volume for with an ultimatum. Deadlocked the company while earnings also over contract negotiations, the union threatened that if no deal was concluded by November 2 there would be a work stoppage by musicians.

On this date, rehearsals are scheduled to start. The Met claimed that if rehearsals are delayed, it could be forced to cancel its season, which begins on November 16. Foreign talent, scheduled to appear here, has already been alerted.

Local 802 had asked for a 15 per cent increase, but backed down to 10 per cent. The Met offered a flat 2 per cent increase to the musicians and 12 other craft unions involved in the productions.

Billböard

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one year, \$6.50, and Vend, the monthly
magazine of automatic merchandising; one year, \$4.

Val. 65

Convented material

Communications to 1564 Broadway, New York 36, N. Y.

OVERTONES

La Rosa Exit Stirs Action On Chi Fronts

CHICAGO, Oct. 24.—Bill Irvin has resigned as television editor of The Chicago Sun Times, being succeeded by Lucia Carter, an assistant in the department. Irvin has interests in a radio school and an FM station.

There could be overtones of the Godfrey case in Irvin's leaving the paper. As the Godfrey story developed this week, The Sun-Times' competitors gave it top Page 1 play with stories by local staffers. The Sun-Times depended on wire services. Irvin's resignation coincided with The Sun-Times' lagging on the story.

The afternoon papers sold tens of thousands of papers because of the Godfrey story. The Daily News circulation hit 580,000 Wednesday, about 20,000 above normal. The circulation department gave full credit for the bulge to Godfrey.

Meanwhile a daily 10-minute program of Arthur Godfrey records has been dropped by WIND. Chi indie, conincidental with the Godfrey-La Rosa fuss. "It just seemed timely to drop him," the station explained. Public opinion has been strong against Godfrey here, particularly in the large Italian colony.

FCC Issues TV Grants

WASHINGTON, Oct. 24-The Federal Communications Commission this week issued three convinced of the need for an asnew TV grants, bringing total sociation devoted to their particular authorizations to 584, of which 476 problems, the new group's letter are post-freeze grants, including went on to say: 22 non-commercial educational

This week's construction permits went to Aiken Electronics Advertising Corporation, Aiken, S. C., Channel 54; General Times Television Corporation, Hartford, Conn., Channel 18, and Robert W. Rounsaville, Atlanta, Channel 36.

ABC-Paramount Reports Theater Profit, Web Loss

NEW YORK, Oct. 24.-Earnings reported by American Broadcasting Company-Paramount Theaters, Inc., for 1953 reflected a theaters and a loss in the operations of the broadcasting division for the third quarter and for the year to date.

In a report to stockholders, President Leonard H. Goldenson said the loss in broadcast operations for the third quarter reflects both the normal seasonal slack and the initial costs involved in reorganizing the radio and TV networks of ABC. Commenting on the increased programing and sponsor activity at the web, Goldenson said the ABC president on January 1. division should operate at a profit in the fourth quarter.

Estimated consolidated earnings for the third quarter of 1953 were \$1,009,000, including \$946,000 from operations and \$63,800 of capital gains. For the same quarfrom operations and the balance tual necessity for its top brass. in capital gains.

THIS IS JUST THE BEGINNING!

NEW YORK, Oct. 24. — Scripter Saul Carson tells it: NBC's new radio show "Stroke of Fate" dramatizes what might have happened in history if pivotal historical figures had made different moves in crucial moments; i.e., "What if Lee had become President?", etc. In search of a new twist on the theme, a would-be script writer called the show's Mort Lewis this week and suggested a modern episode on "What if Abe Lastfogel had joined MCA?"

Organize UHF **Group to Aid Broadcasters**

WASHINGTON, Oct. 24.-Formation of the Ultra High Frequency Television Association, a of converters for UHF reception, the "apparent disinclination" of networks to affiliate with UHF stations, and proposals for "piece-meal" addition of VHF channels in areas now served soley by UHF.

Stating that the organization had come into being because a "sub-stantial number" of UHF oper-ators all over the country were

"The association will conduct engineering and economic surveys and will participate in legal protelevision in the public interest."

Sponsors With Stars Quake In Godfrey Fracas' Wake

Realize Nat'l Impact of TV Names, Fear Being Caught in Same Net

Continued from page 1

American scene, has the impact they are able, by selecting perits most developed stage, if not above reproach, then controlling more, since Godfrey lives for them and finally, by astute and with the American public. The them if they get into nasty situa-Dick Haymes and other Holly- involving sex, drink and dope in wood fusses.

ated in the public mind with their nately emerged on her feet. products, sponsors have been jolted by l'affaire Godfrey as powerful UHF transmitters, lack themselves in advance as far as smoother treatment.

With key personalities associ- ago, from which Tallu fortu-

"Person to Person" How close Godfrey came to the never before. They realize that brink is seen in his apology on the lives and actions of their the Friday (23) night telecast of video artists are and must be "Person to Person" on CBS-TV. wide open books for viewers to He told the American public via read, and that one misstep may an interview with Ed Murrow result in destruction for artist, that he had intended releasing his troupe, past and present, with network, sponsor and agency. La Rosa from his contract, since the redhead. To CBS-TV the incigroup aimed at solving the prob- Bankrollers also are appalled at he (the singer) had got too "big" lems of UHF broadcasters, was an- the realization that morals clauses for the Godfrey shows. He also ting on a \$15,000,000 plus atomic nounced here this week. The new and other protective devices in said that the brusque manner in bomb, for that is what Godfrey organization, in a letter outlining contracts are of no use, since which La Rosa actually got his means to the web in terms of its objectives to the Federal Com- once the damage is done, the re- walking papers was the result of revenue, as the performer who munications Commission, listed the sult will be reaped notwithstand- the vocalist's slow tempo in the chief difficulties of UHF operators ing. Advertisers thus are con- last number of that show, which and CP holders as delay in getting cluding that they must protect gave Arthur no time for a

All during this week, the top of the motion picture industry in formers whose private lives are brass at CBS have been working on Godfrey trying to calm him down and they finally succeeded seven and a half hours each week skillful public relations, handling in showing him what was happening. The nation's press was incident was built up to propor- tions. They still remember viv- being fed raw meat, and compettions reminiscent of the Rita Hay- idly the near-miss when Tallulah ing performers on radio and TV worth capers with Aly Khan and Bankhead's maid aired charges were making a laughing-stock out of the contretemps of Arthur. a courtroom action some months Pro-Julius La Rosa lines were forming, and every anti-Godfreyite in America was being given a chance to carve up the No. 1 TV personality in the land.

Press Digs

More important, reporters were digging into Godfrey's past and the relations of every member of dent demonstrated that it was sitanchors its daytime operation and who does the same Wednesday nights. Even the the incident took place on the morning show, and thereby affected such sponsors as Chesterfield, Pillsbury, Toni and Lever Brothers, the Godfrey flair for spontaneous combustion in its far-reaching overtones has the potential to damage such an innocent bystander as Lipton's Tea, which owns his Monday night program.

That Godfrey is unpredictable and ofttimes unmanageable is no secret to the network that lives with him. He has had continual because the performers were not up to par. It did, however, bring repercussions from Lipton's Tea, which were smoothed over.

Revion Would Turn 'Mirror' to NBC-TV

important break in the CBS-TV affiliates. Saturday night line-up was near Revlon evidently feels that its brushes with the press. His last this week. Revlon reportedly will rating against "Hit Parade" on action was the firing of the con-move its "Mirror Theater" from NBC-TV is not as good for its testants on an August "Talent ceedings toward promotion of UHF Saturday 10:30 on CBS-TV to film drama as it might be. And Scouts" program, but that was television in the public interest." Tuesday 10:30-11 on NBC-TV, if the its clearances Tuesday night, justified by CBS and Godfrey Information on the problems of the latter network can clear Mu- 10:30-11, are bound to be limited when they stated the action came UHF, said the association, will be tual of Omaha and its Bob Consi- for the half-hour program, the passed on to the FCC to assist the dine show out of its 10:30-10:45 fact that it is on film does not

NEW YORK, Oct. 24.—The first hour is local time on NBC-TV

Commission in "fostering" UHF. time period. The other quarter- necessitate a large live network. If clearances are not forthcoming via the network, Revlon will undoubtedly be allowed to clear stations for itself, at full card rate to them as several other sponsors on various webs have already

CBS-TV is extremely optimistic about selling the late Saturday growing audience for "My Favorite Husband," which has steadily

Bergmann Likely Choice As Du M. Broadcast Head

NEW YORK, Oct. 24. - Dr. that of top man over the several Allen Du Mont is expected to departments of the broadcast diprofit in the operations of the name the new managing director vision, including the network, the improved its rating an hour preof the network broadcast division o&o's, and the film syndication vious to the Revlon show. Weinof the company by the latter part department. It is considered traub is the Revlon agency. of next week. Leading candidate likely that if Bergmann is boosted for the job appears to be Ted to managing director, Caddigan Bergmann, currently general will be moved up to general manmanager of the network. Other ager of the network, highly regarded possibilities are Don McGannon, head of owned and operated stations, and Jim Caddigan, director of programs.

The opening occurred as the result of the resignation this week of Chris Witting, who joins Westinghouse Radio Stations, Inc., as

Speculation on the abovenamed three stems from the longstanding Du Mont policy of promoting from within the organization. The feeling seems to be that the Du Mont operation is so essentially different from the other ter of 1952, net earnings were three TV webs, that experience \$1,927,000, including \$1,627,000 within the organization is a vir-

The managing director's post is

The network this year has been showing a marked upswing in billings. It is considered likely that it will top last year's \$10,-000,000 by about 30 per cent. Big Spring Asks Rule-Making for

Subscription TV WASHINGTON, Oct. 24.—Asking the Federal Communications Commission for early rule-making on subscription TV, the Big Spring Broadcasting Company, likely get underway before the applicant for a TV construction permit on Channel 4, Big Spring, Tex., this week became the first petitioner concerned with fee TV for VHF stations.

program service and operate tion. Martin predicted the prelonger hours" than would otherwise be possible, the company

ASCAP Trial To Open Soon Over TV Music

NEW YORK, Oct. 24.-In a report to television stations regarding the music hassle with the American Society of Composers, Authors and Publishers over rates, Dwight Martin, chairman of the all-industry TV Music License Committee, stated that pre-trial of the ASCAP officers would end of this month.

Martin pointed out that the way was cleared inasmuch as ASCAP had withdrawn its motion to amend the Consent Decreewhich naturally prompted the Arguing that fee TV would TV'ers to withdraw their motion enable it "to provide a better to intervene in the ASCAP motrial examination would continue for a considerable period of time.

report continued, have joined the 54 old stations in the litigation.

Lu Ann Simms In the embers of the La Rosa incident there are burning a few coals which will probably die out. It is not known whether Lu Ann Simms, one of Godfrey's female vocalists, will remain a "friend" night half hour. It points to the in 1954 when her contract expires, inasmuch as his references to her were far from complimentary, And the rest of the cast, with the exception of bandleader Archie Bleyer, who also was fired, is known to be bristling over the remarks made by Godfrey about none of them being artists, when he held a press conference this week. But their steady salaries should help smooth their ruffled feelings.

> For La Rosa, the incident has certainly given him the kind of nationwide attention that could well prove a major boon. He already is booked on "Toast of the Town" at triple his former salary as often as he wishes. He has a two-week date at the Chicago Theater beginning November 13. And once he gets rolling, his booking should snowball. But he still has a three-year contract with CBS which remains to be adjusted.

> Now that the furor is dying, Godfrey's clients are breathing a sigh of relief and hoping that things will go back to normal. But they also are wondering whether there will be a next time and whether it all is worth living dangerously.

Zeemer Quits as **Garroway Director**

NEW YORK, Oct. 24. - Mike Twenty-five new stations, the Zeemer, director of the "Dave Garroway Show, this week resigned because of a personality conflict

Copyrighted material

is believed to be the highest fig- Corporation of America. ure ever paid a TV writing team Current pact is a revision of a will go to Ed Simmons and Norseven-year contract that still has man Lear, who this week signed a non-exclusive contract to head ous exclusive writing provisions the writing staff for Martin and

52G to Simmons, Lear to Do

Five Martin-Lewis TV Shows

HOLLYWOOD, Oct. 24.—What the comics' company, thru Music

four years to go. It removes previthe writing staff for Martin and Lewis' five remaining "Colgate Comedy Hours" on NBC-TV this season. Team will net \$52,000 in the deal.

The two writers will receive a combined personal salary of \$10,-100 per progam. Deal was negotiated between writers' attorney, Oliver Schwab, and York Pictures,

The writing staff for Martin and Lewis in Louding (Comedy Hours" on NBC-TV this season. Team will net \$52,000 in the development of their own TV film package, and writing of scripts for other TV shows, either three years Simmons and Lear wrote for Martin and Lewis in Matta Enterprises, Atlantic City; Eastern Broadcasting Co., New-Haven; On the blanket license front, as apart from the per program issue, three years Simmons and Lear wrote for Martin and Lewis in movies, radio and TV.

Appended to the report is a list of these stations. In addition, it was noted, other stations are taking initial steps necessary to join the source. On the blanket license front, as apart from the per program issue, the report notes the following: The negotiating sub-committee of these stations. In addition, it was noted, other stations are taking initial steps necessary to join the source. On the blanket license front, as apart from the per program issue, the report notes the following: The negotiating sub-committee of the report is a list of the development of their own TV with Edith Barstow, the choreog-rather development of their own TV with Edith Barstow, the choreog-rather development of the development of their own TV.

linked its petition to earlier requests for fee TV rulemaking by seven CP holders for UHF stations, which are Home News Appended to the report is a list of with Edith Barstow, the choreogand permits Simmons and Lear Publishing Co., New Brunswick, these stations. In addition, it was rapher. Miss Barstow has been

WEAVER ON LIMB

NBC-TV Affiliates For ABC Post Balk at Rosah Plan

too happy with veepee Sylvester pick their position on the shows. (Pat) Weaver's latest brainchild, "Rosah," which is a special holi- about NBC-TV offering advertisweb's 10 a.m.-noon line-up, including "Ding Dong School,"
"Glamour Girl," "Hawkins Falls" and three others.

It is reported that several of the affiliates have refused to accept the plan until it is discussed by the affiliates' confab, which is to be held in November. This, of course, would cut the possible selling time for "Rosah" on those stations which have rebelled.

The complaints are the usual ones, with perhaps one new gripe. Foremost is the fact that the network is accused of trespassing on spot territory, thereby moving away from its function as a network. Also to be considered is the with local clients. They are being asked to clear, in some cases, for one-shot participations when they may have local advertiser buying agreed to make the annual affair time. If they knock off the local available for national sponsorship advertiser, will they be able to and that heads of 52 major comget him back on their outlet after panies had been sent telegrams to Christmas is over?

Weaver naturally is out after the special holiday loot that advertisers spend on magazine inserts. He offers what NBC-TV

Y&R Soapers Get CBS Time

NEW YORK, Oct. 24.-Procter & Gamble and General Foods, thru Young & Rubicam, have until next Friday (30) to exercise season as music director of the their option on 1-1:30 p.m., across the board on CBS-TV. The intention of P. & G. is to program "Brighter Day," and of General Foods to schedule "Portia Faces Life," hitherto only radio soapers.

The agency has cleared the time for its clients by soliciting the CBS-TV affiliate on its own to see whether they would take the programs (The Billboard, October 24). It has met with success, but it is now up to the two sponsors to make the decision. "Brighter Day," is on 2:45-3 on CBS-Radio. "Portia" has ended her AM career.



NEW YORK, Oct. 24.—Indica-| terms "non-selection national adber of NBC-TV affiliates were not sponsors will not be allowed to today by Robert E. Dunville, presi-

> The stations were also unhappy segment of time.

Cash Exits WLW

CINCINNATI, Oct. 24.—Norman Cash, general sales manager of WLW, has resigned to accept the position of assistant sales manager of the ABC radio network, acdent of Crosley Broadcasting Corporation.

Cash assumes his duties Nomas. The scheme allows sponsors half minute portions of Kate in New York. Cash has been asrelations division.

COMPREHENSIVE UHF STUDY

ABC Orders Analysis Of Audience Patterns

fort to combat sponsor resistance tions this week were that a num- vertising." which means that cording to an announcement made to Ultra High Frequency stations, ABC has commissioned the American Research Bureau to do a nationwide study of viewing day sales plan in effect till Chirst- ers sponsorship of seven and one- vember 2 and will be stationed in TW markets which receive both UH and VHF signals. Station to buy one-time participations in Smith. Station reps consider the sociated with the Crosley Broad- clearance, of course, is one of the any of the unsold portions of the sale of less than 10-minute seg- casting Corporation, with his of- webs toughest sales problems, web's 10 a.m.-noon line-up, in- ments of shows as an invasion of fices in Cincinati, for the past two and it would help considerably if spots, and the new Kate Smith years. Prior to joining WLW, Cash the network could bolster the sales formula sells less than that was director of NBC's AM station sales appeal of its 57 UHF affiliates via factual material on the

NEW YORK, Oct. 24.-In an ef-| growing audience strength of UHF.

> The ARB study will develop data on the hours of total viewing and will subsequently develop national ratings for specific network programs in two classifications: VHF-only homes, and homes equipped to receive both UHF and VHF stations. This will mark the first known research on the viewing behavior of homes which have converted to UHF. To date, UHF research has concentrated on the number of conversions and percentage of homes penetrated on a market-by-market basis.

> Commenting on the fact that in mixed UHF-VHF markets the median, penetration of UHF in TV homes is now about 50 per cent, ABC research-sales development chief Oliver Treyz opined that the homes which first convert to UHF are the heavy viewing homes. thus offering advertisers "ratings in excess." Another sponsor plus was noted by network veepee Ernest Lee Jahncke Jr., who pointed out that UHF is following the usual path of new media and growing faster than its rates which makes its cost-per-1000 usually lower than VHF competi-

> As part of its campaign to push UHF, ABC has issued a special booklet "The P's and Q's of V's and U's" (a 60-page analysis of the growth of UHF) as a service to agencies, advertisers and the industry in general. The booklet, written and compiled by promotion staffer Bert Briller, explores every facet of the UHF pictureset manufacturers, conversion problems, equipment, UHF sponsors to date, etc. Copy stresses that UHF and VHF are one

OTHER TRADE IN BRIEF

Motorola, Inc., this week signed to spensor "The Motorola TV Hour" in the 9:30-10:30 slot on ABC-TV, alternating with "The This year's "Emmy" awards ban-quet awarded 18 honors to leading Mont's "Dollar a Second" has been boosted to a 112-station spread.... Parker Pen has signed Thayer, meanwhile, appointed to sponsor two quarter-hour footmembers to an awards committee ball films surrounding the pro to select nominees for the 1954 games on Du Mont. The show Academy Awards. Named were will run two weeks on 105 statraced on NBC-TV's "It Happened Thomas McCray, assistant director tions. . . . ABC-TV signed four of NBC's Western division; Joseph more affiliates, making a total of Arthuro Toscanini arrive in New Brenner, attorney and former FCC 163. . . . American Research Bureau's third quarterly UHF study shows an average 10 per cent boost in conversion in cities also surveyed in July. . . . Advertest Research reveals that non-TV homes in New York are down to 17 per cent of all families. . . Allyn Edwards will be the new morning deejay on WNBC, New York, when Gene Rayburn moves to WNBT. . . . B. F. Goodrich became the first sponsor to buy into NBC Radio's "Weekend" Theodore C. Streibert, former show by buying two participapresident of WOR and member of tions per week. . . . Tallulah the board of the Mutual Broad- Bankhead and Wally Cox will be casting System, was presented paired in a romantic comedy with a plaque of appreciation sketch on the November 3 Milton from the employees of WOR- Berle show and, if it comes off, Mutual. . . . Henry T. Hede, ad- may be set for repeat bookings. ministrative assistant in the treas- ... Red Barber has been signed urer's office of ABC, has been by Gillette to handle commennamed administrative manager of tary on the Orange Bowl game on CBS-TV.... The Great Western ABC-TV net ... H. Maier has Radio Network, consisting of 10 NBC affiliates, has signed Weed ecutive in the New York office of as its national rep.... WONS, owned by the Hartford (Conn.) Art Harre, formerly general Times, and WTHT, owned by General Teleradio, this week merged as General-Times TV Corporation. They combine their TV application for that city and will eventually combine radio operations. . . . WCBS, New York, got 76 per cent share of audience on the Turpin-Olson middleweight championship fight the National Television System Wednesday (21).

ABC Shuffles Coast Staff

HOLLYWOOD, Oct. 24.-Another in the continuing shuffle of ABC's Hollywood executive personnel was made this week as two exited the fold. First to desert was William Phillipson, former director of the net's Western division, who submitted his resignation early in the week as the division's general manager. Next to quit, on Thursday (22), was Ed Leven, who held the title of (Continued on page 47)

Claims Improved Color TV System

WASHINGTON, Oct. 24.— Claiming invention of a color TV system "receivable as color or black and white in connection with or adapted to present receivers," Howard H. Wixon, Chicago, this week asked the Federal Communications Commission to consider late comments in the current color TV proceedings.

Wixon did not elaborate on his system in his petition, saying merely that it "goes far beyond" Committee's system.

ATAS Seeking Bankroller for National Net Emmy Awards Feed

HOLLYWOOD, Oct. 24.—The Thayer said, that sponsorship of TV manager; Don McNamara, of telecast of the annual "Emmy" president of ATAS in absence of Arts and Sciences. Prexy Charles Ruggles, said that the Academy's board this week apprise them.

It is the Academy's intention,

TALENT NOTES ON AIR AND SCREEN

Florence Chadwick, distance swimmer, will have her career in Sports" on October 27. . . . York this week to start his 16th NBC Symphony Orchestra. . . . Dennis James, emsee of "Chance of a Lifetime," will conduct the United Cerebral Palsy telethon on November 14 and 15 over

WFIL, Philadelphia. Gianni Iaia, European tenor, will come to America shortly to prepare for his United States debut on "Opera Cameos" over WABD, New York. . . Ruth Montgomery, Washington columnist for the New York Daily News, will be a guest panelist on "Leave It to the Girls" October 31 over ABC-TV.... Lee Cooley, producer-director of the Perry Como CBS-TV show, has been named radio-TV chairman of the New York March of Dimes campaign.

Lester Vail, director of stage, television and radio, has signed a long-term contract with CBS-TV as a director.... Donald Dilworth has been cast in a major role on the "Suspense" program for October 27. . . . John Conte, singing emsee of radio and television at ABC, was guest of honor and special lecturer at the first session of the new "TV Careers for Women" course which opened this week at the Cambridge School of Radio and Television in New York City.

growing

growing

Academy of Television Arts and the one-spot prestige telecast Carl Dudley Productions, and ac-Sciences is seeking a bankroller would be the beginning of a fund tress Bea Benadaret, with Hal for its proposed national network with which ATAS could carry on Hudson, CBS-TV general manits activities to promote the in- ager, acting as chairman. awards dinner next February. Guy dustry, patterned somewhat after fact that stations may be tied up V. Thayer Jr., veepee and acting the Academy of Motion Picture

The Academy's annual awards banquet, inaugurated in 1949, has been telecast locally. The pro-jected national telecast, the originating at the Statler Hotel, Los Angeles, would switch to a similar setting in New York's Statler Hotel much i the same manner as this year's "Oscar" event.

TV personalities, most of whom were present at the Statler.

executive; John Reynolds, KHQ-

RESTLESS PEOPLE, REVOLVING DOORS

Michael Ames, manager of public relations at the Emerson Radio Corporation, has been promoted to director of public relations.... television network sales for the been advanced to an account ex-CBS Radio Spot Sales.

manager of WJJD, Chicago, has joined Station WENR, Chicago, as manager.... J. G. (Buck) Weaver, ex-electronics advertising manager for Crosley Division of the AVCO Corporation has joined Benton & Bowles, Inc., as Pream account executive.... Trudi Cow-(Continued on page 47)

Kaufman Loses Job Over Political Bubu

NEW YORK, Oct. 24.-Murray Kaufman, who conducted the midnight to 2 a.m. chatter show via WABC here, this week was severed from his post after a beef with station manager Ted Oberfelder. Kaufman's show aired from the Glass Hat nitery, which footed the bill for the time and for Kaufman's take. After the beef with Oberfelder, the nitery dropped its deal with Kaufman, but is temporarily programing the time with music.

The immediate conflict centered about the appearance on the show of Curtis Roosevelt, who during the course of an interview with Kaufman mentioned the candidate he is supporting for Manhattan borough president. This was deemed by Oberfelder to be against the station's policy barring politicking on such shows, altho both Kaufman and Roosevelt subsequently claimed that the remark was made inadvertently. Kaufman is understood to be registering a complaint with American Federation of Television & Radio Artists.

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This One

THIS WEEK'S SPOTLIGHT FEATURE

Network & Station Buying & Programing

Net Sponsors' Spot Buying of TV Stations May Lessen

Growing Number of Outlets Could **End Practice**; UHF Success a Factor

By GENE PLOTNIK

NEW YORK, Oct. 24. - The of TV stations is expected to spell a source of embarrassment to the networks and a source of extra revenue for certain stations. That is the system whereby a network would permit spot placement of sponsor whose show is on film these shows too. But whether or often has had to go out and buy on a spot basis many of the stations that the network was not able to clear for him.

How long it will be before the sufficiently for the practice to be stations plus CBS: "Schlitz Playreduced to insignificance is at this moment a moot point. To a great "Ford Theater," on 17 stations extent, it seems to depend on the success of the UHF stations that are coming in to compete with the plus NBC; "Sky King," sponsored by Derby Foods, on 46 stations plus ABC; "Revlon Mirror Theadifficult-to-clear VHF stations.
On the other hand, some sponsors appear to be permanently enamble by General Electric, on 28 stations by General Electric, on 28 stations sults from pressure, and that spot ored with the idea of supplementing the network spread on their Century," sponsored by Chesefilm shows with spot buys.

With only one known exception, and "Smilin' Ed's Gang," spon-all of the network film shows that sored by Brown Shoe, on ABC-TV are also spot booked by their web plus several spot stations. bankrollers are sponsor-controlled packages. Indeed, the networks' abhorance of the network-plusspot routine is said to be one of the major reasons that the webs basis, and the practice is believed est possible penetration and to so conscientiously push film packages that they themselves control.

"Ozzie and Harriet"

that is network controlled is 15 stations spot. "Ozzie and Harriet," which ABC-TV sold to Hotpoint, Inc., and a station to be carrying one of the Lambert Pharmacal, and which, in addition to its network spread, is on 32 stations on a spot basis. But this deal was made before the This does not necessarily result merger between ABC and United from greed on the part of the Paramount Theaters went into station. Often a station's operat-

Lux Re-Runs On CBS-TV

Productions for Lever Bros. and the network - plus - spot practice. lower than their network rates, previously aired on "Lux Video The hope and faith of the net- the practice could conceivably re-Theater," will again be shown on the CBS-TV network program. lies in the opening up of these As far as these few agencies are The telefilm producers were notified this week by the J. Walter Thompson agency.

The four half-hour shows were filmed when Lever Bros. was studying whether the program should be filmed or continued to be carried live as it is at present. The schedule for showing follows: Kruger in "Something to Live

British Artists Fear U. S. Film

LONDON, Oct. 24. - Actors' Equity, the Musicians' Union and the Variety Artists' Federation have banded together here to warn the government that if it most ambitious one, "Thorobred," approves commercial TV here this fall, they will have to protect union members against the mil- Association of America. Each of lions of feet of American telefilm the 38 tracks that comprise the which they claim is waiting to be association is assuming part of dumped on this country. Meanwhile individual members of the unions are clambering aboard the sponsored TV bandwagon, just in complete story line, are in works.

Headed by the Earl of Derby, with top names from all circles breeding and racing of thorobred acting as veepees, the Popular Television Association, which backs the introduction of commercial programs, is compiling a which have signified their intenlist of all artists willing to work tion of using it. Aside from the for sponsored shows when and if fact that it furnishes free prothey get the governmental okay.

realm of possibility that, in order station on a spot basis. to assure the sponsors the greatest possible circulation, ABC-TV not this was actually done could not be ascertained.

work are: "My Little Margie," house;" on 23 stations plus CBS; his station. plus CBS; "Greatest Fights of the brough, on 40 stations plus NBC,

Practice Continued

When "Cavalcade of America" was on NBC-TV last season, it ment their network circulation was on about 15 stations on a spot with spot in order to get the deepto have continued now that the show has shifted to ABC-TV. Also, "Mr. and Mrs. North," on The one web - plus - spot show CBS-TV last season, was on about

> It is, of course, not unusual for above - named shows on a spot basis after having refused to clear the same show on the network. ing budget will not allow any additional network programing, on which the station receives about 30 per cent of rate card, but will allow additional spot business, on which it receives over 70 per cent of published rate.

Stations in the larger singlewhose audience potential is still situation.

This season, three of the major in doubt. It has been noted that entries in ABC-TV's new program even now a sponsor of a film opening of an increasing number "Where's Raymond?" "Pride of the station the network can clear the Family" and "Make Room for for him, but go out and buy a the end of a practice that has been Daddy." It was considered in the competing and more established

UHF Gimmick

Some UHF stations are known to have come up with a gimmick to combat this loss of networkcaliber programing. If a sufficient number of network shows are Other film shows that are spot beamed into the station, the rebooked in addition to being net- sulting discount on line charges often enables the station individstation clearance problem eases sponsored by Scott Paper, on 16 ually to reimburse the sponsor part or all of the network rate on

> The network-plus-spot routine has also meant extra dividends for the station reps. Some reps, has enough merit to stand on its own, inasmuch as spot business has been showing a healthy increase this year.

Other reps believe that even under optimum network conditions, there will be some TV film sponsors who will want to supplespread the amortization of their of entertainment on Channel 11. talent cost thinner.

Added Complexities

For the agency, adding spot stations to the network means added complexities in billings, promotion and print handling and costs. Since many of the sponsors will for prints alone would run to impressive. \$1,500 if the sponsor has 30 stations on a spot basis. But when each week, 64 per cent of the promum circulation, on a \$60,000 cent is theatrical film for a total huge streamer and use of a sound time-and-talent cost, the extra of 371/2 hours and 20 per cent, or costs and trouble are a drop in 22 hours weekly, is telefilm. Live the bucket.

agency men, the extra cost and a lowly 4 per cent of the programtrouble involved in the network- ing is via kinescope. plus-spot plan pays off in extra HOLLYWOOD, Oct. 24.—Four channel markets have, of course, flexibility and control. And since films, produced by Gross-Krasne been the principal beneficiaries of spot rates for many stations are flexibility and control. And since provement in business, and station works in squelching the practice sult in a commensurate saving. markets by new stations. The concerned, therefore, the practice joker here, however, is that the is here to stay, regardless of the new stations are frequently UHF, easing of the network clearance audience.

Horse Racing, Coast November 26, Laraine Day in "Women Who Wait"; December 3, Ann Sheridan in "Lovely Day"; December 24, Gene Raymond in December 24, Gene Raymond in Tove and December 24, Gene Raymond in

first time, will be in the fortunate series is being shot in color. position of having entire TV film series placed at their disposal for nothing. These series are being produced by organizations desirous of getting their messages across to the video public.

Two such video film projects are already in production by George F. Foley. The first and will cost \$320,000 and is being paid for by the Thorobred Racing the coast. Twenty-six quarter hours of the series, which will star Thomas Mitchell and have a The scripts will concern themselves with the development,

This show is already being offered to local stations, 40 of graming to them, Foley also al-

NEW YORK, Oct. 24.-TV sta-, lows them to sell it to sponsors, tions around the country, for the within certain restrictions. The

on this branch of the service, which will be shot in black and white only.

Reed Shoots Color Institutional Pic

HOLLYWOOD, Oct. 24.-Roland Reed Productions this week momentarily departed from its telefilm activities to embark on a seven-day schedule of shooting an institutional half-hour motion picture in Technicolor for the American Petroleum Institute. Film, "Success Story," stars Vincent Price and is a historical dramatization of events in the life of Edmond Drake, first American to drill an oil well, according to Executive Producer Guy V. Thayer Jr. Screen play was written by Norman Reilly Raine, with Arthur Pierson directing.

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:



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

KTTV 'Big Saturday' **Underlines Pic Use**

Of 109 Hours of Station's Weekly Telecasting, 64% of Programs on Film

HOLLYWOOD, Oct. 24.—A sig- like the new Saturday schedule, programing of independent tele a theatrical picture. Telefilm stations is indicated by the policy shows include "Ramar of the Junthe Los Angeles Times KTTV is gle," "Chevron Theater," "Gloria following. This was emphasized Swanson Theater" and "Death today as the station embarked on Valley Days," which alternates what it terms "The Big Saturday" every other week with "Jeweler's line-up of seven continuous hours Showcase."

("Fireside Theater") and "Captured" ("Gangbusters").

Station officials point out that higher ratings. not bicycle prints, the extra cost its weekly output is even more

Of the 109 hours of telecasting the sponsor's sole object is maxi- graming is on film. Of this 34 per shows account for 46 hours or 42 In the opinion of some other per cent of the station's time, and

> KTTV is showing marked imofficials attribute this to its policy of block programing, most of which utilizes TV film. "The Big Saturday" is a case in point. The backto-back slotting of highly rated shows is paying off in sponsorship and, officials believe, in viewing

> One of the largest and most significant single-station program sales in recent local TV history was made early in the week when California, thru the Campbell-

Believing that block programing will lure a greater share of that it is designed to appeal to the directs with Steinbeck narrating. family audience. Its Saturday programing gets under way earlier, youngsters as well as adults.

KTTV inaugurated its block programing a year ago when it ex-perimented with "The Big Night," a term it applied to Tuesday. This, United Television Programs, Inc.

Occupation or Title_

nificant reliance on film in the utilizes two hours of TV film, plus

Still pending are the slotting of Two hours of the Saturday scheduling is TV film—"Life of Riley," "Badge 714" (formerly which will alternate with "Ramar "Dragnet"), "Kent Theater" of the Jungle," and "Heart of the City," whose time has been altered but still shows consistently

A concerted promotional campaign preceded the inauguration of "The Big Saturday," including novel press releases, newspaper advertisements, an airplane towing a truck thruout the city calling attention to the programing.

Ayres Signed For Telefilm

HOLLYWOOD, Oct. 24.-Lew Ayres, another in the growing list of Hollywood movie stars making the exodus to TV, was signed this week to make his telefilm debut in a teleplay based on John Steinbeck's "Pastures of Heaven" series for presentation on "Omni-bus," CBS-TV program of the Ford Foundation TV Workshop.

The actor will work with young the Chevrolet dealers of Southern Tommy Rettig in a play titled "Nothing So Monstrous" which, Ewald Company, inked to sponsor "Life of Riley" and "Badge 714," which are back-to-back starting at 7 p.m. Deal is for 52 weeks.

Solow is producing thru the Gross-Krasne organization at California Studios with shooting scheduled audience, KTTV further points out to start October 24. Harry Horner

Mitchell, Rosemary DeCamp and Foley is also producing 26 at 6:30, with "Time for Beany" Allene Roberts were announced which, like the program that follows, "Life of Riley," appeals to head the cast of "Nobody's Fool," the first in the Steinbeck teleplays. "Omnibus" world-wide distribution is to be handled by

Earlier this week Thomas

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NBC to Give Color Film National Test

Continued from page 1

now it's to be brought out into the Colonial Theater here. The

The color test itself, which will be via closed circuit, not aired, will mark the West Coast's initial look at multichrome, and, apart from the film transmission, will include for the most part the same personnel and acts which NBC aired less than two weeks ago as their portion of the demonstrations here for the Federal Comtalent will include Nanette Fab-

Distribution Sought for Cowboy G-Men

HOLLYWOOD, Oct. 24.-Western area distribution of Telemount-Mutual Productions' "Cowboy G-Men" telefilm series is currently in the negotiation stage. Series already is playing in 34 key markets, according to pro-ducer Henry Donovan.

Shooting on the third group of 13 additional half-hour episodes gets under way next week and another 13 in the cycle is slated for early 1954 for the 52 films scheduled. For the third series of 13, eight scripts have been com-pleted and the remaining are due shortly. Thor Brooks has been assigned to meg the initial six films. He previously was cutter on 21 of the episodes.

"Cowboy G-Men," starring Russell Hayden and Jackie Coogan, is now sponsored and syndicated in 24 cities, with Taystee Bread of the American Bakeries Corporation picking up the tab thru Young & Rubicam. In the remaining 10 markets, the program is sold on a local syndicated basis, with United Artists Television distributing.

MPTV Set on Sales Force

NEW YORK, Oct. 24. - The syndication arm of Motion Pictures for Television this week completed the hiring of its basic sales force to get underway the selling of its first two properties -"Duffy's Tavern" and "Flash Gordon." Operating in the East, under the supervision of Herb Jaffe, Eastern sales manager, will be Bill Merritt and Vern Behnke.

Its Central division in Chicago will be guided by John McGuire, Central sales manager, and account executive Al Morey. The saving for the stations by doing Detroit office, the East-Central division, will be in the charge of Francis A. O'Driscoll. Maurie Gresham will be Western sales manager selling approach. Its sales staffers are well-experienced in working with agencies and clients, and will seek to blueprint tailor-made campaigns to their advertising needs, both sales and merchandising-wise.

Among other MPTV brass are Guy Cunningham, advertising and promotion director; Michael O'Shea, in charge of publicity and promotion, and Lewis F. Blumberg, administrative assistant. Ed Madden, MPTV veepee, made the appointments. The syndication firm will continue its sales build-up during the coming

Sterling to Handle 'Nightingale' in US

NEW YORK, Oct. 24.—Sterling Television Company, Inc., has signed to handle U. S. distribution 11:15 p.m. nightly, with WNBT's at different times during the day of the feature-length puppet picture, "The Emperor's Nightin-gale," based on the famous Hans Christian Andersen fairy tale.

a narration by reformed bogie man Boris Karloff. Sterling is readying a promotional drive to push the film for a big play during Christmas week.

that the system will permit good ray, Ben Grauer and the "Hit reproduction on receivers, and Parade" Dancers, originating from film to be used was unset at press time and will be transmitted from NBC's Radio City studios.

Two Shows Two showings will be held at Studio A of NBC's new Burbank, Calif., plant, the first, at 9:30 a.m., PST, to be for the press, and the second, at 11 a.m., for advertisers, ad agencies, talent, station execs and film people. After each showmunications Commission. Live ing, there will be remarks by General Sarnoff, program veepee Pat Weaver and Coast chief John K. West.

Up to this time lack of color TV equipment for use with film, even for test purposes, has been a major stumbling block to all elements of the industry utilizing Television Programs this week film (The Billboard, October 3). Without definite knowledge that whatever color film method they wished to use could be transmitted satisfactorily, sponsors, agencies and producers were stymied in their desire to blueprint move into Chicago to huddle. production of both commercials film shot in Technicolor and other color processes can be adapted and publicity. Chief topics of the satisfactorily to multichrome TV. verge of resolution.

verge of entrenching itself here in not concluded.

auspices of no less an organiza- time, has the blessing of Ken

CBC proposes to set up a cen- Contrary to the feeling among

tral film buying agency, which distributors here, Soble believes

would not only service CBC it- that CBC is doing everything pos-

Canada-and it will be under the

port duties. The duty on prints

ing the prints here in Canada.

CBC is expected to make another

7-Figure Tab

uniform editing for all.

none would be quoted.

film purchases.

SECOND-RUN RECORD BY UTP

HOLLYWOOD, Oct. 24.— What is believed to be an alltime record gross for syndicated second run of a telefilm series has been chalked up by United Television Programs, Inc.

UTP's national sales manager, Wynn Nathan, reported yesterday (23) that the dis-tributing firm grossed more than \$1,250,000 for the second runs of "Royal Playhouse," which originally was produced by Bing Crosby Enterprises for Procter & Gamble and titled "Fireside Theater." There are 78 episodes in the

UTP Execs Plan Meets

NEW YORK, Oct. 24.-United set two regional sales meetings. The first week in November Eastern execs will meet here, and the second week in that month Midwestern sales staffers will

Both meetings will be presided and programs in color film. Fur-lover by Wynn Nathan, UTP sales thermore, there still exists some chief. Also in attendance will be doubt as to whether theatrical Monroe Mendlesohn, UTP head November. But all doubts now are on the that UTP will be distributing this

CBC to Set Up Block Buying

For Net and Private Stations

The buying combine, at this

tion than the government-owned Canadian Broadcasting Corporation. Altho the plan is still in the blueprint stage, distributors here Society, producer of educational possibility of setting up an inde-

have already set up a howl, tho pendent buying outfit was ex- that film would be bought

self, but privately owned stations sible to help the private stations began telecasting Sunday (18). It

Maxwell-All-Canada Deal for Pic Series

Royal Mounted Films to Be Financed By Canadians for Dominion Use Only

Maxwell, president of Robert Max- to leave for Canada the end of had concluded a deal with All- other details of the new arrange-Canada Radio-TV Affiliates in ments. which he would produce a new telefilm series based on the files of the Royal Canadian Mounted Police and which would be financed by the Canadians, owners and operators of non-governmental radio and TV stations.

Deal is unprecedented in several respects. It marks the first time a Canadian firm will finance an American telefilm activity 100 per cent while retaining only the film rights within that country. Maxwell retains ownership of the series for the U.S. and other foreign distributions.

To show their additional faith in Maxwell, All-Canada Radio-TV Affiliates made the deal verbally. It is the second important TV film negotiation between the parties. The Canadian firm is currently financing 50 per cent of Maxwell's "Lassie" teleseries currently in production and maintains the Canadian film rights. The series will be ready for initial distribution in

Maxwell made his original association in 1941 with the Canadian Radio-TV organization while engaged in production of radio transcriptions. Since then he went in-

money back," he said.

"where possible."

Wilson Heads

The CBC buying agency will be

The first private TV station in

Canada, CKSO, Sudbury, Ont.,

HOLLYWOOD, Oct. 24.—Robert to telefilm producing. He expects well Associates, this week said he November to discuss technical and

> Deal calls for complete governmental co-operation in the venture which Maxwell terms an official, authentic series on the activities of the famed police. Stories will be based on actual case histories. In fact, Maxwell already is sifting 23 cases for use as possible scripts. Also to be included will be "border" cases which must necessitate the co-operation of the Federal Bureau of Investigation.

> All filming will be done in Canada, using actual locales, including RCMP barracks, laboratories and offices. All but the male lead will be Canadian actors, Maxwell said.

Deal puts Maxwell on the ground floor in the expanding Canadian market where but 23 tele stations are authorized, 13 being owned or operated by All-Canada Radio-TV Affiliates and the remaining 10 in the government-owned Canadian Broadcasting Company net. Maxwell predicted that the 13 privately owned and operated stations would be operating by 1955.

\$\$ Break on Captured Pix For TV Trade

WASHINGTON, Oct. 24.—The Justice Department is giving TV film makers and stations a break TORONTO, Oct. 24.—The to its entire library of features braries as far back as three years in its rates for use of captured block-buying plan, which has met for a price said to be in seven ago, and ever since then have film administered by the Office of with considerable disapproval figures. The figure was reportedly been sitting around waiting to get Alien Property. With 30,000,000 from some United States TV film the subject of considerable dick- their stuff on the air. "Now feet of German film available for distributors, appears to be on the ering, but negotiations still are they're in a hurry to get their use as feature material or "stock footage" (The Billboard, August 29), rates for TV use of feature material are established on a "sliding scale" starting at 10 per cent of net profit, as compared with the 50 per cent of net profits paid by theatrical exhibitors or distributors. Rates for stock footplored, but it proved too costly. first from Canadian distributors age also favor TV users, with a fee of \$1 per foot for TV use, as compare! with a charge of \$2.50 for theatrical use.

> Users of the film must obtain cut versions and stock footage must be made from prints provided by the user. Each license is granted for a specific purpose, and TV film makers who wish to re-use certain stock shots must apply for new licenses covering additional use.

as well. Under a tentative agree- get off the ground. As for the ment with four private stations, Canadian distributors, he pointed and five and a quarter hours Property. The original footage the CBC film department will out that many of them had made daily, using three hours of film may not be cut or edited, but all make 50 per cent of their feature- sizable, investments in film li- a day. Besides the usual advantages offered for block-buying, the Canadian film buying combine is expected to realize a saving on im-

Harris, three veepees at Motion It was reported that one major Pictures for Television, this week U. S. distributor was recently in were considering moving out and negotiation with CBC for the re-activating their old Flamingo

NEW YORK, Oct. 24. - Sy into MPTV, The trio would form Weintraub, Joe Harris and Jim a new unit which would concentrate on the production and sales of video film series.

Whether Matty Fox, the president of MPTV, would fit into the enter into telefilm and theatrical new operation is not known because Weintraub and his associates are waiting for Fox's return from the Coast before going into action. He would undoubtedly have to relieve them of present contractual obligations with MPTV. But it is conceivable, even if unusual, that Fox might participate in the forming of a new videofilm distribution and syndication operation. MPTV is about ready to move into local syndication on a erties ready for peddling.

Weintraub would take with him "Superman" and "Baseball Hall of Fame," tho the former show is only available for re-runs in most markets since it is now spot networked by Kellogg. If the group goes into syndication, it will be in an ambitious way. At least five or six major properties will be acquired, in addition to what is already on hand. The trio is also on the verge of concluding a deal for the purchase of KXLY-TV, Spokane.

MPTV is the result of a merger The new film project is the problem, Shea has worked out between Flamingo and Elliot Hyhristian Andersen fairy tale. brainchild of Ham Shea, who suc-The prize-winning movie carries ceeded Ted Cott recently as gen-distributors, calling for a longer traub and Jim Harris were eral manager of WNBC-WNBT. period of time to lapse between known as the boy wonders of TV Shea put considerable emphasis first and second showings of the feature film distribution in its on feature film programing dur- films on the show. The second- early days, for the astute manner ing his reign as general manager run flickers will also be spotted in which they guided the destinies of Flamingo until its absorption.

For Pic Talks

HOLLYWOOD, Oct. 24.-William F. Broidy, head of William F. Broidy Productions, Inc., leaves for New York today to movie negotiations, nature of which was undisclosed.

Broidy produces the "Wild Bill Hickok" telefilm series sponsored by the Kellogg company. Filming of an additional group of six adventure films is slated to start in late November after selection of original stories by Stanley Kallis, who this week was appointed the company's story editor. Kallis resigned as story editor for Allied big-time scale, with several prop- Artists last week and commenced his duties with Broidy on Tuesday (20). He formerly served as associate producer at Universal for two and a half years.

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3 MPTV Execs May imported from the U.S. could be Revive Flamingo Co. Broidy to NY prohibitive for the individual sta-tions. Conceivably, CBC could cut this cost drastically by mak-

leasing of the Canadian TV rights | Films set-up which was merged

WNBT Skeds 1-Run Pix At 12 P.A. (Post-Allen)

effort to cash in on the increased ence in shaping up a new feature audiences for its late night Steve film policy for WNBT. Allen Show, WNBT is readying plans to institute a new first-run- film buying for NBC's flagship policy after midnight. The move tual problem, in that (unlike would also put them in a better WPIX or WCBS-TV) the stacompetitive spot with WCBS-TV | tion's feature film schedule is limhere, which has been running a ited to the late night period (midon "The Late Show," among most noon booking. Consequently, says recent being "Champagne for Shea, audience duplication on re-Caesar" with Ronald Colman and run features is apt to be consider-Celeste Holm. "Late Show" and ably higher than it is for stations Steve Allen oppose each other at which can spot the same picture "11th Hour Theater" following and early evening. Allen at midnight.

of WTAM and WNBK, Cleveland, on a different day of the week.

NEW YORK, Oct. 24. — In an and he plans to utilize this experi-

Shea points out, however, that in-New-York major feature film here presents a different contracnumber of first-run "A" movies night on) and a Saturday after-

In an effort to circumvent this

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Editor Cracks Back At TV News Critics

By GERALD GREEN Managing Editor of NBC-TV's

"Today" Program

"If it's news, it isn't on film; if

it's on film, it isn't news." Critics of television news, whenever they are thru denouncing us because we don't imitate radio or newspapers, invariably wind up their analysis with this clincher. (The term "critics" as used here extends beyond Gould, Crosby and company. It must perforce include anyone who worked the overnight for UP, anyone who once read a processed radio wire and anyone who did vacation relief at the Newark, N. J., police shack. In short, any practitioner of pre-

Thus, we stand accused of staleness on the one hand, and, on the other, of utilizing film which fails to meet the requirements of the Associated Press budget.

video journalism.)

Feature Shots

Let's take the second objection first. Of course, we use what are loosely termed "features." We film fashions, cheesecake, animals and children. We learned all about these from the newspapers. And until the day that the papers throw out the women's page, the split page and the comics, let them cease forthwith accusing us of using non-news film. As for those theoreticians who compare us unfavorably to radio, let them first excise their own hoary device, the "kicker."

As a matter of fact, the stock film feature (fashions, kids, animals) is a secondary part of our coverage. On "Today" we prefer to use film to tell stories that film does better than any other medium . . . inside a seaman's union hiring hall . . . a scenic tour of the Brooklyn Bridge . . . a small Kentucky town's reaction to a returned POW. You won't find these stories on page one of The New York Times, you won't find them on the wire service budget. But why are we obliged to follow their leads? TV news has as much right to determine what is news as does radio or newspapers.

Who's Tardy? Now the accusation of tardiness: Practically 90 per cent of all United States can be got on the night story, on "Today." Because Seattle First National Bank to be can cover the country as well as or better than other news

Tornado in Texas? We originate same day from Dallas. Ship sinking at night off Wilmington? Films are on the air at 7 a.m. from Philadelphia. Political rally in the Hollywood Bowl at midnight? We pick up Los Angeles the next morning.

We charter planes, we keep labs hot 'round the clock, we have cameramen stationed practically everywhere. We often get film on the air before the photo services have stills available.

Foreign Film

This leaves us with the foreign film problem. Yes, we are late with European and Asian and African footage. But virtually every foreign story we use has value either as continuing news (an Adenauer whistle stop tour; a French strike) or is of such impact that it's worth showing late.

NBC's exclusive footage of the Swiss bobsled team's death run was three days late because of a plane foul-up. Does that make it less dramatic? The newspapers and magazines didn't hesitate to use stills made from the film, as much as a week late.

The attempted assissination of the Sultan of Morocco was put on the air by "Today" three days after the event. Newspapers and magazines are still printing it. Newspapers are words, radio is talk. Film is the event itself, the closest thing to being there when it happens.

New Development

Actually, we expect the timelag problem on foreign film to be less and less acute each year. Already NBC is perfecting a system of high speed developing. Compoints are likely in the near fu-side.

TV Film Guest of the Week



GERALD GREEN

Gerald Green, 31, is managing editor for "Today," Dave Garroway's early morning news and special events program on NBC-TV, which uses an average of 10 minutes of news film per morning. Prior to joining NBC in 1950, Green was night editor for International News Service in New York, and more recently served as TV news editor for NBC.

In addition to his managing editor chores on "Today," Green is a successful historical novelist. He is the author of "The Sword and the Sun," published September 28 by Scribners, and his first book, "His Majesty O'Keefe," has been filmed by Warners as a technicolor movie starring Burt Lancaster and will be released early next year. Green is now working on a third book, tentatively titled "The Captive of Donggala," set in the Celebes.

ture, and who knows how far away we are from actual telecasting from foreign points? By that time, maybe even the critics will like us.

After all, TV news is only eight years old, and already the sponmercial jet flights from foreign sors and the public are on our

TV FILM PURCHASES

WCIA, Champaign, Ill., pur- the Cleaner Carpet Company on chased the following shows from CBS Television Film Sales: "Art Linkletter and the Kids," "Crown Theater," "Gene Autry," "Amos 'n' Andy," "Cases of Eddie Drake," "Files of Jeffrey Jones" and "Range Rider." The Dow Drug Company has now brought its tomajor "hard news" stories in the tal markets to three with the purchase of "Crown Theater" for air for the "News Caravan" at WHAM, Rochester, N. Y. "Crown night, or if it's a night or over- Theater" has also been sold to the of NBC's splendid line-up of viewed on KOMO, Seattle, and o&o's and affiliates, all of whom the John Bressmer Department can film, process and project, we Store on WICS, Springfield, Ill.

Other CBS sales include: "Art Linkletter and the Kids" to KTVA, Anchorage, Alaska, and

KKTV, Colorado Springs, Colo.; "Amos 'n' Andy" to the Piggly Wiggly Stores on WCSC, Charleston, S. C.; Heltzberg Diamond Company on WDAF, Kansas City, Mo., and the La Rosa Spaghetti Company on WGBI, Sacanton, Pa.: "Cases of Eddie Drake" to the Ford Dealers to be shown on KVEC, San Luis Obispo, Calif.; KANG, Waco, Tex., and KWFT, Wichita Falls, Tex.; "Files of "Eddie Drake" to Cinch Cake Mix Company on KOIN, Portland, Ore., and the Metal Air Corporation on WICS, Springfield, III.

"The Big Playback," quarterhour sports program distributed by Screen Gems, Inc., is now on 69 stations. "Professor Yes 'n' No," another Screen Gems series. has been set for sponsorship by 14 local sponsors—Zales Jewelers, KPRC, Houston; McCarett Super Markets, KGNC, Amarillo, Tex.; Kirby Vacuum Cleaners, KOOK, Billings, Mont.; Modern Window Frame Company, KOPR, Butte, Mont.; Sno-White Laundry, KKTV, Colorado Springs, Colo.; Stitch's Sewing Machines, Phoenix, Ariz.; Ed Hamilton Furniture, KPTV, Portland, Ore.; Seattle and Spokane; National Sewing Machine Store, KDYL, Salt Lake City, and Susanne's Necchi Machine Company, San Diego, Calif.

WABD, New York, starting October 19, will use the United Press Movietone News service. United Press has also sold its service to WTRF, Wheeling, W. Va., and CBFT, Montreal.

The Madeira Wine and Liquor Company will sponsor "Captured" on WHAM, Baltimore. NBC Film Division has, in addition, sold "Captured" to WSJG, Elkhart, Ind., and WJHL, Johnson City, Tenn. "Victory at Sea" has been purchased by WPMT, Portland, Ore.; KTVU, Stockton, Calif.; WSJV, Elkhart, Ind.; KBES, Medford, Ore., and WTSK, Knoxville. NBC's feature film package of 26 recent releases has been sold to the Mangurian Furniture Company to be shown on WVET Rochester, N. Y., and to WSMY Greensboro, N. C., and WPTZ, Philadelphia.

Three additional stations last week contracted for Interstate rk Television Corporation's "Ethel Barrymore Theater" series of 13 half-hour dramatic and comedy subjects. Newly signed are KOPO, Tucson, Ariz.; KXLY, Spokane, and KSL, Salt Lake City.

www.americanradiohistory.com

Top 10 Network Film Shows

and comparative rank among all web shows

This feature, which runs in every "Network and Station" TV film spotlight issue of The Billboard, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicatin, the standings of film programs among all network entries. In the latter column, film shows which 4id not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly rindings of the American Research Bureau.

unk Among Web Film Shows	Rank Among All Web Shows	Program	Web	September ARB Rating
1.	1.	Dragnet	NBC	54.6
2	2.	Racket Squad	CBS	52.4
3.	4.	You Bet Your Life	NBC	48.9
4.	14.	Life of Riley	NBC	39.8
5.	17.	Fireside Theater	NBC	37.5
6.	18.	Ford Theater	NBC	35.7
7.	21.	Burns and Allen	CBS	34.2
8.	•	Big Town	CBS	28.8
9.		Mr. and Mrs. North	CBS	28.2
10.	i*:	I Married Joan	NBC	26.3

BILLBOARD FILM GUIDE

Syndicated Pix ARB Multi-City Ratings

The following chart lists the American Research Bureau's ratings for syndicated film series showing the first week of August in onethird of the cities surveyed individually by ARB. The complete study, listing all cities surveyed, is published over a three-week period. The program titles are arranged according to category and as

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

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

3 STATIONS

				ARB
	TITLE OF SHOW	CATEGORY	STATIONS-DAYS-TIME	RATING
H	The Unexpected	Adv	STATIONS-DAYS-TIME WAGA-Su10:30-11:00	5.1
			WSB-S6:00-6:30	
	Life of Riley	Comedy	., WSB-F7:30-8:00	11.1
			WSB-Su9:30-10:00	
	City Detective	Mystery	WSB-S10:30-f1:00	19.6
	Telenews Daily	News	. WSB-M. & F6:45-7:00	6.9
1	Range Rider	West	WSB-Th5:30-6:00	6.4
Ú	Hopalong Cassidy	West	WSB-F5:00-5:30	7.5
ĺ	Cowboy G-Men	West	WAGA-F9:30-10:00	14.9
ĕ			NEWSTREET ROOMS OF FREE PROPERTY OF SOME	

2 STATIONS BOSTON

Foreign Intrigue
Foreign IntrigueAdvWNAC-S10:30-11:0015.4
Life of Riley
March of Time
Kings Cross RoadsDocumWBZ—S.—1:30-2:00
Favorite StoryDramaWNAC-T10:30-11:00 8.6
Kleran's KaleldoscopeMiscWNAC-Su6:45-7:00 5.5
Stranger Than Fiction MiscWNAC-W6:15-6:30 2.7
I'm the Law
Boston Blackle
U. P. News
Telenews Daily
Movie Quick QuizQuizWNAC-M1:00-1:15
Movie Quick QuizQuizWNAC-T. to Th4:00-4:15 4.5
Movie Quick QuizQuizWNAC-F4:15-4:30 L4
Range Rider
Gene Autry
Hopalong Cassidy WestWBZ—S.—11:30-12:00 5.5
Cisco Kid

CINCINNATI 3 STATIONS

	5.4
Foreign IntrigueA	dvWKRCM8:30-9:00
	omedyWLW-T-F7:30-8:0021.4
	ramaWCPO-F7:30-8:00
	lysteryWKRC-W8:00-8:3014.4
	lysteryWLW-T-Th7:30-8:0035.6
	ewsWI W-T-Su. to F11:00-11:15 7.7
	/estWCPO—Su.—5:00-5:30
	/estWCPO—Su.—1:30-2:00
	/estWKRC—T.—7:00-7:30
Honologe Casside U	Vert WIWT C 5:30 6:00

3 STATIONS

Foreign IntrigueAdvWEWS-Su10:00-10:3034.4
Dangerous AssignmentAdvWNBK-Su,-10:30-11:0016.8
China Smith
Life of Riley
March of Time
My Favorite StoryDramaWEWS-Th10:30-11:0015.2
I'm the Law
City Detective
U. P. Movietone NewsNewsWXEL-M. to F11:00-11:1510.4
U. P. Movietone NewsNewsWXEL-M. to F12:00-12:15 0.6
Big PlaybackSportsWEWS-W7:15-7:30 4.4
Range Riders
Gene Autry
Hopalong Cassidy
Cisco Kid West WNBK-S-6.00-6:30 18.2

3 STATIONS COLUMBUS

Dangerous AssignmentAdvWTVN-Th9:30-10:00
Life of Riley
March of Time
Orient Express
Hollywood OffbeatMysteryWBNS-Su8:30-9:00
Boston Blackie
Ringside With RasslersSportsWTVN-S7:00-8:00
Gene Autry
Cisco Kid
Hopalong Cassidy
Cowboy G-Men

DAYTON 2 STATIONS

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20			
7	Life of RileyComedy	WLW-D-F7:30-8:00	8.2
	Hollywood Half HourDrama	WLW-D-W10:30-11:00	
•	Front Page DetectiveMystery Boston BlackieMystery	WLW-D-Su10:00-10:30	10:3
,	Boston Blackie	WHIO—T.—8:00-8:30	
	U. P. Movietone NewsNews	WHIO-M. to F11:00-11	:15 2.5

TV Station Film Buyers Pick

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

THEATRICAL

COMEDY
AN IDEAL HUSBAND (20th Century-Fox 1948)
DRAMA
THE CHASE (United Artists 1946)
CHEERS FOR MISS BISHOP (United Artists 1941)Atlantic TV
ETERNALLY YOURS (United Artists 1939)MPTV
FEDERAL FUGITIVES (Producers Releasing Corporation 1941)
FIGHTING CHAMP (Monogram 1932)MPTV
HIGH CONQUEST (Monogram 1947)MPTV
JOHNNY ONE-EYE (United Artists 1950)Quality Films
KING OF THE TURF (United Artists 1939)TV Programs of America
KNIGHT WITHOUT ARMOR (United Artists 1937)
LIFE OF JACK LONDONMPTV
MAN FROM FRISCO (Republic 1944)
MAN FROM MOROCCO (English Films, Inc., 1946)
MAN IN THE IRON MASK (United Artists 1939)Peerless
OPEN CITY (Arthur Mayer & Joseph Burstyn 1946)
PIRATE SUBMARINE (Lippert Productions 1952)Tele-Pictures
THE STARS LOOK DOWN (Metro-Goldwyn-Mayer 1941)Quality Films STRANGE WOMAN (United Artists 1946)
SUNDOWN (United Artists 1941)
VIOLENCE (Monogram 1947)MPTV
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MYSTERY NIGHT TRAIN CON Common For 1940
NIGHT TRAIN (20th Century-Fox 1940)
SECOND CHANCE (20th Century-Fox 1947)
WILL RIDGED DOO NODDIN COMES AND 1790

Non-Theatrical Free Films

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INDUSTRIAL THE AMERICAN ROAD Ford Motor Company, The Rotunda, Dearborn, Mich. BOUNTY OF THE FOREST.... Western Pine Association, Yeon Bldg., Portland, Ore. GUNNING THE FLYWAYS.......Remington Arms Company, Battle Creek, Mich. THE HOUSE THAT FAITH BUILT

THANKS TO YOU......Lowe Runkle Company, Oklahoma City. 医利斯氏外外 医神经

Havana Clubs Snag Yankee Bucks Fast

Entry Bites, Permits Galore Plague Acts; Union Demands Halt Theater Booking

By BILL SMITH

HAVANA, Oct. 24. - Havana cafe business is strictly of the clipperoo variety, with the Ameriican tourists taking it on the chin for mediocre shows.

The big spots are still the Tropicana and San Souci, both about \$5 worth of cab rides into the suburbs. The Tropicana, locally owned, just rolled up a terrific week with Christine Jorgensen as the attraction. In for seven days for \$7,500, the club did enough business the first two days to pay off Jorgensen and the rest of the show. The takes for the remainder of the week were all gravy. For the Jorgensen date the room inaugurated a new policy-\$1 admission plus \$4.50 minimum.

The admission gimmick worked so well that the neighboring San Souci, American syndicate controlled and fronted by Norman Rothman, playing all local talent, also put it into effect. But instead of applying the bite on at the door, the extra buck is put on the bill. Tourists, unfamiliar with the language, find themselves against a stone wall of "No savvy" when they beef.

No Legit Town

There's room in Havana for American musicals — roadshows

Rendezvous, Balboa, on Auction Block

HOLLYWOOD, Oct. 24.-The famed Rendezvous Ballroom in Balboa is to be sold at auction October 31. The dance palace, well Americans. "The collectors are known as a jumping off point for many name bands, will be sold as a complete parcel, with local auc- mand they pay or go back," said tioneers Mannie Feigenbaum & Associates handling the sale.

Operators of the hall disclosed that the Rendezous had been running in the black, with a gross revenue of \$116,000 racked up for the past fiscal year. The Rendezyous, played by such names as Billy May, Harry James, Stan Kenton, Bob Crosby and Johnnie Ray, has a capacity of 6,500 in addition to a 1,000-car parking lot.

With the closing of the Rendezvous, the Southland loses another main dance location. Only other dance locations operating with any amount of frequency in this area remain the Hollywood Palladium, the Aragon Ballroom and the Riverside Rancho. Latter features country and western entertainment.

Eddy to Play Cotillion Room

NEW YORK, Oct. 24. - The Pierre's Cotillion Room will have Nelson Eddy for a four-weeker, starting February 23. Frank Paget, Pierre manager, and Stanley Melba, talent buyer and Cotillion Room topper, are making a pitch | to buy Jeanette MacDonald to follow Eddy, but so far there's no deal.

The talent line-up for the hotel calls for Gisele MacKenzie to follow Hildegarde, who closes December 13. Lucille and Eddie Roberts will be on the MacKenzie bill, a repeat of last year's show. Starting January 12, the show will be another 1952 repeat, Mata and Hari and Denise Darcel.

RAY FINED 1G FOR DOUBLING

NEW ORLEANS, Oct. 24 .-An executive committee of the local American Guild of Variety Artists this week voted unanimously to fine singer Johnnie Ray \$1,000 for an appearance at the Club Slipper here while he was currently under contract with the Roosevelt Hotel, this city.

of Broadway hits. There was a deal started for "Guys and Dolls," but it fell apart when Cuban union demands were made. Originally Cuban talent unions insisted that not only did American shows need standby bands but also standby performers.

Nena Aleman, drum thumper for the local Kirkeby hotel, The National went to bat with the Tourist Commission and the unions and got a hands-off arrangement after much bickering. Now if shows want to work Havana they won't need standbys.

The chief trouble with legit shows, however, is the playing time. Showbiz informants here claim that no show playing a legit house can expect to do business more than four or five days. Obviously to make the jump for what amounts to a split week is out of the question. Good houses. however, can be rented for about \$400 a day, and Havana can stand a \$5 top, say insiders.

Tourist Group

The Tourist Commission, a President Batista - appointed group, is the major contact here for showbiz enterprises. But tho the commission makes many promises, it is short on performance. One Cuban said, "If the commission did something about cutting down the exhorbitant complish something. As it is members working in Calumet every tourist, particularly Ameri- City. cans, are ripe game. We sometake it."

The Tourist Commission has recently invoked a \$3.50 admission rate collected at the airport by Cuban officials from incoming surly men who confront the hot and weary foreigners with the dea native Cuban who has spent many years in the United States. "There's no attempt at explanation. No wonder many Americans look upon it as a shake down."

More Bites

And while on shake downs it might be pointed out that the practice isn't unknown to American acts playing Havana vaude houses in season. Every American act is required to get a labor permit. Agents usually obtain them. But it is common for a local agent to come backstage with an "official" of the Cuban Immigration office and demand a \$20 payment "... or else."

One act demanded "officials" credentials and was told that the official didn't have his credentials with him "because he was out on his lunch hour."

To get around this shake down, acts have learned that on pay day they have to make a beeline for the front office to get their dough. Under Cuban law, a local agent may, and frequently does, collect the salaries from the front office. He can then make certain deductions and claim these were for various permits.

Gale to Open Miami Club

Copa City, Miami, and will reopen it as the Celebrity Club February 1. Gale made the deal room on a lease with a 10-year office will book. purchase option exercisable at various times during the option period. Gale's old club, also called the Celebrity, Miami, has been Milton Kafka.

head the show and will have and play the Palladium. used for cocktail musical acts.

close January 11 for the winter, ration phase.

DEFINITIONS OF A PESSIMIST

NEW YORK, Oct. 24.-Solly Violinsky was sitting in the Friars' clubrooms watching a TV show. Everybody laudatory about the telecast except Violinsky. "What's the matter. Solly, don't you like it?" "Like it-what's there to like? I don't give this more than 200 years. Something will come along and louse

Calumet City Hassle Draws AGVA Answer

CHICAGO, Oct. 24.-Ernie Fast, Midwest regional director of the American Guild of Variety Artists, this week refuted statements made in a telegram to Gov. William Stratton of Illinois and the mayor and police chief of Calumet City, by Milton T. Raynor, attorney for the Cafe Owners' Association.

Raynor, in his telegram to the officials, stated, "The American Guild of Variety Artists has no membership in Calumet City. They lost their membership there in December of 1952, when a strike was called in that city and AGVA members refused to obey their orders."

Tuesday (20), Fast met with the rates charged tourists for cabs, mayor and police chief of Calumet local stores, etc., and if it taught City and showed them what he its cops to be polite, it might ac- contended was proof of existing

Talks With Artists

phone and asked pertinent as work in shows. questions concerning working conditions. With the mayor listening in on another phone, Fast claimed the performer revealed that the operator made entertainers hustle drinks for which they were paid 30 cents per "stick" (a double shot). She also revealed, according to Fast, that other demands were made upon them under the threat of job boycotts.

The mayor, according to Fast, said he would begin a complete investigation if signed affidavits and complaints were brought in. Fast refused to do this on the grounds that members, signing such complaints, might meet with harm or job boycotts. He alleged that 95 per cent of the entertainers working in Calumet City were AGVA members and that 50 per cent of these were paid up members. Fast pointed out that AGVA members are not dropped from the membership until they mail in a signed resignation, and that resignation is accepted by the

Co-Operation Demanded Also anounced by the local

AGVA office was the fact it had learned of a meeting between the Calumet City cafe operators and their entertainers in which it was alleged the entertainers were told (Continued on page 48)

Parnell Pkg. to Open at Desert

NEW YORK, Oct. 24.-The Val Parnell Palladium package will open at the Desert Inn, Las Vegas, Nev., for six weeks in June and NEW YORK, Oct. 24. - Alan July, it was decided here last Gale will take over the shuttered week. The unit will also do two weeks in Reno, Nev., but it hasn't been determined whether the two weeks will follow Las Vegas or with the present owners of the precede it. Lew and Leslie Grade ing to critics.

explored the possibilities of extaken over by Gracie Barrie and changing shows with the Palace. The idea was that Palladium being offered. The Gale policy at the new shows would play the New York Miami site will be basically the Palace for a term, and the Palace Bal Tabarin Closes same as in New York. Gale will shows would fly over to London

three acts with him. Spot will do | RKO, however, didn't believe only one show a night at a \$6 that the run-of-the-mill Palladiminimum. The lounge will be um shows would mean anything to the New York box office, so the The local Celebrity Club will deal never got beyond the explo-

DOUGH FOR ACTS ON CRUISE SHIPS

THE BILLBOARD

1,000 Acts to Split \$75,000 for Winter Season Aboard 150 Ships

thousand acts will split approximately \$75,000 during the winter cruise season, according to a survey made of the important talent buyers and bookers who deal heavily in this field.

Nat Abramson, of the WOR Entertainment Bureau, said there would be about 150 cruise ships leaving New York, New Orleans and Houston, and all will use anywhere from five to eight acts. Abramson, who is virtually the leader in the sea-going act business, will book the major ships of such lines as the Cunard, Holland-American, Home Lines, Canadian Pacific, Norwegian, Italian and Greek lines, plus the Liberte and the II de France of the French Line.

Most of the cruises will be to the West Indies ranging from eight to 38 days. Abramson will also put acts aboard five Mediterranean cruise ships which will be out from 26 to 99 days. The Furness-Bermuda Lines will also use acts on its triangle trips. The itinerary will include Nassau as well as Bermuda.

Wide Rep

The type of acts sought on the longer trips are those capable of doing a number of shows without repeats. On the short cruises comics will be used, but no blue material. On the longer trips it is usually a boy singer, a girl singer, novelties and magic acts. Dance teams are almost standard times wonder why you people While there, Fast stated he on cruises. Ballroom teams usucalled one of the members on the ally double-they teach as well

> Money usually is about \$60 to \$85 a week depending on the quality of the acts and the demand. Acts do about two shows a week, get all their food, cabins and tips taken care of. Cabin space, however, is frequently a problem. While performers are supposed to get 1st Class accommodations, on cruise ships everything is theoretically 1st Class; so cabins assigned to acts can be pretty miserable. But if space is available, it isn't a bad deal, tho only the dance team can walk off with some real loot. They get their big money from teaching. Lanin and Grady

The Howard Lanin office with Jim Grady is now the runner-up to the Abramson office in the cruise business. Grady has the

Laubin Unit

INDIANS

Takes Dance To Scandia

STOCKHOLM, Sweden, Oct. 24.—Something new for Scandinavia is the group of Crow Indians who opened a short stand here in the Djurdarden Circus building on Wednesday (7). The unit opened its European tour in Oslo, Norway, on Friday (2) for a three-day run, after it played Gothenburg, Sweden.

Critics, in general, have found the show interesting but not overentertaining. Outstanding are Reginald and Gladys Laubin, whose dancing draws most of the kudos. The eight Crow Indians of the group provide mostly background with authentic Indian dances, rituals and music, which is good but monotonous, accord-

Originally billed as "Sitting Parnell, Palladium Theater, Bull's Pow Wow," which has no London, topper, here on a buying meaning here, they are now using trip accompanied by Lew Grade, the title "Laubin's American Indian Dancers," which gives the public a good idea of what is

LONDON, Oct. 24.-One Paris' most famous nightspotsthe Bal Tabarin - closed this The building is to be auctioned.

NEW YORK, Oct. 24.—About a | S.S. Nassau, which cruises 11 months a year from New York to Nassau. As part of the steamship deal Grady also books the British Colonial in season (opens December 15 to April 30). Each Nassau cruise carries an extra act who gets a week or so at the hotel. The Nassau uses about five acts weekly, or about 200 acts during the 34 or so cruises the ship makes. The Lanin office also has the French Line's Flandre and the Antilles. The latter ship sails from Houston and New Orleans on alternating trips. The Antilles will use about 15 acts; the Flandre will use about 20 acts.

> Others in the cruise act booking business are Henry Herrman, Lou Lang and Helen Keating. The last named is with the William Sullivan office. Herrman books the Moore McCormack Line, as does Lou Lang. The line's ships sail to South American ports on a year-round basis, taking 38 days for each round trip.

Ship Troubles

There have been some difficulties on the Moore McCormack ships when actors complained about the accommodations and treatment aboard. In one case the American Guild of Variety Artists stepped in to settle a claim. Moore McCormack talent is okayed by Eleanor Britton, head of that line's personnel depart-

In recent weeks AGVA has made minor attempts to get the cruise ships to contribute to the union's welfare fund, so that acts hired could be covered by insurance. Abramson, as a trustee of the AGVA Welfare board, is now paying \$2.50 per performer per week. It is not known if the other bookers are paying anything.

4A Resolution Slaps Petrillo Member Stand

Continued from page 1

freely to make their individual choice."

The International Board of the Four A's has decided to give its full support to its branches, including AFTRA and AGVA, in their disputes with Petrillo.

Pact Being Canceled

AGVA took the first action by notifying Petrillo that its agreement with him of May, 1950, was being canceled because he had not "lived up to it" and cited orders issued by him which appeared in the AFM union paper, International Musician, as one source. Gus Van, former AGVA president who made the original peace treaty with Petrillo, admitted that it wasn't being kept by Petrillo and recommended cancellation.

The significance of an open war between AFM and AGVA or AFM and AFTRA will be a confusion of directives to performers who may hold cards in all these unions. Insiders admit that the whole matter will probably go to the courts, unless Petrillo sees his way clear to a new peace treaty where each union's jurisdiction is clearly defined and each union remains within its bounds.

AGVA officials said they intend to go after all performers who work on stage or on a night club floor. If they also play a musical instrument, they may also carry AFM cards, said an AGVA official. "But if musical instruments are only incidental to their acts, these people belong to us whether Petrillo likes it or not," he added.

AFRA spokesmen gave similiar viewpoints. If a performer sings or talks for the TV cameras and mikes, he belongs to AFTRA's jurisdiction whether or not he week in a sequel to a series of carries an AFM card, they said. managerial disputes which had The officials didn't indicate what put the club's policy in a flutter. steps they would take in enforcing it.

Copyrighted material

THE BILLBOARD Communications to 1564 Broadway, New York 36, N. Y.

Major Diskers Verge on Mass Market Distribution

Eye Bell Activity; RCA Confab Airs Scheduled 35-Cent Competition Move

Continued from page 1

to admit it, it is known that all to make. This, despite proof in and independent news wholesalcompanies, in addition to Victor, both the record and book fields ers are better sales outlets than are watching the Bell operation that a low-priced version has expected. Finally, says Bell, the very closely-for it is meaningful little or no effect on the sale of business must be operated on a in many facets. The Bell opera- the original, full-price version. tion, of course, envisages tapping myriad outlets other than the 35-cent pop business, it would not usual 10,000 retail stores, and be a first for the company. The reaching classes of consumers who heretofore have not been ex- was a 35-cent line. More recently, You"; "Crying in the Chapel" posed to disks. The operation is the company has introduced the backed with "You, You. You" meaningful from an artist and Canden label of \$1.89 LP's and repertoire viewpoint in addition 69-cent EP's. In addition, the RCA hind You" and "Dragnet" backed to the unique merchandising aspects-for Bell operates on the theory that the life of a tune and the life of an artist is tremendously greater than would seem to be the case on the usual pop labels. The operation is also very meaningful to the publishing and songwriting fraternities, inasmuch as a greatly expanded consumer disk market would mean proportionately greater royalties -not only from the sale of disks, but also from the sale of sheet music.

One of the problems facing a firm like Victor in any move into a 35-cent line is the matter of distribution channels. A major label tied closely to its distributors feels that it owes an allegiance to these distributors-an allegiance which forfends the use of rival wholesalers for another label. Victor was faced with this situation on the Camden line of low-priced LP and EP packages. The apparent solution was selling directly to limited retail outlets but giving the distributors a 5 per cent override for handling the billing only.

Retail Protection

A major firm also worries about protecting the retail dealers who have been handling the company's record products for many years. To introduce a line which the dealers believed might injure them would be a difficult decision

Juke Diskery Calls It Quits

NEW YORK, Oct. 24. - Finis was written this week to one of the most intriguing music business stories in a long time when the erstwhile juke box operators' diskery, Nickelodeon Records, did a folderoo.

Announced with great fanfare about a year ago by heads of several juke servicemen's unions, Nickelodeon Records was intended to become another large diskery, supplying hits for the boxes all over the country.

After one year of operation, the diskery, tho it made about a score of masters, had not issued any records nationally. This week, some of the masters were up for sale. The firm ended its activities, in sum, "... not with a bang, but with a whimper."

Early Snags

The diskery had run into snags right from scratch. Bill Buffalino, Detroit, head of the firm, has been ill over much of the past year Frank Calland, Eastern (Continued on page 47)

Victor Signs Miss Monroe

NEW YORK, Oct. 24.-Marilyn Monroe has been officially signed by RCA Victor to a long-term recording contract. Negotiations the diskery was making a deal ducted the sessions. for her services.

is said, will handle the Monroe on five LP's. sessions himself, tho the diskery's sions.

If Victor decides to enter the Bluebird line, pre-World War II, retail business of over \$750,000 40 per cent lower in sales figures. since September on the "Concert other Victor LP records.

sales than metropolitan centers, planned.

100 per cent return basis. Big Bills

The biggest of the Bell sellers to date have been "Vaya Con Dios" backed with "P.S. I Love "Oh" backed with "Walking Be-Victor label is now selling \$1.19 with "My Love, My Love." As kiddie EP's and has racked up a against these pops, standards are

In a report, Bell illustrates its Cameos" series of LP disks which production problem. A Neisner retail for \$2.29 - far less than store in Buffalo received 300 disks on September 24 and sold Bell, which debuted with its 163 by the next afternoon. The initial releases in September, has buyer re-ordered 1,000 by phone. already drawn several interesting The 1,000 had been slated for conclusions relative to the mass three new accounts. These failed distribution field. Chains, for in- to receive records. Bell released stance, are claimed as very strong eight disks in mid-September. sales outlets. Supermarkets are Between September 15 and 30, next, and are considerably claims Bell, the company pressed stronger than drugstores. Also, and shipped some 800,000 disks, suburban areas prove stronger on twice the volume originally

Morris Boosts Pop Sheet Music to 50c

Trade Reaction Mixed, But 2 Other Firms Ready to Boost 40c Issues to 50c

NEW YORK, Oct. 24. - Mixed encourage you to again order the trade reaction greeted the notification sent out this week by Edwin H. Morris of a price increase on popular sheet music to 50 cents. Some publishers felt that Morris had taken a wise and longneeded step in the right direction, while others said that the firm was mistaken. At least two other firms are ready to raise their 40cent issues to 50 cents almost immediately.

The Morris announcement said, "After considerable analysis and study of the rising costs of production and selling music, and being aware of the short margin of profit realized by all mercandising music, E. H. Morris & Company, Inc., announces: all popular sheet music will retail at 50 cents -25 cents to jobbers-35 cents to

The price change is effective immediately. In addition, beginning November 1, all daily orders. covering the firm's entire catalog. regardless of the amount of billing, will be shipped postage free via parcel post only. Excluded, however, are freight orders, "special instruction orders," stock orders and new issues.

Morris Statement

Morris also noted, "We sincerely feel that thru our mutual efforts sheet music can be raised from its present 'stepchild' or 'necessary

Victor Hi-Fi Line Debuted On West Coast

HOLLYWOOD, Oct. 24.-RCA Victor bowed its line of high fidelity phonographs in demonstrations before distributor and dealer groups in San Francisco and Los Angeles this week.

George Marek, director of artists between the label and the film and repertoire, and Hal R. Maag, star's legal staff have been going vice-president and Western divion since it was first reported that sion manager of the firm, con-

In addition to detailing the basic Victor's pop a.&r. chief Joe functions of the firm's new play-Carlton is currently culling mate- ers, Marek disclosed an ambitious rial for the first record date from schedule of future classical reamong the songs she sings in her leases, among which is a release of motion picture roles. Carlton, it all the Beethoven violin sonatas

Marek leaves here tomorrow other a.&r. men have put in (25) for additional demonstrations strong bids to conduct the ses- of the firm's hi-fi line before other come of juke box operators as "a dealer and distributor groups.

'ones' and 'twos' which, under this policy, will be profitable."

Publishers who will probably go along with the price increase

HUMILITY OR NOT, A CLICK

> WASHINGTON, Oct. 24.-Singer Julius La Rosa, who parted company this week from Arthur Godfrey, has at least one fan who likes his warbling even "without the humility." Disk Jockey Milton Q. Ford, hearing that La Rosa was fired because he "lost his humility," made the state-ment as he spent the morning spinning all the La Rosa disks he could find at Station WWDC.

Ideal Rushes Hippos to Test Peevey Disk

NEW YORK, Oct. 24. - The Ideal Toy Company is rushing the manufacture of 30,000 toy hippopotami to test the sale of such an item in conjunction with the appeal of the Gayla Peevey Columbia disk, "I Want a Hippopotamus for Christmas."

The deal, concluded by the publisher Howard S. Richmond and Ideal execs, is unusual on several counts. First, the record has been out only eight days, yet stirred up enough action to warrant the deal being made. Secondly, it's considered remarkable for a performer to create a merchandise product with her first disk perfromance.

The 30,000 toys are scheduled to be tested in three key outlets.

Col. Inks Les Elgart Ork

NEW YORK, Oct. 24.—The Les Elgart ork has been pacted by Columbia Records, with the group's first effort on the label skedded for release next month.

Slicings, cut under the direction of George Avakian, will be grouped into a package titled "Sophisticated Swing" and will feel that the retail price on sheet be issued on both EP and LP. music can have little effect on the Personal manager of the band is (Continued on page 47) publisher Bill Simon.

Jukemen Sound Off Vs. McCarran Bill

Continued from page 1

mercy of large and powerful performing rights societies"; (5) Congress in 1909 recognized that performing rights fees should not apply to juke boxes; (6) juke box operators perform a "valuable function" to authors and composers by popularizing their songs, leading to increased sales of disks and sheet music.

Counsel Chaffetz asserted that since 1926 there has been constant agitation by American evil' status in the industry. We Society of Composers, Authors and Publishers to have the copyright law amended so that it could demand performing rights fees from juke box operators.' Stating that congressional hearings on amending the copyright law have been held seven times since 1929, and debate on the matter has taken place in Congress three times, Chaffetz said that "in none of these instances did Congress accede to ASCAP's demands." Chaffetz concluded:

"For almost 25 years ASCAP has been appealing to Congress with clock-like regularity to give the composers each year."

little over \$3,000," Chaffetz argued commercial recordings.

of disks; (3) additional royalty that passage of the McCarran payments would drive many juke measure "would make the busibox operators out of business and ness so financially unattractive as "destroy" the industry; (4) juke to drive prospective operators into box operators are small business- other fields and bankrupt those men lacking bargaining power now earning their living as and should not be "placed at the operators."

Counsel Levine, asserting that songwriters and publishers have (Continued on page 88)

ASCAP Trial To Open Soon Over TV Music

Continued from page 3

has not yet met with ASCAP on the matter of blanket rates for the period beginning January 1, 1954. It plans to do so very soon. 'Report notes that network representatives have met with ASCAP but that no progress has been made. "The networks continue their firm position that the rates they are currently paying must be sharply reduced beginning on January 1."

Noting that a considerable sum has been appropriated for program research to determine the use made of ASCAP music in TV. the report notes that it will be necessary to raise additional funds to meet the expenses entailed. "A plan for obtaining such additional funds is in the course of preparation, and stations which have not contributed an amount equal to four times their highest one-hour card rate may expect to be receiving a call during November or December. If such stations pledge their support, it sppears likely that those who have already fully contributed will not need to be called upon again."

Martin's report finally notes the mounting evidence of industry solidarity. ". . . it augurs well for the attaining of the goal of the Committee to obtain by negotiation-rather than by litigation —fair and equitable license agreements for the use of music."

Opposition to McCarran Bill

WASHINGTON, Oct. 26.—Record manufacturers formally opposed the McCarran juke box copyright bill in a written statement prepared for the Senate judiciary sub-committee on copyrights, patents and trademarks today (26). The statement was filed by John W. Griffin, executive secretary of the Record Industry Association of America. Inc. It points out that Griffin was not acting in his official capacity but only as a representative of several record manufacturers.

Record firms state that their position remains unchanged from that taken on the House of Representatives' Bryson Bill. The diskers agree that, in theory, the composers and authors should be "flourished" since the enactment compensated for the juke box

(Continued on page 33)

Musicians Seek Rules on Demonstration Disks

NEW YORK, Oct. 24.-In addition to negotiating new contracts with the radio, television and record industries, James C. Petrillo's American Federation of Musicians is faced with the need of clarifying other situations not directly connected with disks or radio and TV. One of these is the lack of regulations covering demonstration disks-now an integral part of the music and record business.

There is much pressure expected from Local 802 members here to have regulations and pay them the right to tax juke boxes. scales set for musicians doing Their arguments that the present demonstration disks. The musilaw is outmoded and unfair be- cians used now make their own cause juke box operators use deals for such work, since the their songs without compensation AFM considered all recordings, have been refuted time and time whether for ultimate sale or for again. The standard plea of com- demonstration purposes only, in posers that they are poverty the same light. The Music Perstricken is neither supported by formance Trust Fund, which liany factual evidence nor does it censes all producers of recordings, give any weight to \$2,000,000 however, prefers not to issue liwhich operators pay directly to censes to persons engaged in allied show business fields who Putting the average annual in- only make demonstration records occasionally, and not for sale as

If publishers, writers or management people seek official AFM recognition, they would then be required to pay the full scale of \$41.25 for sidemen and double for leaders on demonstra-

On the upcoming negotiations with the record companies, it is now considered certain that Petrillo will meet with the manufacturers as a group--and not individually. In response to a request for an early meeting made this week by the executive secretary of the Record Industry Association of America, Inc., John W. Griffin, Petrillo replied that he would be happy to meet with record execs soon after arriving in New York. The AFM chief is due here the first week in No-

It is generally agreed that the record firms will seek a sliding scale for disk sessions of one, two, three or four sides instead of the standard four-side sessions now in effect. Another subject which the diskers will broach is some

(Continued on page 47)

Young Seeks Probe of BMI Perf. Credits

NEW YORK, Oct. 24.—One of the oddest annual meetings in the history of Broadcast Music, Inc., occurred this week when a publisher affiliate, fortified with a number of stockholder proxies, took the floor to denounce the administration of the licensing agency and to introduce a resolution demanding a thoro investiga-tion of alleged abuses.

The publisher was Barney Young, of Life Music, who for some time has engaged in a running battle with BMI execs over performance credits. Young has occasionally made the news via an uncanny ability to rack up imposing performance credits on tunes which have either never been recorded, or have received minor wax attention.

In advance of the BMI annual conclave Tuesday (20), Young and his associate, D. M. Fox, wrote to radio station stockholders of BMI requesting them to fill out and return enclosed proxy forms. The cover letter stated that it was the intention of Young and Fox to inquire and make recommendations concerning:

Excessive and discriminatory payments to certain publishers and the reasons therefor.

"2. Why, proportionately, cost of administration is approximately double that of the American Society of Composers, Authors continuance of the ban on the and Publishers.

to create a stronger, more efficient, honestly-run BMI for the benefit of the entire industry." Presents Resolution

This appeal returned some two dozen completed proxies, half of which were invalidated upon inspection. Armed with the others, representing 1,419 voting shares, to present his resolution. The the MU unco-operative. 1,419 shares comprised a tiny segment of total voting stock.

Yesterday, a BMI spokesman told The Billboard that the shares in question represented 13 stations. Of these, he said, 10 have since said they signed the proxies under a "misapprehension" as to their purpose. The 10 had not

(Continued on page 47)

FLIP SIDE HITS DEEJAY CHART

NEW YORK, Oct. 24.—Persistence and faith in a tune occasionally pay off - even when the tune seems in danger of being snowed under by a more highly touted song. Illustration of this is the recently released Eddie Fisher Victor etching of "Just to Be with You." Side which caused most excitement was Broadcast Music, Inc.'s "Many Times." Latter, given a strong ride by BMI and by Eddie Fisher on TV and at the Riviera, is well up on the charts. This week, however, "Just to Be with You" made its way into 18th slot on the mostplayed deejay chart in The Billboard. Trinity Music never gave up on the tune.

'MOULIN ROUGE' TOP ROME TUNE

ROME, Oct. 24.-For the first time in years the biggest song hit sweeping the nation is a foreign tune. It is the "Song from Moulin Rouge." Practically all the major recording companies in Milan, Turin and Rome have rushed to publish an Italian version of the tune and at the present moment there are no less than 20 different wax editions of the number. Within a few weeks it is expected that this number will more than double. Writer of the Italian text of the song is Alberto Cavaliere, noted for his many musical comedy song hits.

BMU Wavers On Former Petrillo Stand

LONDON, Oct. 24.—The British Musicians' Union ban on foreign orks, which looked like petering out after the recent hand-clasping meeting between Petrillo and Hardie Ratcliffe, local MU boss, is still in force. Altho it seems a fact that the bulk of MU members appears to back the stand, fear that top-flight foreign orks visiting this country might put them out of business is causing

This week Ratcliffe blamed the month. He claims he offered to put Kenton into London's Royal Albert Hall under strict union to any charity Ratcliffe named, per cent. but the offer was rejected. Other

OLD STARS SHINE BRIGHTLY

Dorsey, Goodman, Shaw and Miller Still Make Big News

By BOB ROLONTZ of the great ork names of the golden era of the bands, Tommy Dorsey, Benny Goodman, Artie Shaw, Glenn Miller and others, was back in the record business news this week. Dorsey was preparing to start his own record firm. Benny Goodman was signing a lucrative contract with Capitol Records after ankling Columbia. Artie Shaw—now racking up sock business at the Embers here with his Gramercy Five-was dickering with three firms for a term contract, and RCA Victor was forced to send out wires to all distributors asking them to discontinue ordering additional lim-

exhausted in two weeks. The interest aroused in the Dorsey will not be the first ork

ited edition Glenn Miller Ork al-

NEW YORK, Oct. 24.- A bevy bidding for their services, at a time when the band business is considered at a low ebb, points out again the glamour still enjoyed by the ork names of the swinging 1930's.

Tommy Dorsey Tommy Dorsey's forthcoming move into his own record business came as a big surprise to the booking office a few years ago, Tom-Dor, and has been quite successful with it. The Dorsey ork, which now features Jimmy Dorsey, is booked from now until February with only one open date. Since the Dorsey Brothers have been together, the ork has bums (list \$25), since the entire been pulling solid grosses and production of 86,000 sets had been has upped its asking price for dates.

moves of the orksters, and the to set up its own disk firm. The Woody Herman band set up Mars Records last spring after leaving M-G-M Records. Dorsey's reasoning behind the forthcoming disk firm is the same as Herman'sthat he can get better exploitation of his waxings and create more excitement for the ork with his own label. Nothing is yet set as to how Dorsey will handle the trade. However, it was pointed new label, who will distribute it, out that Dorsey set up his own etc., but it is known that it will be overseen from his New York office. Dorsey has been with Decca Records since he left RCA Victor about two years ago, but

> Benny Goodman Goodman, who has been with Columbia Records for the past two years and has had two of the top-selling LP platters with the firm, ankled the diskery last week. Capitol Records made a real pitch for the ork leader. Goodman had been with Capitol Records previously, also after he (Continued on page 47)

his Decca pact ended in August.

Loses Name Lest Yugos Burn Also

LONDON, Oct. 24. - British bandleader Tito Burns ran into a little professional jealousy on his recent tour of American Army

Booked by London agent Jack Bontemps for an eight-week swing, Burns found his billing changed en route to an indetermilast-minute panic by Army brass who feared the name Tito on the bills might be interpreted by the smouldering Yugoslavs as a deliberate political slight - altho Burns has used the name far

The band was already packed when orders came for the four blacked off their luggage, instrument cases and library. In trouble-spot Trieste, where the ternate weeks between the United

In compensation for these indignities suffered in the cause of

TITO BURNS

bases in Europe.

nate "Burns and Band" after a longer than the Marshal.

inflammatory letters to be Army radio station switches al-States and British commands, Burns' tune "Sloppy Joe" was aired during his visit as by "You Know Who" Burns.

world peace, the Army loaned Burns Sergeant Buddy Ekstrama one-time New York tenor sax player-when his own boy had to fly home. Tour was booked thru the American Army Entertainment section in Wiesbaden, and squired round the circuit by Lt. Bob Hannan.

Davega Chain Increases Phono Sales 60 Per Cent

mounting opposition in music the most impressive increases in circles to the MU attitude. sales of record players has been racked by the big Davega Stores chain of appliance-sporting agents' failure to agree among goods-record stores in the metro-"3. The elimination of abuses, themselves on terms. But this politan New York area. In the was sharply refuted by impresix-month period from April thru sario Harold Davison, who booked September the chain has in-Stan Kenton's European tour last creased phono business an average of 60 per cent a month over the preceding year. Biggest increase was show in July when the chain control, with all proceeds to go topped previous July sales by 90

The heavy increase in phono Young entered the meeting room leading agents agreed they found sales is attributed to several factors by Davega record and phono-

NEW YORK, Oct. 24.—One of graph buyer Bernie Stein. He claims that the public is now seeking new forms of home entertainment to supplant the allencompassing interest in televi-sion and that the mass distribution of low-priced records have been major factors in stimulating sales of players. In addition, says Stein, the recent publicity on high fidelity records and equipment has gotten the public interested in owning record playing equip-

The chain sells its record players in the record departments of the stores rather than in the TVappliance sections. In addition to a large line of low-priced record players manufactured by several independent firms, the Davega chain carries the table model hi-fi units manufactured by RCA Victor, Webcor, Columbia, V-M and Wilcox-Gay. These, too, are sold thru the record counters only.

Other monthly increases shown thus far this year are: April, 55 per cent; May, 70 per cent; June 60 per cent; August, 50 per cent; September, 30 per cent. Sales in October, thru the 17th, have already topped figures for the full month of October last year.

Guarantee of 30G for Welk's 16 1-Nighters

HOLLYWOOD, Oct. 24.—Maestro Lawrence Welk, currently in his 110th week at the Aragon Ballroom here, has a slate of 16 dance dates to fulfill thru the first week in December, with a minimum of upwards of \$30,000 in guarantees already in the kitty.

The Welk aggregation, playing to near-capacity crowd at the Aragon dance palace, has been in heavy demand by schools and organizations ever since its bow at the Santa Monica ballroom.

Welk's schedule includes dates at Whittier, Santa Ana, Long Beach, San Bernardino, Pomona, Pasadena, San Diego, Riverside and a performance in Barstow, Calif., in observance of the 100th Corps.

Hilliard Signs Victor Pact

NEW YORK, Oct. 24. - The long-awaited official signing of Jimmy Hilliard as artists and repertoire chief of RCA Victor's Label X finally came to pass this week, when the diskery's veepee and general manager, Manie Sacks, announced that Hilliard will take over the post on November 2. Negotiations between Hilranged for clearing up its affairs liard and Sacks have been going on for several months, the Sacks has repeatedly said that Hilliard

Chi L.&H. Holds 1st Hi-Fi Fair

CHICAGO, Oct. 24.-Lyon & Healy, retail outlet for radio and television, this week held their first high fidelity fair at their four outlets. The fair was pushed with double-page ads in the local dailies, announcing that trained technicians would be on hand to answer questions and explain the new equipment.

Don Broman, assistant manager of TV, radio and phonographs, said, "The fair was gratifying. Sales were good and as well as expected. This has established us a place to see the finest in custom hi-fi phonographs and radio phonograph combinations."

The downtown store erected a bandshell type stage on which was displayed the Fisher, Magnavox, Phillips, Admiral, RCA Vic-tor, V-M, Webcor, Lyon & Healy Balladier, Columbia and Zenith models. The sets were displayed and demonstrated from the stage. Prices ranged from a low of \$29.95 to a high of \$875.

A closed circuit television netlast few months has been on a hall. While I. Blicher-Hansen, to announce talent signings short- the fair. The closed circuit also Winding up at the Astor, Kaye five a week 8:15-8:30 p.m. tran- former head of the firm, is still ly, and may start recording im- allowed passersby to see themdid one-nighters, leading to the Las Vegas date, running from October 5 thru Sunday (25). He will scribed show sponsored by Burlage active in the outfit, S. R. Larsson mediately after moving into the selves on TV in the window. Selves on TV in the window. Selves on TV in the window. Wictor organization. Official reference on page 47) agency.

SCHOOL BAND TWIST

Pubs Sell Quick Marches, Dances, Pop Arrangements

NEW YORK, Oct. 24.-With the | Ha'i"; "Smile, Darn Ya, Smile" high school and college football "Who?" and "September Song." terest in marching bands in heart, and a calendar. schools. Most recent twist in the selling of band arrangements is the trend toward quick step marches and the demand for dance routines for the marching

Many a publisher has started acquiring, printing and selling drill formations, dance routines and cheers for the school bands. In addition, several firms have in recent years issued complete instruction books on marching bands and drill formations for use in between halves of the football games. This season, too, the trend is toward issuing arrangements of pop tunes for the marching bands. The Chappell group, for example, is selling quick step ar-rangements complete with drill formations on such tunes as "June Is Bustin' Out All Over," "Bali

season in full swing, many major Formations for the above are camusic publishers are now reaming rousels, an island and tree, a the benefits of the increasing in-

Firms Involved

Arrangements generally sell for \$1.50 with symphonic band orchestrations marked as high as \$2.25. Among the firms doing a big business in this field are Charles H. Hansen, Hal Leonard, Bourne, Chappell, Big Three, Music Publishers Holding Corporation, Mills, E. B. Marks and Shapiro-Bernstein. Hansen also sells a dance drill book for student bands for 40 cents. The book contains 13 dance drills explained graphically and in complete detail for the movements of each foot. The same publishing firm also has done good business with a series of band books containing a collection of pop tunes. These sell at \$1 for the conductors' parts and 40 cents each for the musicians' parts.

The market for this type of quick step arrangement with drill formations is reported to be close to 25,000—the estimated number of marching bands in schools and anniversary of the U.S. Marine colleges. However, a hit is generally agreed to be an arrangement which sells about 3,000 copies.

COPENHAGEN, Denmark, Oct. 24.—The Skandinavisk Koncertdirektion, booker of many American long-hair and jazz musicians, which temporarily went on the rocks a few months ago, has arand is actively resuming business under a new set-up and at new

SAMMY KAYE MAKIN' HAY

Winding Up Big Year as Click in 1st Nitery Date

Sammy Kaye, who is set to embark on an extensive one-nighter tour following the wind-up of his date at the Hotel Last Frontier here, has just completed one of the most active years he's ever had in the band business. Starting with his engagement at the Hotel Statler in New York, from February 9 to March 11, Kaye shortly thereafter went on a onenighter tour and landed the Chock Full 'o Nuts TV program.

For the summer months, from mid-June to Labor Day, the mae- Kaye has had the "Sunday Serestro played the Astor, while dou-bling on the Dunhill TV program tember 27 on NBC, and for the over the NBC network.

LAS VEGAS, Nev., Oct. 24 .- | now continue on thru key locations in Texas, Oklahoma, Kansas, and Florida. He's booked solidly thru November, playing virtually every night, and in December will return to New York. On his tour, Kaye will do concerts and dances, sometimes in combination. He's going out with a package of acts, which he and manager Dave Krengel are putting together now. Opener on the one-nighter tour is Albuquerque on the 27th.

Other Programs

In addition to the TV shots,

Norse Booking Firm Reopens

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NEW YORK, Oct. 24. - Tho Decca is mapping a strong promotion campaign behind the new Gordon Jenkins album, "Seven Dreams," the strategy is to restrict air play of the extended work and thus eke out maximum impact during occasional authorized spins. The same technique was used successfully with Jenkins' "Manhattan Tower" of several years back, which only recently has been removed from the restricted list.

The work, a blend of symphony and modern cantata, using soloists, chorus, narrator and large ork, runs for 51 minutes. Decca branches and distributors have been authorized to solicit only a single, complete performance in their respective territories. Any subsequent plays nust be cleared with Decca headquarters.

Jenkins, Inc., affiliated with the American Society of Composers. Authors and Publishers. The restriction, of course, does not apply to the Jenkins single waxing of the "Seven Dreams Theme" already released.

The album moves out to the field next week, with its debut to dealers via distributors.

Kenton Tour 95% Capacity

HOLLYWOOD. Oct. 24,-The recently concluded Stan Kenton tour in Europe played to an averthe unit's 32-day trek of the Conand 34 cities.

package plus \$3,000 each for two Goodwin, Oscar Hammerstein II, extra dates in Dublin and Milan, Jack Yellen, Deems Taylor, Her-English agent, Harold Avision.

exceptionally successful sessions played by Kenton in Dublin. A music-starved British populace chartered ships and planes for the Ahlert Jr. and Richard Ahlert. two sessions, with local newspapers headlining the event.

tour, the possibility of a return concert trip to the Continent looms for the Kenton crew.

Reed Turns to Sax In 'Between' Score

LONDON, Oct. 24. - Harking back to the tricks which made his "Third Man" such a great picture, director Carol Reed has come up with a new musical background his tour. for his latest pic, "The Man Between." In the "Third Man" it was Anton Karas' zither which gave the story its haunting echo.

In "Between" Reed depends for atmosphere on a lonely-sounding alto sax played by Dave Shand, backed in the busier moments by a symphony ork directed by Muir Matheson. Both flick and musical accompaniment were compared unfavorably to "Third Man" by critics here.

Col. Artists Signs Leontyne Price

NEW YORK, Oct. 24.-Soprano Leontyne Price, currently featured in the click Broadway revival of "Porgy and Bess," has been signed to a contract by Columbia Artists Management.

Concert engagements will be handled by Columbia Artists, altho Miss Price's general career will remain under the supervision of her personal manager, L. Goodkind.

NEW PITCH FOR NOTE A OVER C

NEW YORK, Oct. 24.-The note A above middle C will now be tuned to 440 cycles per second in all countries. The uniform pitch was adopted this week by the International Standards Organization, meeting in London. Pity the poor tenor who once was able to hit the high notes only because his piano was tuned to 435, once common here and in other countries.

1-CENT SALE BY BIBLETONE

NEW YORK, Oct. 24. -Bibletone Records is running a one-cent sale on all its regular-stock EP platters from now until Christmas. For every Bibletone LP that a customer buys in a specific price category, he can get another in the same price category for only one more penny. The diskery is giving a 30-day exclusive on the sale to leading outlets in key cities thruout the country, in return for advertising the sale and the line in the papers. Arrangements have already been made with large dealers in 10 cities, including Atlanta, Birmingham, Richmond, Va., and New York. After the 30day exclusive is over in these cities, all dealers in the towns will be able to run the sale.

The opus is held in Gordon Fred E. Ahlert Dies in N. Y.

NEW YORK, Oct. 24.-Fred E. Ahlert, one of the pillars of the American Society of Composers, supported by extensive trade and Authors and Publishers and a consumer advertising. Elaborate writer of many great standard display aids are being provided tunes, died of a heart attack Tuesday (20) in the offices of the Music Publishers Holding Corporation. Ahlert, who attained the ASCAP presidency in 1948, was the writer of "Mean to Me," "I'll Get By." "When the Blue of the Night" (Bing Crosby's theme for many years) and countless others. He served as a director of the Society since 1933.

age of 95 per cent capacity during music business appeared at Ahlert's funeral. Honorary palltinent, covering nine countries bearers included Stanley Adams, Milton Ager, Louis Bernstein, Sol Kenton received a flat guaran- Bourne, Gene Buck, Irving tee of \$15,000 per week for the Caesar. Otto Harbach, Bernard promoted under auspices of the man Starr, Gustave Schirmer, J. J. Robbins, Jack Mills, George Highlight of the tour was the Meyer, Edgar Leslie and Abe Olman.

> Surviving Ahlert are his wife, Mildred, and two sons, Fred E

As a result of the success of the Bonbright of Cap to Rome

HOLLYWOOD, Oct. 24.-Daniel C. Bonbright, vice-president, secretary and general counsel for will bow its new subsidiary label, Capitol Records. Inc., leaves for tagged Fabor, shortly via two new Rome early next week to expedite the firm's foreign expansion pro-

key areas on the Continent during Beardon.

Cap execs Glenn Wallichs, Alan Livingston and Sandor A. Porges previously embarked for Amsterdam, Holland.

Herb Reis Quits As Manager of Loesser Pubbery

NEW YORK, Oct. 24. - Herb Reis will leave his post as general professional manager of Frank Music on November 15 over a "disagreement on policy" with pubbery chief Frank Loesser. The conflict has to do with plans for expansion now being mapped by the firm. The parting, however, was arranged amicably.

added Mike Sukin to his professional staff. Earlier he had brought on Dick Gray from the West Coast. The firm has had a particularly good year with the Loesser-written score of "Hans Christian Andersen," and the record clicks, "Just Another Polka" and the current "Rags to Riches," among others.

Reis plans to form his own publishing enterprise.

Brubeck, Parker Units for 1-Niters

Charlie Parker five headlining.

Group will play dates along the 30 at Olympia, Wash.

Chet Baker and Shelly Manne are featured

EXTRA DISKS

Liberace & Sponsors in Wax Tie-In

HOLLYWOOD, Oct. 24.-Liberace's multi-pronged attack on the U. S. Mint chalked up another mark this week, with the disclosure of sales of approximately 20,000 promotion records by his local TV sponsor, the Citizen's National Trust & Savings Bank.

Citizen's tied in its TV sponsorship of Liberace twice this year via promotions offering new banking accounts of \$10 or more and a free Liberace recording. Label bears the special imprint of the Citizen's Bank, with appropriate banking suggestions offered on the jacket.

Some 32 banks in other sections of the nation who also sponsor Liberace's TV films have entered similar promotions, with an estimated sale of an additional 30,000 records racked up.

Tie-in was made thru Columbia Records and Guild Films, producers of the pianist's TV show.

Remick Plugs Secret Love'

NEW YORK, Oct. 24.-Remick Music has tagged "Secret Love" its current top plug ditty and is waxings of the opus that will also elicit the aid of motion picture exhibitors. The tune is featured in the Warner Brothers movie A veritable who's who of the "Calamity Jane," due for release later this month.

> owners, who will be asked to promote jockey play in their terri- interests. tories prior to showings of the jay platters by diskeries.

Four waxings of "Secret Love" have already been released. One, by Doris Day is taken from the film's sound track. The others were cut by Gordon Jenkins, Tommy Edwards and Gogi Grant.

Abbott to Debut Fabor Subsidiary

HOLLYWOOD, Oct. 24.-Fabor Robison's Abbott Record Company country and wester- artists. Latter, signed by Robison on his recent Bonbright will alt visit other singers Ginny \ right ard Tom

> The addition of the new label will allow the Abbott indie a wider scope of operations. The new firm will primarily be concerned with ness to add to his catalog.

> The Abbott entry makes its bow in the r.&b. field via a spiritual release by the Willy Caston Gospel Singers, added to the talent roster on Robison's trip. Firm will ha e its bigger release since their inception via a total of five platters by Rudy Grayzell, Jim Reeves, Floyd Kramer, Carolyn Bradshaw and the aforementioned spiritual

Middleton to Head Loesser, meanwhile, this week NADA Meet Show

WASHINGTON, Oct. 24.-Singer Ray Middleton will head a cast of 30 entertainers at the conven- Southern-Mercury, Inc. Firm is Dealers' Association in Miami, distributors, maintaining offices January 9-13, 1954, NADA an- in New Orleans, Oklahoma City, nounced here. Featured on the Houston and Dallas. program will be performances of Stephen Foster's music in a plantation setting.

Frankie Vaughan Rejects RCA Bid

LONDON, Oct. 24. - Singer HOLLYWOOD, Oct. 24.-Disk Frankie Vaughan, top HMV rejockey Gene Norman has set a cording star over here, had to 10-day one-nighter tour with the turn down an RCA Victor offer to many records with the Berlin launch issues of his "False Decca. West Coast, breaking in October Hearted Lover" and "So Nice in Your Arms." Vaughan was al- Houston and San Francisco Symville tour.

www.americanradiohistory.con

LIBERACE PLAYS BOTH AT ONCE

NEW YORK, Oct. 24.-Schubert and Gounod, a couple of pretty good composers from way back, each wrote a treatment of "Ave Maria," the title of one of the sides on Liberace's latest recording for Columbia. The disking is a free arrangement of both tunes, and the publisher is listed as Fanmar Music on the label. Some tradesters think the pubbery missed a bet by not tagging Bach as one of its cleffers also, since the great Johann Sebastian penned the prelude upon which Gounod constructed his "Ave Maria" theme.

Merrym't Pub Gets Pop Dep't

NEW YORK, Oct. 24.-Merrymount Music Press, until now strictly a standard and educational publishing house has mer, Inc., music publisher, was formed a pop department which filed with the New York County will be operated under the super- clerk this week following a trial vision of cleffer Don Wolf. The earlier this month won by April firm is one of several active pub- Productions, the Shubert comberies headed by Leonard Feist, pany that produced the legit mucurrent president of the Music sical, "Maytime," back in 1917. Publishers' Association.

interest in view of the welldocumented, but reverse, trend to the contract, Schirmer was to on the part of many pop publishers. During the past half sheet music sold and 50 per cent prepping a campaign to push dozen years many of the latter of the take on recordings. The have moved into the standardeducational field, and with profit gust, 1945, Schirmer did pay the have promoted new usages of pop or semi-pop material.

Reverse Twist

Merrymount's reverse twist re-Added to the efforts of its own turns Feist to the pop field for the regional staffers will be theater first time since 1935, when Leo Feist, Inc., was sold to the M-G-M

While standard houses have stimulate air play in communities hits, this has happened more often not normally serviced with dee- thru accident than design. But Merrymount's policy switch the establishment by Theodore Presser, old-line standard pubbery, of a pop department several months ago should also be noted straw in the wind. With the tion of the tunes he has woven publishers are more anxious to Christmas sales, "The Noel Cow-grab promising copyrights, de- ard Song Book" gives the words spite their Tin Pan Alley origin.

Wolf, who will have active since 1923. control of Merrymount's pop division, is the writer of "Azure-Te" and other ditties. He's already soliciting material from one-time confreres.

Bob Dunbar Seeks 25G From DeGolyer

HOLLYWOOD, Oct. 24.—Suit for \$25,034 has been brought by releases in the folk field, altho Bob Dunbar against Everett L. Robison disclosed that he will also DeGolyer Jr., of the Gramophone ente: the rhythm and blues busi- Corporation, in the 101st District Court, Dallas.

> Dunbar, formerly general manager of the record distributing firm, alleges in his petition that On the strength of disk jockey in-DeGolyer bought Dunbar Dis- terest displayed in "Doggone It, tributing Company in May of 1951, giving him three notes for \$8,000 each, in addition to a weekly salary plus percentage.

Douglas Bergman, Dunbar's attorney, indicated that the suit involves two unpaid notes totaling \$16.000 plus attorney's fees and the remainder of Dunbar's wages thru the time of purchase.

Dunbar recently left the Gramophone Company, following which it merged with the Mercury Records distributors in Dallas, forming a corporation known as tion of the National Automobile one of the nations largest record

Fricsay to Baton Three U. S. Orks

NEW YORK, Oct. 24.-Ferenc Fricsay arrives here November 2 to fill scheduled appearances with three American symphony orchestras. The young European conductor has been featured on

United States.

Magid Leaves Savoy; Starts R.&B. Diskery

NEW YORK, Oct. 24, - Lee Magid left Savoy Records this week to start a new r.&b. diskery, Central Records. The new firm is a partnership deal with Larry Newton, head of Derby Records. Magid and Newton will each have half a share in the new firm,

Magid has been with Savoy Records for the last four years. holding down the position of a.&r. exec and digging up new talent for the label. First records from the Central label will be ready in November. Magid will headquarter at Derby's offices here. No replacement has been named for Magid at Savoy.

Shuberts Hit Schirmer 19G

NEW YORK, Oct. 24.-A judgment of \$19,511 against G. Schir-

Shubert had assigned the ex-The Merrymount move gains clusive rights to the music from the show to Schirmer. According pay Shubert 5 cents per copy on trial brought out that up to Auamount stipulated or make a settlement with Shubert But in 1945 the publisher notified the producer that there would be no further payments. Shubert, as April Productions, filed suit in 1947, resulting in the award this week of \$15,588 plus interests and trial costs.

Coward Book Of Songs Out

LONDON, Oct. 24.—This week -may represent more than a Noel Coward published a collecupped importance of pop material into the folklore of a nation. On in the standard market, these the stands in good time for the and music of his main melodies

Briskly introduced by the author with characteristic illustrations and annotations, the book is beautifully set out and includes such Coward classics as "Poor Little Rich Girl," "A Room With a View," "Dance Little Lady," "I'll See You Again," "The Stately Homes of England" and many others. Publisher Michael Joseph reports heavy advance sales for the book.

'Doggone' Pub Rights Go to Hill & Range

PHILADELPHIA, Oct. 24.terest displayed in "Doggone It, Baby, I'm in Love," Western lullaby of local origination, Hill & Range Music Company has taken over the publication rights of the song from Arcade Music Company here, with Joe Liebowitz, of Linden, N. J., taking over the national distribution of the initial Arcade Record release of the ditty.

Tune, written by Rusty Keefer, Coral Records singer, and Jack Amway, musician of nearby Coatesville, Pa., was introduced via an Arcade platter by Rusty Wellington, Western singer managed by Howard, who closed deal with Hill & Range this week to take over the publication of the tune. Liebowitz, who takes on the record, will distribute the side via one of his own labels.

Hilliard Signs

Continued from page 15

lease date is set only as "early next year" for the new disks, but a few disks may be tested in special markets prior to 1954.

No sales personnel have vet Dave Brubeck Quartet and the fly him to New York for TV and Philharmonic and RIAS orks, been named for Label X. Howpersonal appearance dates to help which have been released here by ever, when Joe Carlton was originally hired by Victor to handle Friesay will conduct the Boston. Label X, it was announced that he would be both a.&r. and sales ready pre-committed to a vaude- phony orks during his stay in the chief. It is possible that Hilliard may also fill both posts.

CORAL'S 3 SONG SMASH!









DESMOND



DALE



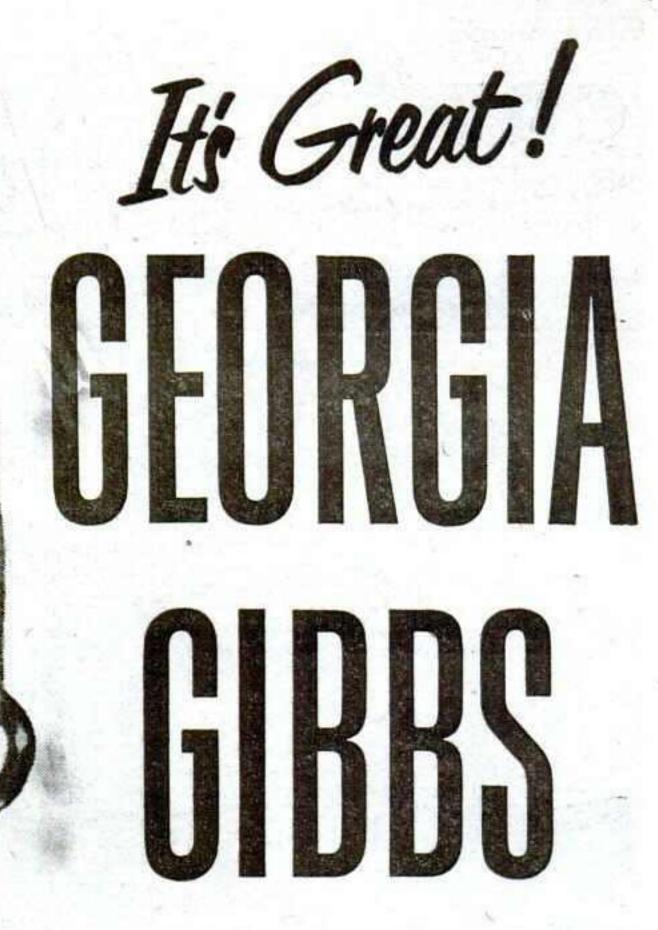




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PATTI PAGE 'MY WORLD S YOU'

MERCURY 70230 • 70230X45



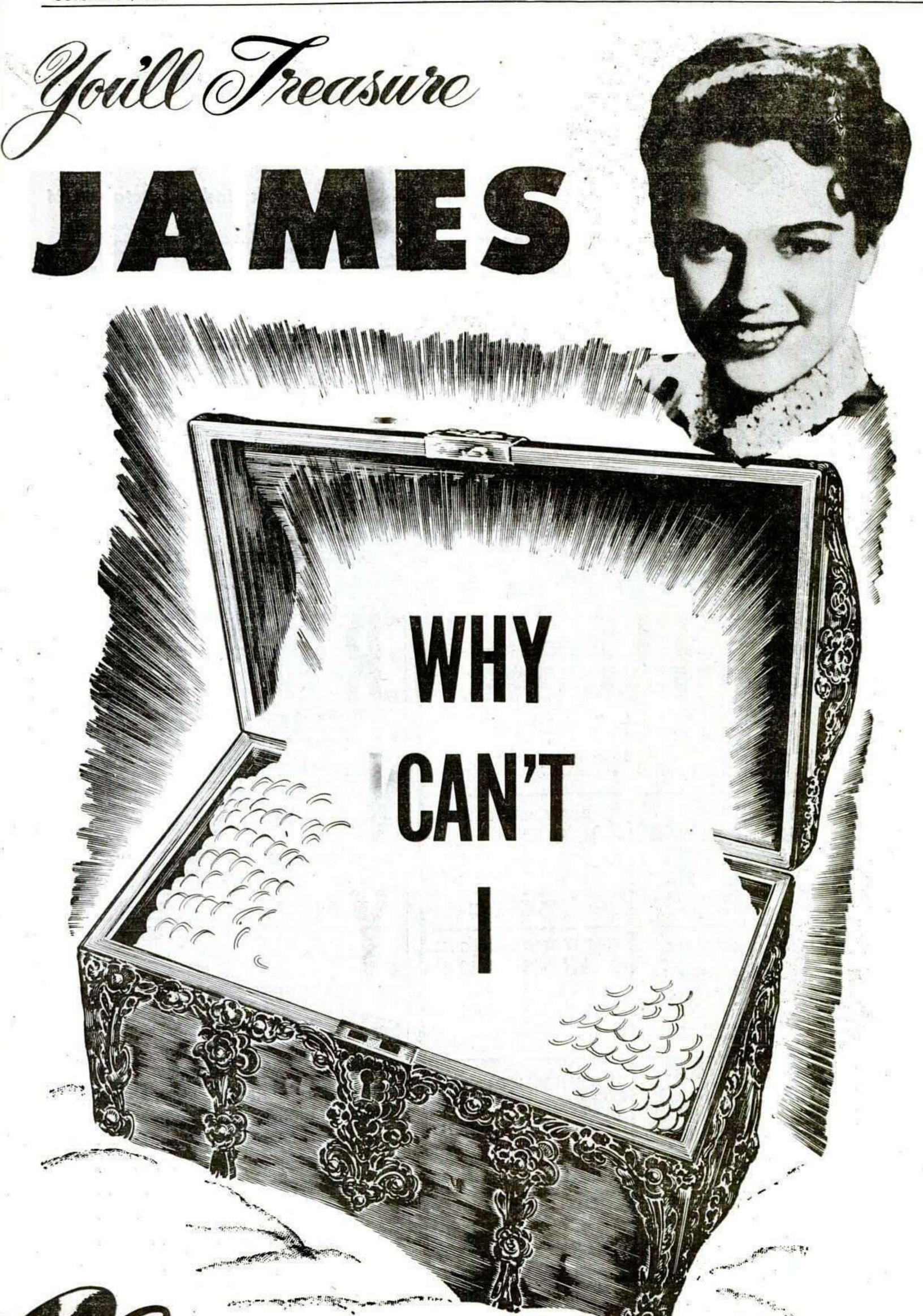


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M.G.

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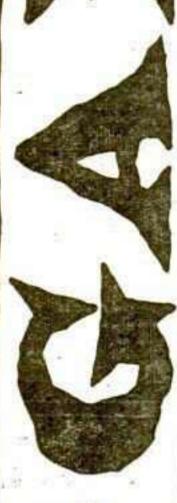


MGM-11606 · K11606

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BENET

pronounced (Ben-nay)

(When He Takes Me In His Arms)

TW0 LOVERS

MGM 11581 78 rpm K11581 45 rpm

JAMES

YOU'RE **FOOLING** SOMEONE

MGM 11543-K11543

BILLY ECKSTINE &I'M SAVING FORTUNE DREAMS TELLING CARDS

MGM 11587 78 rpm K11587 45 rpm

GEORGE SHEARING

EASY TO LOVE

RAP YOUR TROUBLES IN DRUMS

MGM 11600 78 rpm @ K11600 45 rpm

FRAN WARREN THE ANGEL SHAKE PASSED HAND

MGM 11583 78 rpm

K11583 45 rpm

TZUL LOVE YOU

GIRL

BETTY MADIGAN YOU'RE THOUGHTLESS

DOLL

MGM 11601 78 rpm K11601 45 rpm

TOMMY EDWARDS THAT'S SECRET

LOVE ALL

MGM 11604 78 rpm K11604 45 rpm

TOMMY REED and his Orch. HEY, GLAD LITTLE RAG

> MGM 11592 78 rpm K11592 45 rpm

BOB SANTA MARIA YOU'RE I SHOULD THE RIGHT HAVE TOLD

YOU LONG AGO

HENRY JEROME & his Orch. TIPICA **CAFE** SERENADA PAREE

ONE MGM 11588 78 rpm K11588 45 rpm

LITTLE RITA FAYE

MGM 11594 78 rpm

K11594 45 rpm

HANK WILLIAMS WEARY I CAN'T BLUES **ESCAPE** FROM WAITIN YOU

ALABAMA

2'YNNHOL GOT A SWEET-HEART

MGM 11574 78 rpm K11574 45 rpm

M-G-M RECORDS HE GREATEST NAME (IN ENTERTAINMENT 701 SEVENTH AVE NEW YORK 36 N Y

MGM 11565 78 rpm K11565 45 rpm

MAKE FRIENDS WITH RECORDS

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Ten Top Tunes

. for Week Ending October 24

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.

Weeks Week | Chart

1 17

1. You, You, You

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

2. Vaya Con Dios

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

3. Oh 4 16

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

4. Ebb Tide

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

5. Crying in the Chapel

3 15

By Darrell Glenn-Published by Valley (BMI) BEST SELLING RECORDS: J. Valli, V 20-5368; D. Glenn, Valley 105; Orioles, Jubilee 5122; OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; Rex Allen, Dec 28758; R. Baker, Ward 503; E. Fitzgerald, Dec 28762; Four Dukes, Duke 114; K. Griffen, Col 40062; J. Lanson, Bell 1008; A. Lund, Coral 61018; B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sist r Rosetta Tharpe, Dec 48302; W. Tuttle, Cap 2545.

TRANSCRIPTIONS AVAILABLE: Statesmen Quarter. Thesaurus.

6. St. George and the Dragonet By Stan Freberg, Daws Butler, Walter Schumann-Published by Alamo (ASCAP) BEST SELLING RECORD: S. Freberg, Cap 2596

7. Dragnet

7 10

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

8. Rags to Riches

By Dick Adler and Jerry Ross-Published by Saunders (ASCAP)

9. Eh Cumpari By Julius La Rosa—Publishe by Rosarch (BMI)
BEST SELLING RECORD: J. La Rosa, Cadence 1232

Okeh 6979; K. Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342;

10. No Other Love (M) By Richard Rodgers & Oscar Hammerstein-Published by Williamson (ASCAP) BEST SELLING RECORD: P. Como, V 20-5317. OTHER RECORDS: S. Fisher,

H. O'Connell, Cap 2487; D. Rose, M-G-M 30796. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.

Second Ten

11. MANY TIMES.....
Published by Broadcast (BMI) 14. LOVE WALKED IN.....Published by Chappell (ASCAP) 18. ISTANBUL Published by Alamo (ASCAP) 19. HEY, JOE...... 14
Published by Tannen (BMI) 19. STORY OF THREE LOVES (Eighteenth Variation).... -Published by Charles Foley (ASCAP)

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

TOP SELLERS—

Based on Actual Capital Sales Reports

1.	THE KANGAROO DON'CHA HEAR THEM BELLS
2.	VAYA CON DIOS JOHNNY (IS THE BOY FOR ME)L. Paul & M. Ford2486
3.	ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOOD
4.	LOVER, COME BACK TO ME! THAT'S ALL
5.	ON! SAN
6.	WHEN MY DREAMBOAT COMES HOME SWAMP-FIRE
7.	FORGIVE ME, JOHN MY WEDDING RING
8.	A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD - WITHOUT YOU)
9.	THAT'S AMORE YOU'RE THE RIGHT ONE
10.	KISS ME BIG CATFISH BOOGIE
11.	DRAGNET DANCING IN THE DARK
12.	FROM HERE TO ETERNITY ANYTIME—ANYWHERE
13.	I LOVE PARIS GIGIL. Baxter2479
14.	IT HAPPENED ONCE BEFORE HOLIDAY
15.	WHITE CHRIS'MAS
16.	HOT DOG! THAT MADE HIM MAD I'M NOBODY'S BABY
17.	THE LITTLE BOY THAT SANTA CLAUS FORGOT MRS. SANTA CLAUS

LATEST RELEASE

No. 392

DON'T SAY GOODBYE WHEN YOU GO AUTUMN LEAVES
LOVE THEME FROM "THE ROBE" MANHATTANLes Baxter2632
SINGIN' ON THE OTHER SIDE I'VE GOT A BETTER PLACE TO GOMartha Carson2634
I'M IN THE MOOD FOR LOVE MY KINDA LOVE
CAT'N AROUND MAKE ME LIVE AGAIN
SOUND OFF ANOTHER DAWN, ANOTHER DAY

50,000 Frenchwomen can't be wrong!

It's LE BLANC!

Yes, it's the great French chanteur himself, singing two inimitable, irresistible interpretations of romantic American belleds-

"My Kinda Love"

"I'm in the Mood for Love'

with Alexandre' et l'Orchestre Parisien Capitol Record No. 2635

TOP SELLERS-

COUNTRY HILLBILLY

1.	FORGIVE ME JOHN MY WEDDING RING
	J. Shepard & F. Huskey2586
2.	A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU)
	J. Shepard & F. Huskey2502
177790	I LOVE GOD'S WAY OF LIVING PREACH THE GOSPEL
	Louvin Brothers
4.	BORN AGAIN
emil G	FROM MOTHER'S ARMS TO KOREA
	Louvin Brothers2510
5.	LOOKING AT THE MOON AND WISHING ON A STAR I NEED YOUR LOVE
	S. McDonald
6.	NEW DO RIGHT DADDY DON'T DOG ME 'ROUND
	L. Chappel2611
7.	RE-ENLISTMENT BLUES DANCE OF THE GOLDEN ROD M. Travis
8.	RUB-A-DUB-DUB I'LL SIGN MY HEART AWAY
	H. Thompson2445
0	THE HOUSE OF BLUE LIGHTS
	BELL BOTTOM BOOGIE
	M. Moore2574
0.	LET ME GO, DEVIL
	THE LONG BLACK RIFLE
	T. Riffer2594

BEST SELLING-

POPULAR **ALBUMS**

Based on Actual Capitol Sales Reports Based on Actual Capitol Sales Reports Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY Jackie Gleason		•
Jackie Gleason	13.	
Jackie Gleason	12.	PREMIERED BY ELLINGTON Duke Ellington
Jackie Gleason	11.	THE ANTHONY CHOIR Ray Anthony442
Jackie G'eason	10.	BLUE TANGO Les Baxter447
Jackie Gleason	1 2	DAGTIME RAND
Jackie Gleason	9.	THE CHARLES AND ASSESSMENT OF THE PROPERTY OF
Jackie Gleason	8.	
Jackie Gleason	7.	
Jackie Gleason	6.	LOVER'S RHAPSODY
Jackie Gleason		Gordon MacRae & Lucille Norman 351
Jackie Gleason	4.	[] 프로그램(SEC] [[[[[[[[[[[[[[[[[[
Jackie Gleason	- 3.	
Jackie Gleason	2.	IN LOVE
	t.	

BEST SELLING-

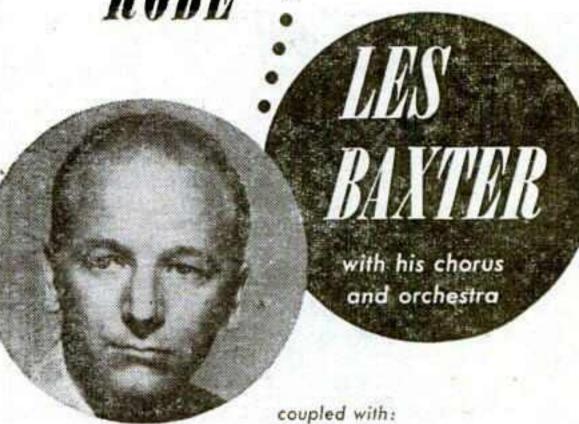
CHILDREN'S **ALBUMS**

1.	MUSIC FOR LOVERS ONLY Jackie Gleason	1. MICKEY MOUSE'S BIRTHDAY PARTY Stan Freberg
2.	NAT "KING" COLE SINGS FOR TWO	2. SNOWBOUND TWEETY Mel Blanc
7,0	PORTRAITS ON STANDARDS Stan Kenton	3. HOPALONG CASSIDY AND THE HAUNTED GOLD MINE William Boyd
	Top Capitol Artists9115	Mel Blanc
5.	THE DESERT SONG Gordon MacRae & Lucille Norman 351	5. I TAUT I TAW A PUDDY TAT & YOSEMITE SAM Mel Blanc
6.	LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY	6. DINKY PINKY Stan Freberg
7.	Jackie Gleason	7. BOZO ON THE FARM Pinto Colvig
8.	Original Broadway Cast452 THE FAMILY DANCED.	8. TWEETY PIE
9.	Mickey Katz	9. THE LITTLE ENGINE THAT COULD & THE OLD SOW SONG Rufe Davis
90	Joe "Fingers" Carr443	10. WOODY WOODPECKER AND HIS TALENT SHOW
10.	BLUE TANGO	Mel Blanc
	Les Baxter	11. I'M A LITTLE TEAPOT & THE TEDDY BEARS' PICNIC
11.	THE ANTHONY CHOIR Ray Anthony442	Frank DeVol
12.	PREMIERED BY ELLINGTON Duke Ellington	12. LITTLE SONGS FOR LITTLE PEOPLE Don Wilson
13.	SKETCHES ON STANDARDS Stan Kenton	13. HOPALONG CASSIDY AND THE MAIL TRAIN ROBBERY William Boyd



from THE ROBE

- magnificent music from a magnificent motion picture, beautifully recorded by



MANHATTAN

- an exciting instrumental interpretation of the favorite Rodgers and Hart'tune.

on Capital Record No. 2632

two delightful novelties

by HELEN O'CONNELL



Six Buzzard Feathers and a Mocking Bird's Tail

> Joseph! Joseph!

with orchestra conducted by HAROLD MOONEY Copital Record No. 2633

. Copyrighted material

Worth Repeating!

The following editorial appeared on the opening page of the Music Department in last week's issue. It highlighted "The Merchandising Revolution in Records and Phonographs" section.

This editorial expresses a strong conviction on our part and carries an important message to record outlets. Because it was difficult to read in last week's issue due to faulty printing, we repeat it here in full.

The Music Editorial Staff

AN EDITORIAL

Are You With It. Mr. Record Dealer?

The history of the record business has been a turbulent one, a story of shifting fortunes. At many stages in its more than 50-year history, the record industry has been embroiled in struggles within itself and with other industries. The issue was joined at its very birth between the cylinder and the flat disk. The growth of radio in the 1920's shook the roots of the record business. Sales dipped alarmingly low again during the depression years. Television was viewed as an awesome threat. Then intra-industry strife reared its head again in the battle of the speeds.

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

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

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

Benefits Have Resulted

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

With this surge of new interest in recorded music came a demand for quality equipment at reasonable prices to reproduce these new recorded advances properly. At this point Columbia again provided the necessary spark when nearly a year ago it introduced its "360" high quality player. Other key instrument makers have since followed suit. At this juncture the phono-record outlook is at least as rosy as it ever has been. The current industrywide phonograph promotion in Baltimore, spearheaded by the Record Industry Association of America, is testimony to how closely the two industries have foined

Record Dealer Opportunity

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

Billboard Enlarges Scope

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

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

The Billboard's Music Popularity Charts

Favorite Tunes

. . . For Week Ending October 17

Tunes are ranked in order of their current national selling

importance at the sheet music jobber level. Results are based

Best Selling Sheet Music

on The Billboard's weekly survey of jobbers' orders from retailers thruout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (F) indicates Last tune is from a film; (M) indicates tune is from a legit musical. Week | Chart 1. VAYA CON DIOS (R)-Ardmore..... 2. CRYING IN THE CHAPEL (R)-Valley...... 3 13 3. YOU, YOU, YOU (R)—Mellin..... 2 15 4. EBB TIDE (R)-Robbins.... 5. DRAGNET (R)-Alamo..... 4 6. OH (R)—Feist..... 7. MANY TIMES (R)—Broadcast.... 8. I'M WALKING BEHIND YOU (R)-Leeds...... 9 25 9. NO OTHER LOVE (R) (M)—Williamson...... 6 11. EH CUMPARI (R)—Crescent..... 12. IN THE MISSION OF ST. AUGUSTINE (R)-Republic. 10 13. RAGS TO RICHES (R)—Saunders..... 15. P. S.: I LOVE YOU (R)—La Salle...... 8 16

Tunes with Greatest Radio and Television Audiences

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

Am I to Blame (R)-Feist-ASCAP April in Portugal (R)-Chappell-ASCAP Baby, Baby, Baby (R)-Famous-ASCAP Choo Choo Train (R)-Disney-ASCAP Crying in the Chapel (R)-Valley-BMI Don't Take Your Love From Me (R)-Witmark-ASCAP Dragnet (R)-Alamo-ASCAP Ebb Tide (R)—Robbins—ASCAP Girl in Satin (R)-Mills-ASCAP

Hey Joe (R)-Tannen-BMI Hi Lili Hi Lo (R) (F)-Robbins-ASCAP I Love Paris (R) (M)-Chappell-ASCAP In the Mission of St. Augustine (R)-Miller-ASCAP

Istanbul (R)—Alamo—ASCAP Lonely (R)-Bregman, Vocco & Conn-Love Walked In (R)-Chappell-ASCAP

Many Times (R)—Broadcast—BMI

My Love, My Love (R)-Meridian-BMI No Other Love (R) (M)-Williamson-ASCAP Oh! (R)—Feist—ASCAP

P.S.: I Love You (R)-La Salle-ASCAP Pa-Paya Mama (R)-Sheldon-BMI Rags to Riches (R)-Saunders-ASCAP Ricochet (R)-Sheldon-BMI Side by Side (R) - Shapiro-Bernstein

ASCAP Sweet Mama Tree Top Tall (R)-Hollis-

Tennessee Wig Walk (R)-Village-BMI Vaya Con Dios (R)-Ardmore-ASCAP When My Dreamboat Comes Home (R)-Remick-ASCAP You, You, You (R)-Mellin-BMI

You're the Right One (R)-Paramount-

Top 11 in Television

Crying in the Chapel (R)-Valley-BMI Ebb Tide (R)-Robbins-ASCAP Hey Joe (R)-Tannen-BMI Hi Lili Hi Lo (R) (F)-Robbins-ASCAP I Want a Hippopotamus fc Christmas (R) -Folkways-BMI

Many Times (R)-Broadcast-BMI

My Love, My Love (R)-Meridian-BMI No Other Love-(R) (M)-Williamson--ASCAP Oh! (R)—Feist—ASCAP Ricochet (R)-Sheldon-BM1 Vaya Con Dios (R)-Ardmore-ASCAP You, You, You (R)-Mellin-BMI

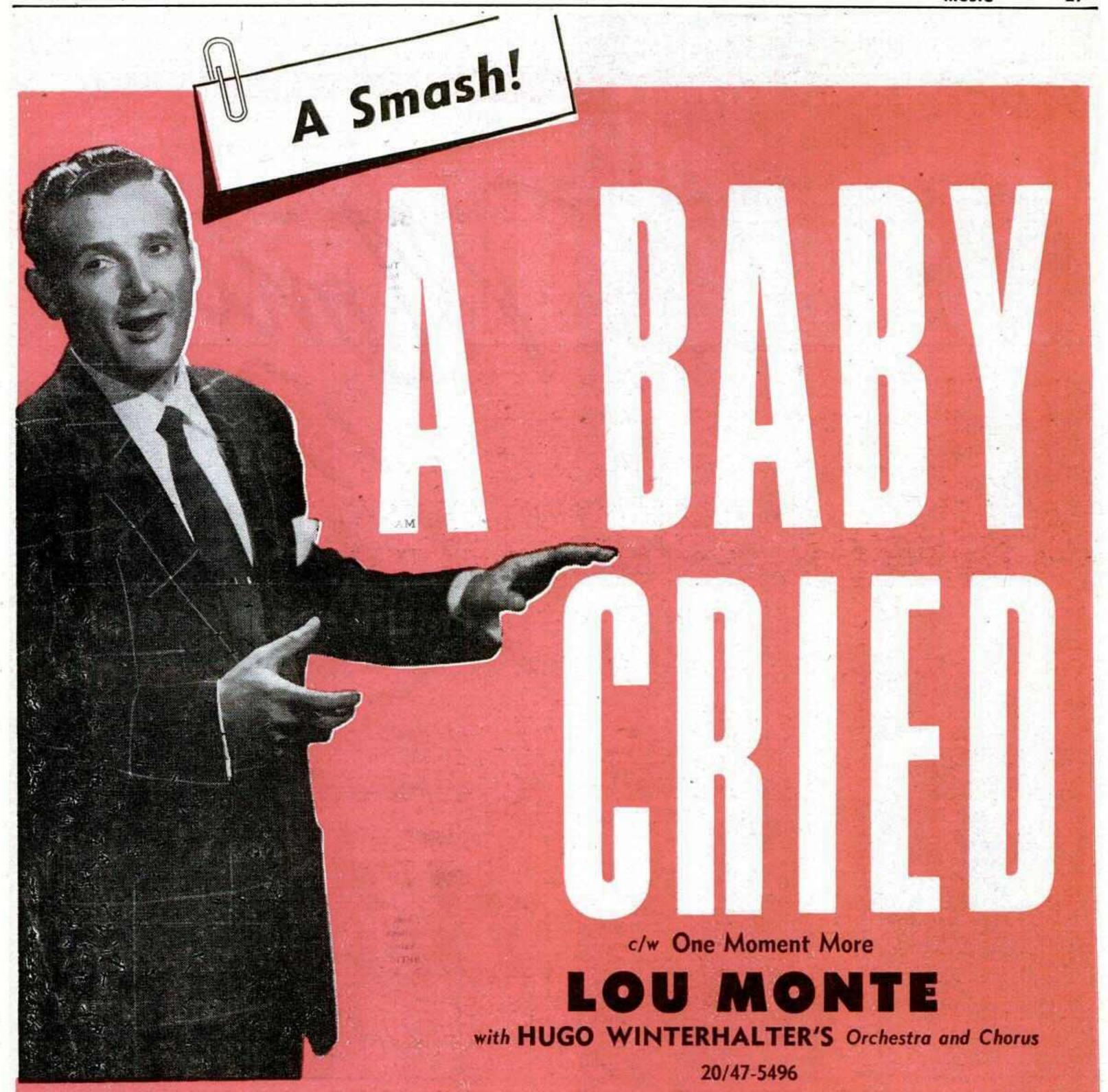
England's Top Twenty

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

- 1. Eternally (Limelight)-Bourne (Bourne) | 12. Flirtation Waltz-Bourne (Bourne) Song From Moulin Rouge-Connelly
- (Broadcast)
- 3. I Believe-Cinephonic (Cromwell)
- 4 Bridge of Sighs-Maurice (*) Poppa Piccolino-Sterling (Chappell)
- 6. Seven Lonely Days-Feist (Jefferson)
- 7. Look at That Girl-Cinephonic (Oxford)
- 8. April in Portugal-Sterling (Chappell) 9 Vaya Con Dios-Maddox (Ardmore)
- 10 Your Cheatin' Heart-Bradbury Wood

(Alamo)

- (Acuff-Rose)
- 13. Kiss-Feist (Miller)
- 14. Is It Any Wonder?-Leeds (Midway)
- 15 Say You're Mine Again-Victoria (Blue
- 16. Mother Nature and Father Time-Aber-
- bach (Alamo)
- 17. I'm Walking Behind You-Peter Maurice (Leeds)
- 18. Hey!. Joe-Robbins (Tannen)
- 11. Let's Walk That A-Way-Aberbach 19. Can't I-Meridian (Harvard) 20. Answer Me-Bourne (Bourne)
- Copyrighted material



NEW RELEASES

RCA Victor-Release #53-44

POPULAR

(All I Want For Christmas Is) MY UPPER PLATE

I SAW MOMMY SMOOCHIN' SANTY CLAUS

Homer & Jethro20-5456 (47-5456)*

SANTA BABY

UNDER THE BRIDGES OF PARIS

Eartha Kitt20-5502 (47-5502)* TALE OF AN AFRICAN LOBSTER

INFINITY PROMENADE

Shorty Rogers and his Orch. Featuring The Giants 20-5503 (47-5503)*

FRANCES—Waltz

RHEINLANDER SCHOTTISCHE

The Six Fot Dutchmen under direction of H. Loeffelmacher

SACRED

ONE STEP (Toward The Lord)

GLORYLAND JUBILEE Blackwood Brothers' Quartet



SALES GROW WHEN YOU GO 45

COUNTRY/WESTERN

MOON TAN SMOKE SCREEN

Red Garrett 20-5499 (47-5499)*

I SAW CUPID IN YOUR EYES

LOOK! Kenny Lee20-5500 (47-5500)*

RHYTHM/BLUES

DON'T PASS ME BY

GET LOST

The Du Droppers ... 20-5504 (47-5504)* #45 rpm cat, nos.

BEST SELLERS

POPULAR

You, You, You/Once Upon A Tune Ames Brothers20-5325 (47-5325)

Pa-Paya Mama/You Alone

Perry Como20-5447 (47-5447)

Don't Forget To Write/Mystery Street June Valli20-5488 (47-5488)

Many Times/Just To Be With You Eddie Fisher 20-5453 (47-5453)

The Velvet Glove/Elaine

Hugo Winterhalter-Henri Rene20-5405 (47-5405)

Love Me Again/Before It's Too Late Sunny Gale20-5424 (47-5424) Don't Take Your Love From Me/Under Paris

Skies The Three Suns 20-5347 (47-5347)

Crying In The Chapel/Love Every Moment

June Valli20-5368 (47-5368)

No Other Love/Keep It Gay

Perry Como20-5317 (47-5317) A Baby Cried/One Moment More

Lou Monte20-5496 (47-5496)

Call Me Fool/You Are My Love Mario Lanza10-4211 (49-4211)

I'm Walking Behind You/Just Another Polka

Eddie Fisher 20-5293 (47-5293)

Eartha Kitt20-5358 (47-5358)

C'est Si Bon/African Lullaby

Eighteenth Variation/Introduction, Theme &

Five Variations

William Kapell 10-4210 (49-4210) I See The Moon/All Alone

Voices of Walter Schumann

COUNTRY/WESTERN

I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie

Davis Sisters20-5345 (47-5345) Sorrow & Pain/You're Gone

Davis Sisters20-5460 (47-5460) I Found Out More Than You Ever Knew/Don't Believe Everything You Read About Love

Betty Cody20-5462 (47-5462)

The Pig Latin Song/You're My Downfall Johnnie & Jack 20-5483 (47-5483)

How's the World Treating You/Free Home

Demonstration Eddy Arnold20-5305 (47-5305)

Too Old For Toys/Little Girl Love

Sunshine Ruby 20-5467 (47-5467)

Heartbreak Ahead/Looking At The Moon And Wishing On A Star

Charline Arthur 20-5485 (47-5485)

Mama, Come Get Your Baby Boy/If I Never

Get To Heaven

Eddy Arnold20-5415 (47-5415)

I'm Casting My Lasso Towards The Sky/There's

A Rainbow In Ev'ry Teardrop Slim Whitman20-5431 (47-5431)

City Slicker/Three O'Clock In The Morning

RHYTHM/BLUES

Ten Days In Jail/Empty Bottles

The Robins20-5489 (47-5489)

Chicken Scratch/Easy Rocking Sam Butera20-5469 (47-5469)

You're Killing Me/Flip Our Wigs



MUSIC

Monuca

in a melodious Capitol debut!

AUTUMN

coupled with

DON'T SAY
GOODBYE
WHEN
YOU GO

with orchestra conducted by NELSON RIDDLE

Capactol

Capitol Record No. 2631



"YOU'RE THE RIGHT ONE"

as sung by

IDEAN MARTIN

From the Paramount Picture "The Caddy"

Breaking big in New York, New Orleans, Boston, Pittsburgh, Scranton, Hartford, and Chicago.



Capitol Record No. 2589



. . . for Week Ending October 24

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

DON CORNELL-ALAN DALE-JOHNNY DESMOND

Heart of My Heart88 - CORAL 61076-The benutiful standard is a great vehicle for the label's triple-threat slicing featuring the chanters in smooth harmony. Each gags up the reading somewhat in his own characteristic style, with the result a package that should earn bundles of loot. (Robbins, ASCAP)

I Think I'll Fall in Love 80 Swingy version of the oldie also has a gay and infectious spirit, the flip has the greater potency. (Wilmark, ASCAP)

JONE JAMES

I'll Never Stand in Your Way84 M-G-M 11606-Miss James tackles a country ditty in one of her typical readings-and it should add another click to her string of best-sellers. Backing is excellent.

Why Can't 1?.... 78 Essaying a rhythm ditty proves that Miss James is far better off with ballads.

RICHARD HAYES

All Is Foreiven83 MERCURY 70239-A most attractive new waltz penned by Frank Loesser is handed a most attractive reading by Hayes, the Jack Halloran singers and the David Carroll ork. Watch this. With promotion it could be big. (Frank, ASCAP) The Long Black Rifle ... 50

Could be that Hayes has another strong one here via a somewhat unusual pop effort in that it's the "High Noon" kind of stuff expected from film music, but is actually a pop item sans film connections. It's different. (Eastern, BMI)

LIBERACE

COLUMBIA 48001-The TV star figures to have a big Christmas item in this piano and ork reading of the lovely hymn. He uses both the Goundd and Schubert versions in an all-encompassing effort to please everyone. Special jacket adds to the salability. (Fan Mar. BMI)

Christmas Melody....81 This is a hodge-podge reading of "White Christmas," "Jingle Bells"; "O Come, All Ye Faithful" and "Silent Night," but it's certain to please lots of people and should be a big

BEN LIGHT

Waiting for the Robert E. Lee79 CAPITOL 2628-Fine juke box fare by Ben Light backed in bright style by an instrumental combo, with solid banjo work. Light's 88-ing is exciting, and the side should pull bundles of juke loct. Good wax. (La Salte Music - Alfred Music, ASCAP)

My Baby Said She's Mine 78 Here's a bouncy rendition of a new ballad by the planist, with an oldfashioned vocal by a first-rate chorus. Side is cute and happy, and has a chance to get some action, especially on the boxes. (Brandom, ASCAP)

CONNIE RUSSELL

CAPITOL 2623-Miss Russell socks across a terrific performance of a ballad that asks, pleads and cajoles for love. Side bears watching. It could easily break out into the money. (Larry Speir, ASCAP)

My Kinda Love 74 Another ditty on the sexy side is also handed a strong reading by the warm-voiced thrush. Flip has the petential tho. (Robbins, ASCAP)

DAVID CARROLL

MERCURY 70247-New tune with familiar ring is handed a fetching instrumental performance by the Carroll ork. Clarinets carry the lead for the most part. It's got a good bouncy rhythm and could catch a lot of play. Better watch it closely. (B.&F. Munic,

Caribbean....77

Gay ditty is presented strikingly with a chorus and attractive orking. Tune has already happened in the country field but has made little progress pop-Maybe this is the version needed. (American, BMf)

TERESA BREWER

current flick "Those Redheads From Seattle." Artfully phrased and styled. Miss Brewer turns in a socko performance on this romantic ballad, Her fans will be mighty pleased. (Pamous, ASCAP)

I Guess It Was You All the Time 75 Also from "Redheads," this Hongy Carmichael-Johnny Mercer composition enlists all of Miss Brewer's abidity to pull at the heartstrings. She interprets it with warmth and persuasive expression. Another good waxing. (Famous, ASCAP)

RICHARD HAYMAN ORK

Instrumental with considerable color and tone poem quality. Hayman features harmonica on this side, too. Tune has caught some action via the Leo Diamond cutting. (Hanover, ASCAP)

(Continued on page 38)

Sacred

HANK WILLIAMS

M-G-M K11628-A rare sacred issue by the late Hank Williams is up to the high level, both tune-wise and in performance, that is expected of him. He's backed by a chorus.

When God Comes and Gathers His Jewels 79 A very vivid story of a boy being comforted about the death of his father. Performance by Williams is topnotch.

GEORGE MORGAN

COLUMBIA 21170-Bright religious tune is handed a good rendition by the country singer. The side starts out in medium tempo and then swings into double time for a happy waxing. Could get action in the sacred and country field. A strong side. (Hill &

Ever Prayer Is a Flower 77 George Morgan sells this catchy sacred effort with tenderness and feeling, with help from a smooth vocal group. Waxing should pull spins and should interest his many country fans. (Alamo, ASCAP)

GEORGE BEVERLY SHEA

V 20-5476-George Beverly Shea, one of the country's top gospel singers, turns in a line reading of a good religious tune, singing the sacred opus with much feeling and warmth. Should please his many fans. (Hitt & Range, BMI)

My Cathedral 76 Another sacred ditty receives a persunsive warble from Shea. The backing for the Shea sides is in fine taste. (Will Rossiter, ASCAP)

THE LOUVIN BROTHERS

I Love God's Way of Living77 CAPITOL 2612-The Louvin Brothers offer a sincere and powerful testimony of God's help in leading a good life. Their presentation is simple and direct, yet eminently tuneful. This could prove to be one of the duo's strongest sellers in the sacred market. (Acuff-Rose, BMI)

Preach the Gospel 76 Like the coupling, this material was written by the Louvin Brothers. It is an exhortation to preach the Gospel. A good waxing with excellent commercial potential. (Acuff-Rose, BMI)

HOMELAND HARMONY QUARTET

BIBLETONE 6034 - The Homeland Harmony Quartet, one of Georgia's best-known gospel groups, sings this bouncy rhythm opus with a lot of heart, over a spirited piano backing. Should interest their followers, and sacred jocks.

What a Saviour 70

A slow-tempo gospel tune gives the bass lead a chance to show off his warm chanting.

MARTHA CARSON

CAPITOL 2634-Martha Carson does a rhythmic, lively vocal on this sacred song. The performance is relaxed but has drive. (Acuff-Rose, BMI)

I've Got a Better Place to Go 72 Slow, bluesy religious song gets an understanding reading by vocalist Martha Carson. (Valley, BMI)

THE LE FEVRE TRIO

I Know Who Holds Tomorrow75 BIBLETONE 7042-The trio does some impressive harmonizing on a melodic tune that stands out as unusually good material for this market. The lyric speaks of faith, and is rendered with meaningful sincerity by the group.

I'm a Millionaire....71 Troy Lumpkin fronts the trio here in a bright, cheerful and swingy song that compares spiritual to earthly

SWANEE RIVER BOYS

Was He Quiet or Did He Cry?72 KING 1258-Okay sacred ditty is handed a smooth performance by the Swance River Boys. Sincere reading by the group, (Mar Kay, BMI) I Have a Desire 72 Same comment. (Mar Kay, BMI)

PAT AND EDNA PATTERSON

MUSIC 1042-The duo presents a picture of the reception that the faithful will get at the gates of heaven. The music is spirited and has a pleasant, bouncy rhythm. (8MI) For the Time Won't Be 62

A melodic, nicely harmonized vision of the life hereafter. (BMI)

Number of Releases This Week

(Listed Alphabetically by Label)

Label		Pop	C&V	R	& B
ALLIED	*******	1			_
CAMMAROT		2			-
CAPITOL		9	5		_
		_	19. <u>2</u> .		1
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COLUMBIA .		2			_
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CRYSTALET	4 10 10 10 10 10 10 10 10 10 10 10 10 10		-		-
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M-G-M				::::	
MONARCH .					2
CONTRACTOR OF THE PARTY OF THE					
			000		2
		244			
REPLICA	0.0000000000000000000000000000000000000	2 720.7.7	40	****	7
CONTRACTOR OF THE PARTY OF THE PARTY.			–		
STARDUST .					
STATES			7.5		1
UNITED	••••••				3
TOTAL	Treasurers of	41	16		14

Jazz

EDDIE SATRANSKI TRIO

DERBY 835-There's a pleasant swing to this performance of the ditty based on the title TV show theme. Hipsters will like. (Starlite, ASCAP)

No Moon at All 72 Bass, drum and organ combo in a smooth run-thru of the ballad. (Jefferson, ASCAP)

JOHNNY YOUNG TRIO

CHANCE 1144 - Smooth and warm performance of the evergreen, featuring Young on piano backed by rhythm accompaniment. The 88-er's style is of the class night club type, and it could get some use on late night jock shows. Not outstanding, but certainly pleas-

Memories of You....67 Same comment.

JOE BURTON OUARTET

TREND 55-Burton at the piano, with rhythm backing, offers a light confection that is easily swallowed but leaves only a slight impression. (Ludlow, BMI)

No Regrets....55 A short (less than two minutes) opus that says little before it is over. (Miller, ASCAP)

International

RAY HENRY ORK Whirlaway Polka78

DANA 3140-The ork delivers one of it's typically bright polka efforts replete with shouts and the sparkling sound expected of the group. Watch Your Step 72

Material here is in the waltz tempo culled oberek. Clarinet lead and felicitous sound make for good listening -and dancing.

WHOOPEE JOHN WILFAHRT ORK

Eisle Schultz-En Heim69 DECCA 28896 - Polka is performed brightly. Novelty lyrics are sung in okay style by Pat Wilfahrt. (Bourne, ASCAP)

Banjo Lullaby....65 Slow and swingy waltz is played easily by the ork, with lyrics handled by male trio.

Children's

GENE AUTRY

Freddie, the Little Fir Tree 80 COLUMBIA 40092-Fetching ditty of the little tree who finally made it to town as a Christmas tree. Autry tells the story, supported by the Mitchell Choirboys and Carl Cofner's ork. Merits watching. (American, BMI) Where Did My Snowman Go? 80

Another cute idea—the snowman melted away, and where did he go? This side swings right along as Gene Autry and the chorus pose the questions and answer them. One to watch. (Leeds, ASCAP)

Country & Western

FERLIN HUSKEY I Wouldn't Treat a Dog

> Like You're Treatin' Me81 CAPITOL 2627—Weeper stacks up as strong material, and Huskey sells it solidly in his very distinctive sensitive style. Could make a lot of noise.

Walkin' and Hommin' 78 A real sorrowful lament by Huskey, sung very plaintively. It adds a lot of power to the disk. (Central, BMI)

SKEETS McDONALD

CAPITOL 2607 - Warbler makes a strong plea for love and understanding. It's a fine performance by McDonald that could attract some interest. (Central, BMI) Looking at the Moon

and Wishing on a Star 76

Here's a fine rhythm tune that has" been out for some weeks on the Abbott label without too much happening. This version is a fiery one with a lot of spirit, even tho singer has a little trouble hitting the high ones. (American, BMI)

CHARLINE ARTHUR Looking at the Moon

V 20-5485-Happy opus is projected with gayety and brightness by the thrush. This one really moves from start to finish. Side could get good action if pushed. (American, BMI) Heartbreak Ahead 72

Sad, sad story of misdirected romance is sung feelingly by Miss Arthur. Many should weep in their beer while listening in country bistros. (Forcest, BMI)

CAPITOL 2636 — He lost his baby, and now he's cat'n around. It's a swingy, somewhat salty country item, with Perk Williams delivering a lively vocal to Jimmy Heap's band. (Beechwood, BMI)

Make Me Live Again 73 Sincere love ballad gets an almost sacred type of delivery as Perk Williams, vocalist with Jimmy Heap, asks his love to make him live again. (Central, BMI)

CLYDE MOODY

DECCA 28785-Moody gets wise to his deceiving girl friend and lets her know that her line doesn't impress him anymore. Unusually clever lyrics and an infectious beat give this disk exceptional appeal. Good juke box potential. (Forrest, BMI)

Canadian Waltz....70 A conventional tear - jerker made highly listenable by the warm feeling of Moody's interpretation. (Oak, BMI)

JOHNNIE & JACK

Pig Latin Serenade74 V 20-5483-Duo gets together in a (Continued on page 38)

Latin American

MACHITO Y SUS AFRO CUBANS

SEECO 7335-The Machito ork grabs hold of the "Dragnet" theme, and turns it into a wild mambo effort that really goes. The ork plays it with a lot of brass and drums showing and with a lot of precision. In spite of the fact that the disk is a bit late, it could pull mucho dinero in the L-A markets. Mambo Sentimental 77

Here's another first-rate mambo effort, played with style by the Latin-American ork. There are a few words sung by the vocal group, but it romains basically an instrumental platter. Should pult spins and some

TRIO JOHNNY RODRIGUEZ

SEECO 7321 - The vocal group backed by guitar and rhythm comes thru with an ultra-smooth reading of an attractive sounding bolero beguine. For the Latins. Adulterio 71

Ditty on this side is a straight bolero item. More neatly blended chanting.

AGUSTIN LARA

V 23-6178 - This is one of many singles issued by the label in honor of Mexico's official celebration of Augustin Lara Day. The great Mexican composer sings his own material here for an effort which should please the Spanish-speaking people. Anoche 70

Same comment.

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 basts of six different categories. each of which is assigned a maximum point score in accordance with its importance to the commercial success of the

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.

Rhythm & Blues

THE FLAMINGOS

Carried Away CHANCE 1145-A very powerful side that builds and builds. It's a handclapper with a solid beat. Group turns in a solid performance. Watch this one; it can be a big winner. (Joni, BMI)

Golden Teardrops 75 Tempo slows way down on this side. Lead carries this one, with the group chiming in behind. (Joni, BMI)

All My Life79 UNITED 162-Smith has the opportunity here of following his previous clicks in the same style. Ditty is the oldie ballad, and the alto reading is standout. (Pamlee, BMI) Seven Up 66

Routine riff item with Smith's alto leading the ork. (Pamlee, BMI)

JOAN SHAW

You Make Me Cry Myself to Steep 78 GEM 212-Melody has a spiritual flavor and is a fine showcase for this gal. She really sings up a storm on this side. Good backing, too. This could be shaken loose and step out in sales. (BMI)

Do What You Want With Me 74 Thrush shows up nicely on this bluesy ballad. She works over a backing that supplies a good beat and is nicely balanced. (BMI)

LITTLE CEASAR

Chains of Love Have Disappeared 78 RPM 393-Little Ceasar has himself a good disk in this blues effort. It has a provocative beat, and the singer kicks in with a fine performance. Could stir some action. (Modern,

BMI) Tried to Reason With You, Baby 72 Routine blues is given a lot of sparkle via singer's shouting. (Medern, BMI)

LOUIS JORDAN

DECCA 28883-Louis Jordan might have one of his strongest sides were in a long time. It has ar over-long riff intro, but once Jordan starts his vocal, things begin to happen. The tune is in the tradition of "Rag Mop," but the vocalist sings it with brightness and style. This could have been an even stronger side without the instrumental intro, but it's one to watch. (Victory, BMI)

You Know It Too 70 This is in the usual vein of Jordan waxings. The tune is a cute novelty item, and the warbler sells it well. However, it's half r.&b. and half pop without the power to make it in either market. (American Academy,

MUDDY WATERS

CHESS 1550-Waters has a swinging. rhythmic side here which gives him a chance to show off his vocal ability, as well as some first-rate guitar work. Side is potent and should do right well in the Southern States, and many Northern areas. Good was for the market. (BMI)

Mad Love....75 Muddy Waters tells his baby that he needs all her loving on this good Southern blues waxing. Should pull both spins and loot in the South.

TERRY TIMMONS

Never Let Me Go75 UNITED 161-Thrush, last on the Victor label, has some good material here, and she handles it with feeling. Could help get her headed to stardom. (Pamlee, BMI)

My Last Cry 68 Material is run-of-the-mill blues stuff, but Miss Timmons does it well. (Pamtee, BMI)

MILT TRENIER AND HIS SOLID SIK You're Killin' Me74 V 20-5487-Trenier and the Solid Six knock themselves out in this wild blues opus, which has a novel intro

and some wild riffs. The solid rhythm here will recommend the disk to juke customers especially. (Feliz, BM1) Flip Our Wigs....72 Trenier invites his listeners to a party

at which, judging from all the commotion heard here, they stand to have a ball. This side rocks, too, and gives the disk added commercial strength. (Feliz, BMI)

THE ROBINS

V 20-5489-The Robins turn in an effective reading on this new uptempo effort on which the boys tell of 10 days in jail for a crime they didn't commit. Not exciting enough for the big-time, it should grab some attention and a few coins. (Felts, BMI)

Empty Bottles 69 Same comment. (Ludlow, BMI)

FRANKIE IRVIN ORK

RPM 394-Slow ballad is sung quietly and warmly by Irvin with a nice assist from the ork. (Modera, BMI) If You Don't Love Me ..69 Same comment on this side. (Modera,

(Continued on page 38)

trom me...



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

Dear Mr. Music Machine Operator:

It's been a long time since 1909. Lots of changes have occurred.

The penny arcade is gone. The cheap nickelodeon, with its honkytonk atmosphere, disappeared long ago. Gone are the hand-cranked peeks. tonk atmosphere, disappeared long ago.

Gone are the nand-granked peeks.

Gone are the penny-in-the-slot music

are the fly-blown "love-meters."

Gone are the penny-in-the-slot music

Modern juke boxes -- unheard of in 1909 -- are triumphs of electronic engineering. They are designed to attract millions of dimes and nickels in wholesome, up-to-date surroundings, with lifelike reproduction of the great eingers the great archestres and the great sange of today's America boxes of the past generation. Singers, the great orchestras and the great songs of today's America.

Mr. Operator -- you're part of a big, modern industry, comparable in You read the You are important American businesses. trade press. You explore trends in the entertainment business that will bring

But in this one respect, you are still living in the days of the penny arcade. Alone among all other businessmen in the entertainment industry, you are still living in the days of the penny.

Alone among all other businessmen in the entertainment industry, you are still living in the days of the penny. you more customers and bigger profits. don't use the music licensing service available to modern showmen.

By taking advantage of an outmoded clause in the 1909 copyright law,

you are really taking advantage of yourself.

Other showmen in radio, TV, motion pictures, hotels, night clubs, restaurants and all other types of entertainment pay for the commercial use of my music. They're in business with me. The thousands of America's composers my music. They're in business with me. The thousands of America's composers. and authors of songs and other musical works are working for the top showmen in

the entertainment industry -- working for pennies a week.

The performance fees which other showmen pay for the music they use are a wise investment -- yielding them a big return.

In my songs dollars roll tainment world know that for every penny they invest in my songs, dollars roll

in.

Mr. Operator -- come out of the penny arcade! Team up with the songwriters of America for bigger profits and more satisfied customers. Stop taking advantage of yourself -- support the McCarran bill!

The Songwriter

The Songwriter



To you

. . . for Week Ending October 24

THIS WEEK'S BEST BUYS

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

Popular

THAT'S AMORE (Paramount, ASCAP)-Dean Martin-Capitol 2589

Sleeper took off in numerous parts of the country this past week. On the Boston territorial chart and reported strong in Buffalo, Pittsburgh, Chicago, St. Louis and L. A. Flip is "You're the Right One."

THE TYPEWRITER (Mills, ASCAP) GIRL IN SATIN (Mills, ASCAP)-Leroy An-

derson Ork-Decca 28881 Buffalo gave two strong reports. Very good reports from Pittsburgh, Detroit, Milwaukee and Cleveland. There is action on both sides, with the edge on "Typewriter." A previous "New Record to Watch."

BABY, BABY, BABY (Famous, ASCAP)

I GUESS IT WAS YOU ALL THE TIME (Famous, ASCAP)-Teresa Brewer-Coral 61067 Off to a good start in Philadelphia, New York, Buffalo, Cleveland, Detroit, Milwaukee, St. Louis and L. A. Most action on "Baby."

I'LL NEVER STAND IN YOUR WAY (Milene, ASCAP)—Joni James—M-G-M 11606

Reported strong in Philadelphia, Pittsburgh and St. Louis and good in Buffalo, Cincinnati, Detroit, Milwaukee and St. Louis. Not yet delivered in some areas. Flip is "Why Can't I?" A previous "New Record to Watch."

THE STORY OF THREE LOVES (Foley, ASCAP)—Liberace—Columbia 40099

Retail selection only. Title strips are not being shipped to operator subscribers. Appears this week on the New Orleans territorial chart and is reported to be good or strong retail-wise in Pittsburgh, Cincinnati, Chicago, Detroit, Milwaukee, St. Louis and L. A. Flip is "Maiden's Wish Samba."

Country & Western

UNPUCKER (Acuff-Rose, BMI)

TAIN'T NICE (Acuff-Rose, BMI)—The Carlisles

-Mercury 70232

Building quietly in the last three weeks, disk now has established itself in the country market. On the Nashville territorial chart. Record is also reported strong in Cincinnati and St. Louis and good in Philadelphia, Pittsburgh, Cleveland, Chicago and Durham. Only fair on West Coast. Most action is on "Unpucker," the flip has strength in some key areas.

KISS ME BIG (Snyder, ASCAP)-Tennessee Ernie-Capitol 2602

Disk is beginning to hit pay-dirt in traditional Ernie territories: the West Coast, St. Louis, Milwaukee, Cincinnati, Pittsburgh, Buffalo and Philadelphia, "Kiss" is on

Houston territorial chart this week. South-

ern territories returned only fair reports so far. Flip is "Catfish Boogie."

Rhythm & Blues

ALL RIGHTY—Five Royales—Apollo 449

A solid group of strong reports were returned on this disk this week, indicating that disk is losing little time in establishing itself nationally. Territories in which the record was reported strong were Philadelphia, Buffalo, Cincinnati, Durham and St. Louis. Flip is "I Want to Thank You." A previous "New Record to Watch."

ROSE ROOM-Lynn Hope Ork-Aladdin 3208

A steady seller in several territories since time of release, this record has started to shape up in many important r.&b. markets. Good to strong reports were received from Philadelphia, Pittsburgh, Cincinnati, Cleveland, Chicago and St. Louis. Reported only fair thus far in South and L. A.

NEW RECORDS TO WATCH

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

Popular

OFF SHORE (Hanover, ASCAP)

Tune stacks up as having potential power with a number of good versions. The following records are available on this tune: Leo Diamond—Ambassador 1005 Russ Morgan—Decca 28918 Art Mooney-M-G-M 11610 Richard Hayman-Mercury 70252

Axel Stordahl—Capitol 2630 All instrumentals, there's a strong melody line featured in each. The Ambassador record started it all and is now reported selling well in L. A., Chicago and Philadelphia. The others are cover records with the labels pushing to cut down the Ambassador edge. All feature a harmonica lead except the Morgan which leads with the piano.

RUSTY DRAPER

Native Dancer (Pincus, ASCAP) The Lonesome Song (Meridian, BMI) Mercury 70256-Draper shows to excellent advantage on this disk which offers a good change of pace. "Dancer" is a spirited rhythm rouser while flip is a sensitive subdued version.

JO STAFFORD-FRANKIE LAINE

Way Down Yonder in New Orleans (Shapiro-Bernstein, ASCAP) Floatin' Down to Cotton Town (Mayfair, ASCAP)—Columbia 40116—Two sides from

the pair's recent click "New Orleans" album. Both are infectious ditties and the pair turn in a sparkling performance. Could kick off strongly.

Country & Western

HANK SNOW

When Mexican Joe Met Jole Blon (Hill & Range, BMI)-RCA Victor 20-5490-Two of the most-recorded names in c.&w. annalsone of recent vintage and the other dating back farther-finally meet, and it's a happy one, effectively done in Snow's best rhythm style. Looks very good. Flip is on the Korean war theme, "No Longer a Prisoner" (Hill & Range, BMI).

JIM REEVES

Bimbo (Fairway, BMI) - Abbott 148 - Appealing material about a young lad is given a robust reading by the warbler. It bears close watching. Tune stacks as also having pop potential. Flip is "Gypsy Heart" (American, BMI).

JERRY GLENN

Too Young to Cut the Mustard (Hill & Range, BMI)-RCA Victor 20-5491-Moppet twist on this oldie is just as attractive as the grown-up version, and the new youngster on the label sings up a storm. Should catch a lot of air play. Pop jocks should look in. Flip is "Three Little Fiddlers" (Cedarwood, BMI).

Rhythm & Blues

DOMINOES

Rags to Riches (Saunders, ASCAP)-King 1280—This is the tune which is rapidly moving up the pop best-seller chart. This one features a very sensitive vocal by Billy Ward. Watch it. It could move fast. Flip is "Don't Thank Me" (Ward-Marks, BMI).

CLOVERS

The Feeling Is So Good (Marvin, ASCAP) -Atlantic 1010-Disk is loaded with hesitations and other gimmicks. There's a lot here to catch attention and disk should do just that. Flip is "Comin' On" (Progressive,

Spiritual

DIXIE HUMMING BIRDS

Let's Go Out to the Programs (Lion, BMI) I'll Keep on Living After I Die (Lion, BMI) -Peacock 1722-"Programs" is one of the most unusual disks to come along in some time. Midway thru the record group impersonates five other top spiritual groups and does a bang-up job of it. Two good sides here with the nod going to "Programs" as the attention getter.

COMING UP IN THE TRADE

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

(Listed Alphabetically)

Popular

DON'TCHA HEAR THEM BELLS?

KANGAROO

Les Paul-Mary Ford-Capitol 2614

EBB TIDE

Vic Damone-Mercury 70216

EIGHTEENTH VARIATION William Kapell—RCA Victor 10-4210

LAUGHING ON THE OUTSIDE Four Aces—Decca 28843

LOVE ME AGAIN

Sunny Gale-RCA Victor

LOVER COME BACK TO ME

THAT'S ALL

MAGIC GUITAR

Nat (King) Cole-Capitol 2610

Bunny Paul-Dot 15107 MARIE

Four Tunes—Jubilee 5128

MILWAUKEE POLKA

MY WORLD IS YOURS

Lancers-Trend 63

Patti Page—Mercury 70230

SWEET MAMA TREE TOP TALL

Country & Western

DIVORCE GRANTED

COUNTERFEIT KISSES Ernest Tubb—Decca 28869

I FOUND OUT MORE THAN YOU EVER KNEW Betty Cody-RCA Victor 20-5462

NORTH WIND Slim Whitman—Imperial 8208

SATISFACTION GUARANTEED

WHO'LL BUY MY HEART-ACHES?

Carl Smith-Columbia 21166 SORROW AND PAIN Davis Sisters-RCA Victor

20-5460

YOU-ALL COME Arlie Duff-Starday 104

Rhythm & Blues

I HAD A NOTION Joe Morris—Herald 417

I WOULD IF I COULD

THE TEARS KEEP TUMBLING DOWN Ruth Brown-Atlantic 1005

MARIE

Four Tunes—Jubilee 5128

PERFECT WOMAN

Four Blazes—United 158

THE PROPOSAL Shirley and Lee-Aladdin 3205

Copyrighted materia

CURRENT TOP RECORDS

See page 34 for the current top pop records.

See page 43 for the current top c.&w. records.

See page 44 for the current top r.&b. records.

See pages 40 and 41 for the current top packaged records.

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STORY STORY THREE THREE THRES LOVES **THE **THRE **THRE

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MERCURY 70202 • 70202X45

. . for Week Ending October 24

The Billboard's Music Popularity Charts

Weeks

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national seiling 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.

Wee	T-24	Week	Chart
1.	ST. GEORGE AND THE DRAGONET—S. Freberg Little Blue Riding Hood—Cap 2596—ASCAP	1	5
2.	VAYA CON DIOS—L. Paul-M. Ford Johnny—Cap 2486—ASCAP	2	20
3.	YOU, YOU, YOU—Ames Brothers Once Upon a Tune—V 20-5325—BMI	3	19
4	EBB TIDE—F. Chacksfield Waltzing Bugle Boy—London 1358—ASCAP	4	9
5.	EH CUMPARI—J. La Rosa Till They've All Gone Home— Cadence 1232—ASCAP	, 5	8
6.	RAGS TO RICHES—T. Bennett Here Comes That Heartache Again— Col 40048—ASCAP	7	7
7.	OH—Pee Wee Hunt San—Cap 2442—ASCAP	6	17
8.	RICOCHET—T. Brewer Too Young to Tango—Coral 61043—BMI	13	3
9.	DRAGNET-R. Anthony Dancing in the Dark-Cap 2562-ASCAP	8	10
10.	MANY TIMES—E. Fisher Just to Be With You—V 20-5453—BMI	10	3
11.	CRYING IN THE CHAPEL—J. Valli Love Every Moment You Live—V 20-5368—B?	9 мі	14
12.	NO OTHER LOVE-P. Como Keep It Gay-V 20-5317-ASCAP	10	20
13.	ISTANBUL—Four Lads 1 Should Have Told You Long Ago— Col 40082—ASCAP	19	2
14.	STORY OF THREE LOVES-J. Murae Sweet Leilani-Mercury 70202	d. 17	5
15.	I SEE THE MOON—Mariners I Just Want You—Col 40047—ASCAP	18	6
16.	St. George and the Dragonet—Cap 2596—ASC	ÅP 12	4
17.	IN THE MISSION OF ST. AUGUSTINE—S. Kaye No Stone Unturned—Col 40061—BMI	20	3
18.	HEY JOE—F. Laine	16	9
19.	VELVET GLOVE—H. Winterhalter- H. Rene Elaine—V 20-5405—ASCAP	–	1
19.	TO BE ALONE—Hilltoppers Love Walked In—Dot 15105—ASCAP		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.

side of each record is also listed.
This Last on Week Chart
1. YOU, YOU, YOU—Ames Brothers 1 18 Once Upon a Tune—V 20-5325—BMI
2. VAYA CON DIOS—L. Paul-M. Ford 2 19 Johnny—Cap 2486—ASCAP
3. OH—P. W. Hunt
4. DRAGNET—R. Anthony 4 8 Dancing in the Dark—Cap 2562—ASCAP
5. EH CUMPARI—J. La Rosa
5. MANY TIMES—E. Fisher
5. RAGS TO RICHES—T. Bennett 13 5 Here Comes That Heartache Again— Co: 40048—ASCAP
8. ST. GEORGE AND THE DRAGONET— S. Freberg
9. HEY JOE—F. Laine 5 11 Sittin' in the Sun—Col 40036—BMI
10. CRYING IN THE CHAPEL—J. Valli 5 11 Love Every Moment You Live— V 20-5368—BM1
10. NO OTHER LOVE—P. Como 8 18 Keep It Gay—V 20-5317—ASCAP
10. RICOCHET—T. Brewer
13. DEAR JOHN LETTER—J. Shepard 7 8 I'd Rather Die Young—Cap 2505—BMI
13. TO BE ALONE—Hilltoppers 18 2 Love Walked In—Dot 15105—ASCAF
15. CRYING IN THE CHAPEL—D. Glenn 11 23 Hang Up That Telephone—Valley 105—BMI
15. CRYING IN THE CHAPEL—Orioles 16 8 Don't You Think I Ought to Know?— Jubilee 5122—BMI
17. P. S.: I LOVE YOU—Hilltoppers 9 19 1'd Rather Die Young—Dot 15085—ASCAP
17. GAMBLER'S GUITAR—R. Draper 16 18 Free Home Demonstration—Mercury 70167—BMI
17. LOVE WALKED IN—Hilltoppers — 1 To Be Alone—Dot 15105—ASCAP
20. YOU'RE FOOLING SOMEONE— J. James
My Love My Love M CLM 11642 ACCAD

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 Last Week Week	on Chart
1. YOU, YOU, YOU—Ames Brothers 2 Once Upon a Tune—V 20-5325—BMI	18
2. ST. GEORGE AND THE DRAGONET— S. Freberg	4
3. EBB TIDE—F. Chacksfield 4 Waltzing Bugle Boy—London 1358—ASCAP	10
4. RAGS TO RICHES—T. Bennett 6 Here Comes That Heartache Again— Col 40048—ASCAP	6
5. VAYA CON DIOS—L. Paul-M. Ford 3 Johnny—Cap 2486—ASCAP	19
6. DRAGNET—R. Anthony 5 Dancing in the Dark—Cap 2562—ASCAP	10
7. MANY TIMES—E. Fisher 7 Just to Be With You—V 20-5453—BMI	4
8. OH—P. W. Hunt 8 San—Cap 2442—ASCAP	16
9. RICOCHET—T. Brewer	5
10. EH CUMPARI—J. La Rosa	7
II. NO OTHER LOVE—P. Como 9 Keep It Gay—V 20-5317—ASCAP	19
12. EBB TIDE—V. Damone	3
12. CRYING IN THE CHAPEL—J. Valli 12 Love Every Moment You Live— V 20-5368—BMI	14
14. ISTANBUL—Four Lads	3
15. PA PAYA MAMA—P. Como — You Alone—V 20-5447—BMI	1
16. LOVE WALKED IN—Hilltoppers 15 To Be Alone—Dot 15105—ASCAP	2
16. LITTLE BLUE RIDING HOOD— S. Freberg	4
18. MY LOVE, MY LOVE—J. James 14 You're Fooling Someone—M-G-M 11543—	10
18. WHEN MY DREAMBOAT COMES HOME—K. Starr	1
20. YOU ALONE—P. Como — Pa Paya Mama—V 20-5447—ASCAP	1

VOX JOX

By CHARLOTTE SUMMERS

lox Trix Ted Steele, WPIX, New York, and Al Ross, WBAL-TV, Balti--more, have both jumped on the "TV-dance-wagon" programing idea. Ted Steele picks his dance enthusiasts from the leading high schools and clubs in the New York Metropolitan area for a musical half-hour, with the latest disks spinned from 5 to 5:30 p.m. Al Ross' show, "Juke Box Hops," runs 45 minutes, while bop fans and jivesters dance before the cameras. Contests and prizes with arrangements now being made for recording artists to visit the show are featured. Tickets for the show are obtained by writing to the program. Dick Chapman, KWOS, Jefferson City, Mo., features "Fearless Forecasts that Lee Hickling of WDOS, by Flash Chapman" every Friday, University of Missouri football Pee Wee Hunt's 'Oh' and 'San.' games. . . . "From Here to Eter- I have been receiving them too. nity" pic contest was featured on All the way from Indian Creek, two programs recently. Sandy N. Y. We have a good signal but Singer, KCRG, Cedar Rapids, Ia., not that good. That waste basket

Frank Sinatra had appeared in. The eight longest lists received a prize. Rex Dal., WCKY, Cincinnati, asked his listeners to write what they liked about the record of the same name. Winners received tickets to the show and free records. . . . Grady Maples and Mac McAllister, KGMC, Denver, are promoting the Frankie Laine-Wurlitzer disk talent hunt with window displays, spot plugs, audition records and interviews with some of the hopeful talent. They report that the response has been good and Denver will be represented in the finals.

Surface Noises

Sandy Singer, KCRG, Cedar Rapids, Ia., also writes, "It seems Oneonta, N. Y., isn't the only deeredicting the outcome of the jay receiving request cards for pictures as they could which ... Ken Scott. WPEO, Peoria, III.,

See PAGES 40 AND 41

My Love, My Love-M-G-M 11543-ASCAP



for

Featured This Week:

1952 **Best-Selling** Christmas

would like M-G-M to issue a to Charles Shaw's WOLF, Syra-Jilla Webb. Scott says, "It's been cuse, show were Jeffrey Clay and so long." . . . Sy Levy. Albuquer-que, N. M., says, "I realize that "Ebb Tide" by Frank Chacksfield is No. 10. However, I am plugging it by Vic Damone, because it's his greatest record yet in my opinion. Getting very favorable results in Albuquerque." . . . Lou Dennis, WCOU, Lewiston, Me., is making an appeal to the smaller record companies for some re-

Guestings

Walt Gaines, WCSS, Amsterdam, N. Y., will feature a 15-minute interview with Patti Page on her birthday November 8. Rick Edwards, WRAC, Racine, Wis., was visited by Pete Hanley. Okeh recording artist, after concluding a two-week appearance in Milwaukee. . . Deejay Joe Deane, of KQV, Pittsburgh, presented Vaughn Monroe with a huge birthday cake from the stage of Soldiers and Sailors Memorial Hall as thousands of University of Pittsburgh students sang their approval. Monroe was hosted at Duquesne University the previous day, marking another stop on his personal ap-pearance tour of colleges thruout the country. . . . Recent visitors

YESTERYEAR'S TOPS-

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

OCTOBER 30, 1943:

1. Pistol Packin' Mama

2. Paper Doll 3. Sunday, Monday or Always

4. People Will Say We're in

Love (Crosby)

5. I Heard You Cried Last

6. People Will Say We're in

Love (Sinatra) 7. You'll Never Know

Put Your Arms Around Me.

Honey (Haymes)

9. In the Blue of the Evening

Put Your Arms Around Me, Honey (Kuhn)

OCTOBER 30, 1948:

1. A Tree in the Meadow

2. Twelfth Street Rag

3. Buttons and Bows

4. It's Magic 5. My Happiness

6. Maybe You'll Be There Underneath the Arches

You Call Everbody Darlin' 9. Hair of Gold, Eyes of Blue

10. Bluebird of Happiness

It's another

Chair

Oh

another great record by

PERMER ETUNIO

"Mama's Gone, Good-Bye"

and

"Coney Island Washboard"

Capital Record No. 2647



Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

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

Boston....THAT'S AMORE

Cleveland....GO MAN, GO POLKA

Detroit....MARIE

E. Habat, Decca 28873 Four Tunes, Jubilee 5128

Milwaukee....DON'CHA HEAR THEM BELLS

L. Paul & M. Ford, Capitol 2614

MILWAUKEE POLKA

P. Page, Mercury 70230

D. Martin, Capitol 2589

New Orleans....EIGHTEENTH VARIATION

Liberace, Columbia 40099

New York....EBB TIDE

V. Damone, Mercury 70216

Territorial Best Sellers

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

Atlanta

- 1. Vaya Con Dios L. Paul & M. Ford, Capitol
- 2. Rags to Riches T. Bennett, Columbia
- 3. Ebb Tide F. Chacksfield, London
- 4. You, You, You Ames Brothers, Victor
- 5. Crying in the Chapel J. Valli, Victor
- P. W. Hunt, Capitol 7. St. George and the Dragonet S. Freberg, Capitol
- 8. Story of Three Loves J. Murad, Mercury
- 9. Many Times E. Fisher, Victor
- 10. No Other Love P. Como, Victor

Boston

- l. You Alone P. Como, Victor
- Vaya Con Dios L. Paul & M. Ford, Capitol
- 3. You, You, You Ames Brothers, Victor
- 4. Eh Cumpari
- J. La Rosa, Cadence 5. St. George and the Dragonet S. Freberg, Capitol
- 6. Ricochet T. Brewer, Coral
- 7. That's Amore
- D. Martin, Capitol 8. Oh
- P. W. Hunt, Capitol 9. Rags to Riches
- T. Bennett, Columbia
- 10. Ebb Tide
- F. Chacksfield, London

Buffalo

- 1. Vaya Con Dios
- L. Paul-M. Ford, Capitol
- 2. Rags to Riches T. Bennett, Columbia 3. You, You, You
- Ames Brothers, Victor
- St. George and the Dragonet S. Freberg, Capitol

Chicago

- 1. St. George and the Dragonet S. Freberg, Capitol
- 2. Eh Cumpari
- J. La Rosa, Cadence
- 3. Ebb Tide F. Chacksfield, London
- Rags to Riches
- T. Bennett, Columbia
- 5. Ricochet T. Brewer, Coral
- 6. Eighteenth Variation W. Kapell, Victor
- 7. Vaya Con Dios L. Paul-M. Ford, Capitol
- Velvet Glove H. Winterhalter-H. Rene. Victor
- 9. Oh
- P. W. Hunt, Capitol 10. You, You, You
- Ames Brothers, Victor

Cincinnati

- 1. You, You, You Ames Brothers, Victor
- 2. Ebb Tide F. Chacksfield, London

- 3. St. George and the Dragonet S. Freberg, Capitol
- 4. Vaya Con Dios L. Paul-M. Ford, Capitol
- 5. Rags to Riches T. Bennett, Columbia
- 6. Oh P. W. Hunt, Capitol
- 7. Crying in the Chapel
- J. Valli, Victor
- 8. Dragnet R. Anthony, Capitol
- 9. Love Walked In
- Hilltoppers, Dot 10. Many Times
- E. Fisher, Victor

Cleveland

- 1. To Be Alone
- Hilltoppers, Dot 2. Rags to Riches
- T. Bennett, Columbia
- 3. Eh Cumpari
- J. La Rosa, Cadence 4. St. George and the Dragonet
- S. Freberg, Capitol
- 5. Vaya Con Dios
- L. Paul-M. Ford, Capitol Ricochet
- T. Brewer, Coral
- 7. You Alone P. Como, Victor
- 8. Ebb Tide F. Chacksfield, London
- 9. Story of Three Loves J. Murad, Mercury
- 10. Go Man Go Polka E. Habat, Decca

- 1. Vaya Con Dios
- L. Paul-M. Ford, Capitol

Dallas-Ft. Worth

- 2. St. George and the Dragonet
- S. Freberg, Capitol 3. You, You, You
- Ames Brothers, Victor 4. Ebb Tide
- F. Chacksfield, London 5. Dragnet
- R. Anthony, Capitol
- 6. No Other Love
- P. Como, Victor
- 7. Oh
- P. W. Hunt, Capitol
- 8. Ricochet T. Brewer, Coral

Denver

- 1. Vaya Con Dios L. Paul-M. Ford, Capitol
- 2. You, You, You Ames Brothers, Victor
- St. George and the Dragonet S. Freberg, Capitol
- 4. Oh
- P. W. Hunt, Capitol 5. No Other Love
- P. Como, Victor 6. Ebb Tide
- F. Chacksfield, London
- 7. P. S.: I Love You Hilltoppers, Dot

Detroit

- 1. Rags to Riches T. Bennett, Columbia
- 2. Ricochet T. Brewer, Coral
- 3. Magic Guitar B. Paul, Dot
- 4. Vaya Con Dios L. Paul-M. Ford, Capitol
- Marie Four Tunes, Jubilee 6. Ebb Tide

F. Chacksfield, London

- 7. You, You, You
- Ames Brothers, Victor
- 8. Laughing on the Outside Four Aces, Decca
- 9. St. George and the Dragonet S. Freberg, Capitol
- 10. Many Times E. Fisher, Victor

Kansas City, Mo.

- 1. You, You, You
- Ames Brothers, Victor 2. Vaya Con Dios
- L. Paul-M. Ford, Capitol 3. Oh
- P. W. Hunt, Capitol
- 4. St. George and the Dragonet
- S. Freberg, Capitol 5. Ebb Tide
- F. Chacksfield, London
- 6. Eh Cumpari J. La Rosa, Cadence 7. No Other Love

P. Como, Victor

Los Angeles

- 1. St. George and the Dragonet
- S. Freberg, Capitol 2. Vaya Con Dios
- L. Paul-M. Ford, Capitol
- 3. You, You, You Ames Brothers, Victor 4. Ebb Tide
- F. Chacksfield, London 5. Rags to Riches
- T. Bennett, Columbia 6. Istanbul
- Four Lads, Columbia 7. Eh Cumpari
- J. La Rosa, Cadence 8. Velvet Glove H. Winterhalter-H. Rene,
- Victor 9. Crying in the Chapel
- E. Fitzgerald, Decca 10. Oh P. W. Hunt, Capitol

Milwaukee

- 1. Eh Cumpari J. La Rosa, Cadence
- 2. St. George and the Dragonet S. Freberg, Capitol
- 3. Ebb Tide F. Chacksfield, London
- 4. Istanbul
- Four Lads, Columbia
- 5. Many Times
- E: Fisher, Victor 6. I See the Moon
- Mariners, Columbia
- 7. You, You, You Ames Brothers, Victor
- 8. Rags to Riches
- T. Bennett, Columbia 9. Don'cha Hear Them Bells
- L. Paul-M. Ford, Capitol
- 10. Milwaukee Polka P. Page, Mercury

New Orleans

- 1. You, You, You, Ames Brothers, Victor 2. Rags to Riches
- T. Bennett, Columbia 3. St. George and the Dragonet
- S. Freberg, Capitol
- 4. Vaya Con Dios L. Paul-M. Ford, Capitol
- 5. Many Times
- E. Fisher, Victor Story of Three Loves Liberace, Columbia
- 7. Oh P. W. Hunt, Capitol

8. Eh Cumpari

J. La Rosa, Cadence

- New York
- 1. Ebb Tide F. Chacksfield, London 2. St. George and the Dragonet
- S. Freberg, Capitol Vaya Con Dios
- L. Paul-M. Ford, Capitol 4. Eh Cumpari
- 5. Rags to Riches T. Bennett, Columbia 6. You, You, You

J. La Rosa, Cadence

- Ames Brothers, Victor 7. Crying in the Chapel
- 8. Oh P. W. Hunt, Capitol 9. Love Walked In

J. Valli, Victor

Hilltoppers, Dot 10. Ebb Tide V. Damone, Mercury

Philadelphia

- 1. Vaya Con Dios L. Paul-M. Ford, Capitol 2. St. George and the Dragonet
- S. Freberg, Capitol 3. Oh
- P. W. Hunt, Capitol
- 4. You, You, You Ames Brothers, Victor
- 5. Ebb Tide
- F. Chacksfield, London
- 6. No Other Love P. Como, Victor
- 7. Rags to Riches T. Bennett, Columbia
- 8. Eh Cumpari J. La Rosa, Cadence
- 10. Ricochet T. Brewer, Coral

9. Crying in the Chapel Orioles, Jubilee

Pittsburgh

- 1. Rags to Riches
- T. Bennett, Columbia 2. Hey Joe
- F. Laine, Columbia 3. St. George and the Dragonet S. Freberg, Capitol
- 4. Eh Cumpari J. La Rosa, Cadence
- 5. Oh P. W. Hunt, Capitol 6. Ricochet
- T. Brewer, Coral 7. Story of Three Loves J. Murad, Mercury

Four Lads, Columbia

8. Istanbul

St. Louis

- 1. Story of Three Love J. Murad, Mercury
- 2. St. George and the Dragonet S. Freberg, Capitol Rags to Riches
- T. Bennett, Columbia You, You, You Ames Brothers, Victor
- 5. Many Times E. Fisher, Victor
- 6. Eh Cumpari J. La Rosa, Cadence 7. Ebb Tide

To Be Alone

Hilltoppers, Dot

F. Chacksfield, London

- San Francisco
- 1. Ebb Tide F. Chacksfield, London

3. Oh

- 2. Eh Cumpari J. La Rosa, Cadence
- P. W. Hunt, Capitol 4. Dragnet

R. Anthony, Capitol

Vaya Con Dios L. Paul-M. Ford, Capitol

- Seattle
- 1. Eh Cumpari
- J. La Rosa, Cadence 2. Ebb Tide
- F. Chacksfield, London 3. Rags to Riches
- T. Bennett, Columbia 4, I See the Moon Mariners, Columbia

S. Freberg, Capitol 6. Love Walked In Hilltoppers, Dot

St. George and the Dragonet

- Washington—Baltimore
- 1. Ebb Tide F. Chacksfield, London
- Ames Brothers, Victor 3. St. George and the Dragonet
- S. Freberg, Capitol Vaya Con Dios L. Paul-M. Ford, Capitol

2. You, You, You

Oh

- P. W. Hunt, Capitol 6. Crying in the Chapel
- J. Valli, Victor 7. Eh Cumpari J. La Rosa, Cadence
- 8. I See the Moon Mariners, Columbia
- Story of Three Loves
- J. Murad, Mercury
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Columbia Best Buys

BEST SELLING POPULAR RECORDS

Rased on actual sales reports for week ending October 24

						-
	RAGS TO RICHES HERE COMES THAT HEARTACHE AGAIN	Tony Bennett	40048	•	4-40048	
	I SHOULD HAVE TOLD YOU LONG AGO ISTANBUL	The Four Lads	40082	•	4-40082	
	IN THE MISSION OF ST. AUGUSTINE NO STONE UNTURNED	Sammy Kaye	40061	•	4-40061	
	THE STORY OF THREE LOVES MAIDEN'S WISH SAMBA	Liberace	40099	•	4-40099	
	I WANT A HIPPOPOTAMUS FOR CHRISTMAS	şi.	18			
	ARE MY EARS ON STRAIGHT!	Gayla Peevey	40106	•	4-40106	
	I SEE THE MOON I JUST WANT YOU	The Mariners	40047	•	4-40047	
	HEY JOE! SITTIN' IN THE SUN	Frankie Laine	40036	•	4-40036	
	SANTA GOT STUCK IN THE CHIMNEY I SAID A PRAYER FOR SANTA CLAUS	Jimmy Boyd	40080	•	4-40080	
	UNDER PARIS SKIES FAREWELL	Mitch Miller	40100	•	4-40100	
	38TH PARALLEL COLORAYDO TRAIL	Tom Scott	40091	•	4-40091	
	SWEET MAMA, TREE TOP TALL A RED, RED RIBBON	The Mariners	40104	•	4-40104	
	PLEASE DON'T TALK ABOUT ME WHEN				=	
	AN ORCHED FOR THE LADY	Johnnie Ray	40090	•	4-40090	
	ANSWER ME BLOWING WILD	Frankje Laine	M 40079	•	4-40079	
	LIMGER AWNILE TIME	Sarah Vaughan	40041	•	4-40041	
14	THE SONG FROM MOULIN ROUGE	Percy Faith and)CSEROVANIA	1054	To the second	
					The state of the s	

Felicia Sanders

BEST SELLING FOLK RECORDS

Rused on actual sales reports for week ending October 24

Carl Smith	21166 • 4-21166
Carl Smith	21129 • 4-21129
Jo Stafford	21165-s • 4-21165-s
	e ^{re} to re
Lefty Frizzell	21169 • 4-21169
	12 E
Carl Smith	21119 • 4-21119
0	
Rose Maddox	21155 • 4-21155
The Chuck Was	gon
	21153-s • 4-21153-s
Marty Robbins	21145 • 4-21145
8	#1
Carl Smith	21087 • 4-21087
a a	
Jehnny Bend	21160 • 4-21160
	Carl Smith Jo Stafford Lefty Frizzell Carl Smith Rose Maddox The Chuck Was Gang Marty Robbins Carl Smith

NEW POPULAR RELEASES

FRANKIE LAINE AND JO STAFFORD

WAY DOWN YONDER IN NEW ORLEANS

40116 • 4-40116

CATICEACTION CHARAUTERS

JO STAFFORD

WHAT GOOD AM I WITHOUT YOU THE CHRISTMAS BLUES

40103 • 4-40103

HARRY JAMES

THEME FROM THE JOE LOUIS STORY
THE MOONLIGHTER SON

40113 • 4-40113

KEN GRIFFIN

IT HAD TO BE YOU I DON'T KNOW WHY

40101 • 4-40101

for Christmas

SWEDISH RHAPSODY

CHRISTMAS WITH ARTHUR GODFREY and All the Little Godfreys

with Marion Marlowe • Frank Parker • Julius La Rosa • The Mariners • Janette Davis • Lu Ann Simms • Haleloki • Orchestra and Chorus under the direction of Archie Bleyer including White Christmas • The Christmas Song • The First Nowell • Here Comes Santa Claus • Jingle Bells • Silent Night and many others "Lp" CL 540 • 45 Set B-348 • 78 Set C-348

CHRISTMAS CAROLS by THE NORMAN LUBOFF CHOIR

eighteen magnificent holiday carols sung by this famous choir!

"Lp" CL 6272 ● Extended Play Records B-1797 and B-1511

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GEORGE MORGAN

39944 • 4-39944

HO ONE KNOWS IT BETTER THAN ME

21178 • 4-21178

NEW CHILDREN'S RELEASES

JOSEF MARAIS AND MIRANDA
SOUTH AFRICAN FOLK SONGS FOR CHILDREN

Auntie Cathie • Stop Your Grooning •
Jon Pieriewiet • The Zulu Warrior

45 rpm J-1793

MILTON CROSS WITH CAST AND ORCHESTRA

The Slory and Music of WOLFGANG AMADEUS

MOZART

The Story and Music of FRANZ JOSEF HAYDN

"Lp" JL 8014 (Mozart also on J-166 or J-1774; Haydn also on J-165 or J-1792)



Copyrighted material



BILLY WARD AND HIS **DOMINOES**

RAGS TO RICHES DON'T THANK ME

KING 1280

WITHOUT A SONG WHITE CLIFFS OF DOVER

THE CHECKERS

KING

NOT A HAND TO SHAKE I AM IN LOVE

THE FIVE JETS

DELUXE

6018



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C SERVICE SERVICE AND SERVICE OF SERVICE SERVICES

(& W Record Reviews

Continued from page 30

Pig Latin clambake. Could be an attention-getting gimmick. Their fans should like. (Country, BMI)

You're My Downfall 69 Standard weeper is handed an adequate reading by the group. Not one of their best efforts. (Cedar Wood,

JIMMY WAKELY

fully to the girl who has just left him. He is especially convincing in tender. lyric ballads like this one, which like others will give his fans ample cause to admire him. (Leeds, ASCAP) Pride 72

The flip is another smooth product, handled in Wakely's characteristic style. Both sides are pleasant performances with plenty of commercial appeal. (Beaumont, BMI)

THE PINETOPPERS

CORAL 61074-Hokey, country-ish style effected by the Marlin Sisters fits the material well. It's a happy and bright item, well projected. Jukes might find it a nickel catcher. (Southern, ASCAP)

As Long as I'm Dreaming 71 Light three-quarter beat ditty is sung sweetly by the Marlin Sisters to rhythmic backing by the ork. A listenable side. (Vaughn, ASCAP)

LEON CHAPPEL

New Do Right Daddy72 CAPITOL 2611-Chappel has a lively number here with some smart patter and a catchy rhythm. It's all on the side of performance, and the chanter handles himself masterfully. (Beechwood, BMI)

Don't Dog Me 'Round 69

This material, borrowed from the r.&b. field, is a blues that has lost its drive somewhere in the transfer from one field to the other. (Beechwood, BMI)

MARGIE COLLIE

True Love Moved Out71 DECCA 28885 - Routine weeper is given a pleasant reading by thrush, Could stir some interest in her Texas stamping grounds. (Hill & Range, BMI)

Are You Sorry? 69 Slow oatune is sung plaintively by the songstress. (Hill & Range, BMI)

JIMMIE DALE

A Skinny Little Christmas Tree71 ORIGINAL 499-A frail, thin Christmas tree begs to be taken home. It's a wistful thought. Jimmie Dale does the vocal. There's not much production to this disk, but it's a good idea. (ASCAP)

There Are Reindeer Running 55 Another Christmas item - this one sung by Jimmie Dale-has not the impact of the flip. (ASCAP)

CHET ATKINS

Three o'Clock in the Morning70 V 20-5484-Renewed interest in the beautiful old standard should gain a new push via this friendly reading on the guitar by Chet Atkins. Good for all kinds of listening. (Fest, ASCAP) City Slicker 60

Brisk and tuneful ditty is played engagingly by the country guitarist. Instrumental shapes as likely juke filler-wax. (Acuff-Rose, ASCAP)

SLIM WILLET

Hungry Slim70 FOUR STAR 1642-Fast instrumental gives just about every instrument a chance to shine. Good hoedown

Villa Cuna....68 Same comment.

BILLY McGHEE

Talking to the Man in the Moon 70 IMPERIAL 8214-A happy ballad with original lyrics and an engagingly rhythmic tempo. McGhee, with the aid of a snappy band in the background, generates some excitement that could project over the boxes,

I'd Rather Be Alone 67 The folk balladeer pulls out all the stops on this tear-jerker. McGhee is in good form and achieves a highly personal style here.

BILL POTTER

I Lost My Gal69 STARDAY 110-Tho before he finishes, Potter has lost his gal, his money and his best friend, he has a bright number here that jogs along pleasantly and causes more smiles than tears. (Starlite, BMI) Nobody Knows....66

Potter puts a lot of feeling into this song, but it is only fair material. (Starlight, BMI)

MACK HAMILTON

Moaning in the Morning69 DIAMOND 1002 - Hamilton is a smooth vocalist in this pretty weeper material, and gets some excellent support from the Drifting Texans, Deejays should give it a spin. (BMI) Sweet Rosebud....67

Here the chanter affectionately describes his girl. Tho the material is not unusual, Hamilton's performance carries if off nicely. (BMI)

BUD AND BETTY BRYANT

M-G-M 11608-The Bryants run thru a pleasant, simply styled ditty here that is not altogether lacking in charm, but has little substance.

Come Out and Play....55 Betty, alone here, fakes a baby voice for this novelty song, Since it is not aimed at the kiddle market, this effort falls flat on its face.

Rhythm & Blues Record Reviews

• Continued from page 30

J. B. LENORE ORK

I Want My Baby73 J.O.B. 1016 - A solidly constructed blues that has Lenore as vocalist and a jumpy combo alternately turning the heat on. Good wax material. (Lawn, BMI)

I'll Die Tryin' 70

Another okay effort that has rhythm, spirit and competent musicianship. A little variation in material, however, would be an asset. (Lawn, BMI)

HELEN THOMPSON

STATES 126-The Detroit thrush gets

off a cell-projected reading of some good bales material. (Pamlee, BMI)

Going De a to Big Mary's....67

Material seems a little less effective, but the gal does it well. (Pamlee,

JOE MITCHELL

MONARCH 703-Mitchell packs a lot of excitement into this shouting blues as he lays down the law to a buddy who can't keep out of jail. The side has a solid beat and stacks up as above-average material that might do well given enough exposure, (Wallis, BMI)

Please, Eloise 66 The flip is less original material and inclined to drag in tempo. Mitchell again is expressive, but tho he does his best, he does not succeed in breathing much life into this number. (Wallis, BMI)

EDDIE CHAMBLEE

TED 160-Okay slow blues innental in "walkin' " tempo with Chamblee's tenor leading the combo. (Pamlee, BMI) Lonesome Road ... 65

The spiritual is handed a typical tenor lead reading in a slow tempo.

JIMMY WILSON

Blues at Sundown70 BIG TOWN 107-Mournful blues is sung warmly by Wilson to slow Southern backing. Good listening here, (Four Star, BMI) A Woman Is to Blame 70

Chanter blames his lowly state on his ungrateful gal. Southern blues is projected persuasively. (Four Star, BMI)

IVORY JOE HUNTER

I Must Be Talking to Myself70 M-G-M (45) K11599-Hunter warbles this languid ballad in his usual smooth and warm manner. His fans will like. My Best Wishes ... 68

A slow ballad in the after hours tradition on which singer turns on the vibratto. Material is hardly geared to today's market, but there are enough who favor Hunter to give this a little

CLARENCE GREEN

Bad Shape Blues69 MONARCH 701-To a routine blues ditty the warbler sings of his troubles and sorrow. (Wallis, BMI)

How Can a Pretty Girl Be So Mean? 69

Green sells this slow blues effort with some feeling over okay backing.

FATS GAINES

Home Work Blues BIG TOWN 108-Rose Johnson complains about the hours her man keeps, on this slow blues item. Pleasant wax that r.&b. jocks may use. (Four Star, BMI)

He's a Real Fine Man 69 Effective vocal by thrush Rose Johnson on an adequate blues ditty. It could have used more excitement. (Four Star, BMI)

CLIFF (KING) SOLOMON

But, Officer OKEH 7010 - A cover record of a cute novelty that stirred up a little action not long ago. Vocalist Gigi Gryce and the Solomon ork do a good job, but the end-product is not different enough from the original or other cover disks to cause much excitement now. (Aladdia, BMI)

Lil' Daddee 67 The flip side features thrush Ernestine Anderson in blues in a modern idiom. She is a competent stylist, and her voice has a pleasant quality, but never quite gets warmed up in this session. (B. F. Wood, ASCAP)

KID KING'S COMBO

EXCELLO 2018 - An instrumental blues of the after hours type. It's moody music that provides ample opportunities for good solo riffs for alto sax, electric guitar and piano. Gimmlck....66

Again we have very competent soloists doing excellent riffs, but this time in a more frankly modern jazz vein. The group makes some exciting music.

FREDDIE MITCHELL ORK

Chivirico 65 BRUNSWICK 84023-The L.A. favorite in a pleasant, if not unusually exciting, rendition by the Mitchell group. A relaxed, danceable beat is maintained, but the riff gets lost and is never fully recovered. (Pemora BMI) reddie's Boogle 62

A conventional boogie with little to commend it other than a driving rhythm section. A lot of noise, but little music. (Challenge, BMI)

Popular Record Reviews

Continued from page 30

Joey's Theme 77

MERCURY 70252-Richard Hayman features harmonica in his reading of Eddy Manson's song from "The Little Fugitive" flick. Manson played a harmenica background to the film. Hayman's version is sensitive, appealing. Side has a chance; watch it. (Trinity, BMI)

GORDON JENKINS ORK

Theme From Seven Dreams77 DECCA 28876 - Theme from new suite by Jenkins is handed a striking fiddle arrangement. A lot could happen to this both as a single and in album form when it's released. (Gor-

don Jenkins, ASCAP) Secret Love 75 From the film "Calamity Jane," Jenkins again presents a very tasteful side. Using a chorus and featuring the voice of Stuart Foster, it makes for good listening. (Remick, ASCAP)

LES BAXTER

Love Theme From "The Robe"77 CAPITOL 2632-The Les Baxter ork comes thru with an impressive instrumental cutting of the theme music from "The Robe," the first flick in Cinemascope. With all the interest displayed in the flick, side has a chance to move out as the picture hits each city. Jocks can certainly use it. (Robbins, ASCAP)

Manhattan....75 This is possibly the 100th time the wonderful Rodgers and Hart effort has been waxed, but that does not take away from the fact that this instrumental version by the Baxter crew is a good one. Fine for the jocks. (E. B. Marks, BMI)

HELEN O'CONNELL

Six Buzzard Feathers and a Mockin' Bird's Tail76

CAPITOL 2633-Cajun voodoo ditty which has stirred up some action on the Smart label receives a first-rate reading by thrush Helen O'Connell, with exciting backing from the chorus and ork. The tune is a good one, the lyrics are cute and the performance has a sparkle. It has a chance with enough exposure, and it should grab many, many jock spins. (Odette, ASCAP)

Joseph, Joseph....75 The singer turns in a bright vocal on

the wild oldie, with help from the ork and chorus. This type of material has not made too much headway lately, but the singer's reading could help this one get a lot of air play. (Harms, ASCAP)

JIMMY BOYD

I Said a Prayer for Santa Claus76 COLUMBIA 40080 - Jimmy Boyd, who made Christmas disk history last

year, does a Noel ditty here which has much of the sacred in it. -Certainly one to watch, as it will get a lot of air exposure. (Montclare, BMI)

Santa Got Stuck in the Chimney 76 This side essays a comical, wistful note: Santa's girth proves an obstacle in descending the chimney. Deejays will give it a go. Could be a strong one for Christmas. (Milene, ASCAP)

AL MORGAN

MERCURY 70244-The tender style of the chanter comes thru appealingly in this tuneful ballad. Morgan fans will welcome it enthusiastically. Watch this one. It has a chance with

exposure. (Acuff-Rose, BMI) Say You Do....73 Same comment. (Campbell)

MONICA LEWIS

CAPITOL 2631-The pretty evergreen makes a fine debut slicing for the thrush at this time of year. She sings the tune with feeling, and the ork helps her with an imaginative arrangement. Thrush sings it in English and French. Fine side for late night deejay programing. (Ardmore, ASCAP)

Don't Say Goodbye

When You Go....75 Monica Lewis bows on the label with a tender reading of a new heartbreaking type of ballad, with fine support from the ork. Thrush sings it with meaning, and it could pull many spins. With exposure it could get attention. (Duchess, BMI)

PEARL BAILEY

CORAL 61070-Novelty ditty with South-of-the-Border tempo gets a smart reading by Pearl Bailey. Ork arrangement is sinuous and effective, by Don Redman. (RFD Music. ASCAP)

Me and My Shadow 74 The old standard gets a highly individualistic reading from Pearl Bailey. There's much charm and melody in the ditty. Ork backing is by Don Redman, and good. (Bourne, ASCAP)

VICKIE YOUNG

material, with a refreshing delivery. Vickie Young chants the story of the gal asking mama to fix her up for that all-important date. Dave Cavanaugh has worked out a charming

reading. (Atlantic, BMI) When You Love a Fella....70 Vickie Young has a change of pace here, doing the tender, sentimental ballad, (Bradshaw, BMI)

arrangement for Miss Young's fine

Bernie Wayne's Debut on



Composer

Break of the server

Arranger

Conductor

composed, arranged and conducted by

and his Orchestra

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

CORAL RECORDS

America's Fastest Growing Record Company

(A reduction of DECCA RECORDS OF)

REVIEWS RECORD PACKAGED

Packaged Record Review Ratings CLASSICAL LP'S

CONCERTOS

RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI, OP. 43: SZYMANOWSKI: SYMPHONIE CONCERTANTE FOR PIANO AND ORCHESTRA, OP. 60 (1-12")—Artur Ru-	
binstein, Pianist. RCA Victor LM 1744	78
RACHMANINOFF: CONCERTO NO. 2 IN C MINOR FOR PI-	74
ANO AND ORCHESTRA, OP. 18 (1-12") — Cor De Groot,	
Piano, with the Hague Philharmonic Orchestra; Willem Van	-
Otterloo, Cond. Epic LC 3009	14
TCHAIKOVSKY: CONCERTO NO. 1 IN B FLAT MINOR FOR PIANO AND ORCHESTRA, OP. 23 (1-12")—Alexander Unin-	
sky, Piano, with the Hague Philharmonic Orchestra; Willem	
Van Otterloo, Cond. Epic LC 3010	72
WEBER: PIANO CONCERTOS NOS. 1 AND 2 (1-12")-Friedrich	
Wuhrer, Pianist; Pro Musica Symphony, Vienna; Hans Swar-	
owsky, Cond. Vox PL 8140	70

SHORT ORCHESTRAL WORKS

BRAHMS: HUNGARIAN DANCES: DVORAK SLAVONIC	
DANCES (1-12") - Hamburg Radio Symphony Ork; Hans	97
Schmidt-Isserstedt, Cond. London LL 779	
Ork; R. Moralt, Cond. Epic LC 3004	
OLD ENGLISH AND FRENCH MUSIC (1-12")—Westminster	
Light Ork; Leslie Bridgewater, Cond. Westminster WL 4007 MUSIC UNDER THE STARS: POPULAR ORCHESTRAL FA-	00
VORITES (1-12")—Urania URLP 7096	67

CHAMBER MUSIC

CASALS FESTIVAL AT PRADES, SERIES Chamber works of Brahms and Schumann.		

INSTRUMENTAL

FALLA: FANTASIA BAETICA AND OTHER PIANO MUSIC (1-12")—Menahem Pressler, Pianist, M-G-M E3071	
SHOSTAKOVITCH: THE TWENTY FOUR PRELUDES FOR	
PIANO, OP. 34 (1-12")—Menahem Pressler, Pianist. M-G-M E3070	71
STRAVINSKY: MUSIC FOR TWO PIANOS OR PIANO DUET	
(1-12") — Ethel Bartlett and Rae Robertson, duo-pianists. M-G-M E3038	
DEBUSSY: FANTASIE FOR PIANO AND ORCHESTRA (1-12")	
-Fabienne Jacquinot, Pianist; Westminster Symphony Ork; A. Fistoulari, Cond. M-G-M E3069	65
ORGAN MUSIC BY MODERN COMPOSERS (1-12")-Richard	
Ellsasser Organist M-G-M E3064	66

POPULAR ALBUMS

DANCE BANDS

BENNY GOODMAN ORCHESTRA (1-12")—Columbia CL 534 PORTRAITS ON STANDARDS (1-10") — Stan Kepton Ork.	
Capitol H 462 DESIGNED FOR DANCING (1-10") — Tommy Tucker Ork.	7
Lion E70011	7
DANCE WITH CHARLIE BARNET (1-10")—Clef MGC 139	6
JAZZ	
MILES DAVIS: VOL. 2 (1-10")—Blue Note 5022	7
STAN KENTON ORCHESTRA (1-10")—Mac Gregor LP 201 NEW FACES, NEW SOUNDS: WYNTON KELLY (1-10") —	6

GEORGE WALLINGTON TRIO (1-10")—Prestige PRLP 158	63 62
CHRISTMAS SETS	
CHRISTMAS FUN (1-EP)—Gene Autry. Columbia J-1782 CHRISTMAS HYMNS (2-EP) — George Beverly Shea. RCA	80
Victor EPB.3149	73
SEASONED GREETINGS (1-EP) — Homer and Jethro. RCA	70

A COUNTRY CHRISTMAS WITH HANK SNOW (1-EP)-RCA

Music Paced Right for Bancing on New LP's

Despite cries from many levels of show business that the dance band business is still in the doldrums, record dealers have found



that disk buyers are still looking for good dance music on wax. Columbia has again dug thru the catalog for more of B. G. This one is called Benny Goodman Orchestra. It doesn't stack up to the previous Goodman issues on the label. The best is already available, but a few of the dozen selections in this package should make it a lot easier to sell. There's "Jumpin' at the Woodside," "Six Flats Unfurnished" and "How High the Moon." The latter almost sounds wierd done with a vocal and in dance tempo. It's still great noistalgic stuff, matter the collector interest.

Capitol has issued still another Stan Kenton album, this called Portraits on Standards, and it should intrigue the many Kenton William Laws. fans as well as offer the less-hip buyers some listenable and danceable music. Since this is Kenton's 13th album on Capitol, it figures that there's a good steady market A few of the selections could even for his waxings. Most of the make good single sellers. selections are done in nice ballad For the collectors, Clef Records tempo and all are familiar.

M-G-M has turned out another low-priced item on their Lion label featuring the Tommy Tucker ork delivering particularly danceable arrangements of current pop hits. Titled Designed for Dancing, hance the commercial value, the. the package should do quite well.

EXPLAINING THE REVIEW RATINGS

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

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Brahms-Dvor'k Package Tops **Entries for Ork**

Dealers will view with marked interest a new group of popular classics. These packages are mostly standard repertoire, but merit particular attention because of the factors of performance and coupling-or what might be termed programing.

phony in Brahms Hungarian most ably by Paul Tortelier. Dances and Dvorak's Slavonic Dances. Devoting one side to each nationality, London has produced a disk replete with color, lush and familiar melody, and precise performance. The sound of this disk is superb and in the best London tradition. It should prove attractive both to old customerswho will recognize the superiority of the performance and engineering-and to new buyers, to whom the melodies will prove familiar.

On Columbia's Epic label appears a collection of Johann Strauss Waltzes, to wit, "Vienna Blood," "Blue Danube," "Tales From the Vienna Woods" and "Voices of Spring." Rudolf Moralt conducts the Vienna Symphony Orchestra on these sides. This is, of course, standard light repertoire, and the interpretation here is authentic.

Urania's Music Under the Stars. a collection of popular orchestra favorites, will prove attractive to the new record collector rather than the old buyer, inasmuch as it offers a wide selection on one the standpoint of both artists and repertoire. Thus, the disk features performances of the Vienna Philharmonic, Berlin Philharmonic, Radio Leipzig Symphony. Radio Berlin Symphony, etc., and such material as Greig's "Norwegian Dances," Chabrier's "Espana," Strauss' "Fledermaus Overture," Stravinsky's "Firebird," etc.

A fourth album fitting into the over-all category of light classics is Westminster's Old English and French Music, featuring Leslie Bridgewater and the Westminster Light Orchestra. Bridgewater is a scholar and great interpreter of this kind of period music. Suffice it to say that collectors of the unusual will find this esoteric fare much to their liking. It is in exquisite taste and includes such items as "The Incidental Music to Moliere's Le Malade Imaginaire" and "Courtly Masqueing Airs" by

Paul Ackerman.

has released Dance With Charlie Barnet. It's a mixture of standards and originals all with a big simple. The MacGregor tran-Barnet beat and a few in the style of Barnet in his hey-day. Cover and liner notes do little to en-Jee Martin.

The Latest From Prades

New Casals 'Limited Edition' Is Strong Chamber Music Package

The set almost immediately established itself as a big money are common industry phenomena. past Casals sets. Dealers have cash register evidence that there are enough collectors around ready to lay out the required cash.
Columbia now introduces its

latest series of the Casals Festi-val at Prades (Series Three) and the Brahms "Sextet" is nowhere it too should enjoy a ready response. The current series fea-tures, the chamber works of Schubert, Schumann and Brahms, with four selections by the latter two composers contained in Vol. just released. Again, the series will comprise three volumes.

Of particular note in Vol. 1 is the fact that we are given less Casals than ever before. The eminent cellist is heard in but a single work, the Brahms Sextet No. 1 in B Flat, where he is joined by violinists Isaac Stern and Alexander Schneider, violists Milton Katims and Milton might be Thomas, and cellist Madeline Foley. In the Brahms Quintet No. 2 (Viola), his Piano Quintet ords' 12-inch LP which presents No. 3 and Schumann's. Piano Hans Schmidt-Isserstedt conduct- Quintet in E Flat, the other works ing the Hamburg Radio Sym- in the set, the cello part is played

> If Casals doesn't participate directly in three out of the four chamber works, his influence does make itself felt in the dedicatory nature of the performances. All are marked by great sensitivity and if the drilled precision of some of the permanent chamber ensembles is sometimes missing,

Yule Packs

New Sets Bid For Dealer \$

With Christmas merchandise starting to flow heavily thru the distribution channels, the dealer is once again faced with the problem of deciding how to ride the standard packages against the for four hands at one or two pinew material being issued. addition, this is the first major disk. The range is extensive from EP year for Christmas merchan- to the LP catalog, the packaging dise. One EP item, however, of the great "Concerto for Two which should pose no problem is Solo Pianos" with the "Sonata for Columbia's Christmas Fun, on which Gene Autry sings his standard "Frosty," "Rudolph," 'Here Comes Santa Claus" and 'Up on the Housetop." For the kiddie, pop and country markets, this would seem to be a good bet for this season—and seasons to

> More good standard material on (Continued on page 41)

More for the Hip Collector

Jazz these days is more than ever an all-embracing term. From the collectors', jockeys' and dealers' viewpoint jazz must be further categorized into such segments of music as Dixieland, bop, modern, swing, etc. And so, while the performing artists' names and give the clue to the correct market category, it isn't always that scription firm, for example, has just issued an LP titled the Stan Kenton Orchestra. It's Kenton alright, but the Kenton of about a

(Continued on page 47)

It was only a few short years the lack is hardly felt. A partcuago that Columbia Records some- lar gem is the reading of the what tentatively explored the Brahms "Piano Quartet," with "limited edition" package field Dame Myra Hess as the pianist with its initial "Casals Festival." and Joseph Szigeti handling the violin part. Sound captured on the records is consistently good, earner and today expensive sets a noticeable improvement over

> Ideally suited for suggestion as gift merchandise for the serious music lover, this new Casals edition should also move many copies for its inherent value. Dealers else available on LP and that altho the Schumann "Quintet" is, this is the only treatment that couples it with another major chamber work on a single record. Is Horowitz.

Keyboard

Moderns are Stressed in M-G-M Batch

Until a few years ago it did not seem at all likely that our generation would ever become as familiar with the music of our own time as it would with that of the last century. Competition has taught many classical record manufacturers to shun the obvious, and as can be seen from recently released group of keyboard albums by M-G-M, the modern literature offers the richest field for "first" recordings and worthwhile material that demands duplication.

Debussy's Fantasie for Piano and Orchestra is a little-known work that dates from his student years. Tho previously recorded, Fabbienne Jacquinot's fresh, unaffected approach does much to reinstate this charming work into currency. This Fantasie is coupled with a quite mature work of the modern French composer. Francois Poulenc, his Aubade. beautifully played and recorded.

While the single selections in the album of Stravinsky music In anos, presented by Ethel Bartlett and Rae Robertson, are not new (Continued on page 47)

Concerti

Standards Top Piano Releases

Piano music has always had a strong hold on classical record customers, which is probably the reason diskeries never miss a chance to bring out new releases featuring their top pianists. Epic Records, for instance, has just released two of the most-waxed piano works of recent years, Tchaikovsky's First Piano Concerto and Rachmaninoff's Second Piano Concerto. Both are wellperformed, the Tchaikovsky by Alexander Uninsky, with the Hague Philharmonic Orchestra under Willem Van Otterloo. Cor past performance histories usually De Groot handles the piane on the Rachmaninoff work with the same orchestra accompanying him. At the present moment there are over a dozen waxings of the Tchaikovsky concerto on the market, and nearly that many LP's of the Rachmaninoff. The competi-

(Continued on page 47)

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The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

BEETHOVEN: SYMPHONIES NOS. 2 AND 4 (NBC Symphony-BRAHMS: SYMPHONY NO. 1 (Vienna State Opera Orchestra-Philharmonic-Boult)London LL 721

OPERATIC EXCERPTS

(Listed Alphabetically)

DONIZETTI: LUCIA DI LAMMERMOOR (Pagliughi, Chorus, MOUSSORGSKY: BORIS GODOUNOFF (Mason, Rossi-Lemini, San Francisco Symphony-Stokowski)RCA Victor LM 1764
MOZART: ARIAS FROM MARRIAGE OF FIGARO: CONCERT ARIAS (London, Columbia Orchestra-Walter). Columbia ML 4699 MOZART: ARIAS (Steber, Columbia Orchestra-Walter) OF GODS AND DEMONS (London, Vienna Symphony-Moralt)... PUCCINI: LA BOHEME (Tagliavini, Carteri, Chorus, Orchestra) VERDI: AIDA (Simoniato, Chorus, Orchestra-Gui) ... Cetra A 50142

1952 Best-Selling Christmas Albums

The following albums were the best-sellers during Christmas 1952 according to a national dealer survey. The results are published as an aid to dealers in making buying plans.

1. CHRISTMAS HYMNS AND CAROLS-VOL. 1 - Robert

MERRY CHRISTMAS—Bing Crosby Decca DL 5019 CHRISTMAS HYMNS AND CAROLS-VOL. 2 - Robert MARIO LANZA SINGS CHRISTMAS SONGS TWAS THE NIGHT BEFORE CHRISTMAS-Fred WaringDecca DL 5021 CHRISTMAS GREETINGS-Bing Crosby Decca DL 5020 AMAHL AND THE NIGHT VISITORS-NBC-TV Cast ... THE LITTLEST ANGEL-Loretta Young Decca DL 8009 CHRISTMAS WITH EDDIE FISHER ... RCA Victor EPB 3065 CHRISTMAS IN THE AIR-Voices of Walter Schumann ... 11. PERRY COMO SINGS MERRY CHRISTMAS MUSIC ... CHRISTMAS CAROLS BY KEN GRIFFIN .. Columbia CL 6130

CHRISTMAS CHIMES-Blades and SmartLondon LB 82 THE MESSIAH-Huddersfield Choral Society . . . A CHRISTMAS CAROL-Lionel Barrymore M-G-M 16 JINGLE BELLS—Guy Lombardo Decca DL 5430

A SAMMY KAYE CHRISTMAS SERENADE THE THREE SUNS CHRISTMAS PARTY ...

CHRISTMAS CAROLS—VOL. 1—Randolph Singers

CHRISTMAS MUSIC—Ethel Smith Decca ED 558 GREAT SACRED CHORUSES-Robert Shaw Chorale

Yule Packs

r Continued from page 40

EP (a two-pocket set) is Christmas Hymns sung by George Beverly Shea. Victor's wonderful sacred singer, whose previous packages have done quite well, tackles both familiar and not-sofamiliar hymns for an ultrasmooth result. His years with Billy Graham and on radio have

this one. On the light side, Victor has issued a new Homer and Jethro package on EP containing the boys' parodies on standard yuletide ditties. Called Seasoned Greetings, the package contains "Randolph; the Flat-Nosed Reindeer," "All I Want for Christmas Is My Upper Plate," "I Saw Mommy Smoochin' Santa Claus" and "Frosty the De-Frosted Snow Man." It's cute and fairly marketable to their many fans.

Hank Snow is also available on a Victor EP singing four standard items in a package called Country familiarized his name and voice Christmas With Hank Snow. Unto many thousands. One sample listen to a selection like "I Wonder as I Wander" or "O Little Town of Bethlehem" should sell fairly well. Joe Martin.

CHART COMMENTS

CHRISTMAS ALBUMS

As a special dealer buying service The Billboard is reporting elsewhere on this page the results of a survey just completed on last Christmas' best-selling seasonal packaged merchandise. The results of this 1,000 dealer survey show last Christmas' 21 top sellers (there was a three-way tie for 19th place). No distinction has been made between classical and pop packages.

In studying this Christmas list it will be noted that most of these have been available for several years, some dating back as far as five years. These have been con-sistent sellers every Christmas season. Those which were just released last fall have yet to prove themselves as consistent yearly sellers.

Naturally a great deal of new Christmas merchandise will be available in the coming weeks. Some of these will undoubtedly step out in sales as the "Amahl" and the Shaw, Vol. 2 did last sea-son. Around Thanksgiving The Billboard will make a special survey of this year's new merchan-

(Continued on page 47)

NEXT WEEK

CLASSICAL

* Extended Orchestral Works

★ Chamber Music

POP ALBUMS

★ Vocal

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

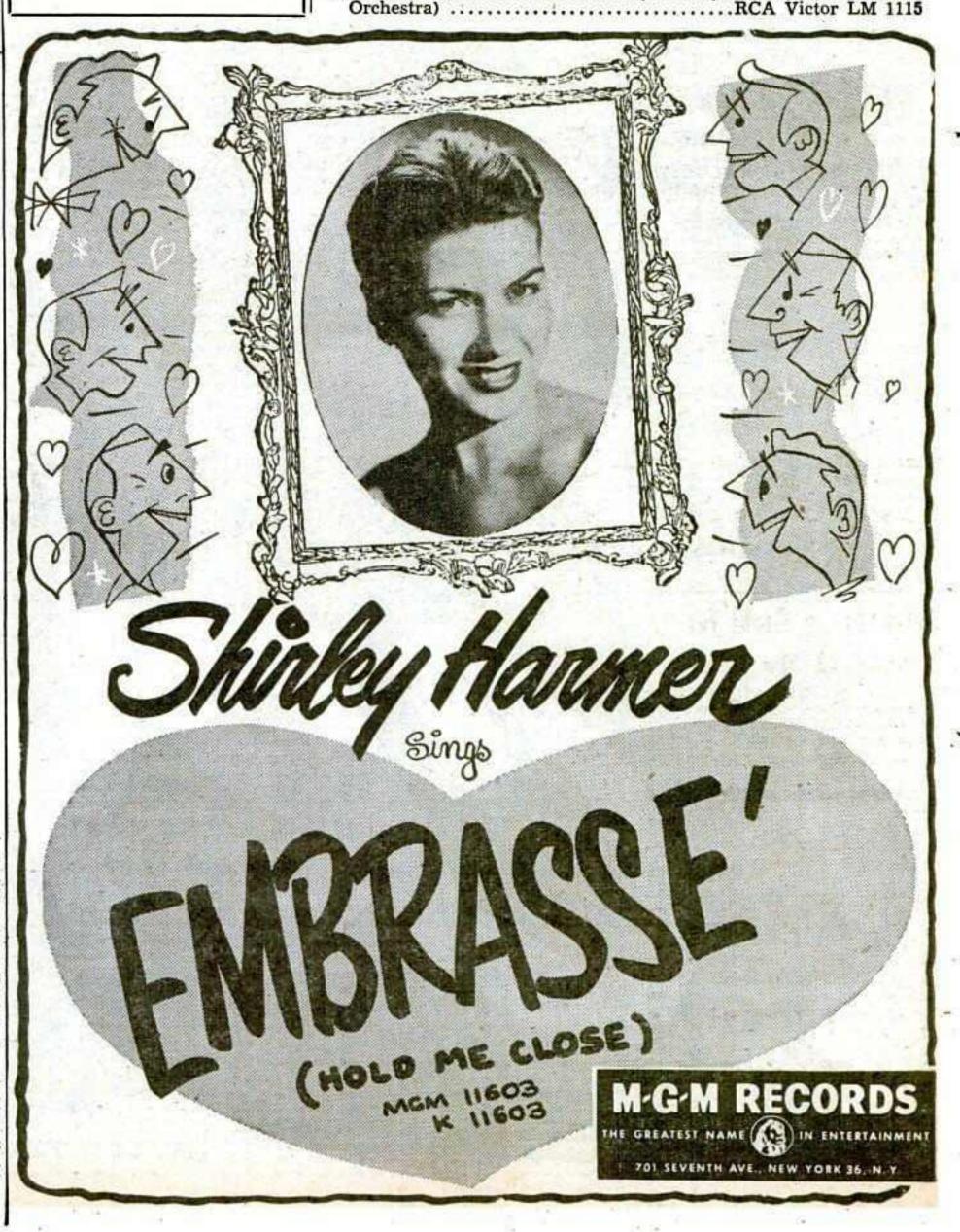
SYMPHONY

(Listed Alphabetically) BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-BRAHMS: SYMPHONY NO. 4 (NBC Symphony-Toscanini)

DVORAK: SYMPHONY NO. 5 (Chicago Symphony-Kubelik)....
Mercury MG 50002
HAYDN: SYMPHONIES NOS. 95 AND 100 ("MILITARY") (Vienna Symphony Orchestra-Scherchen) ... Westminster WAL 5045 SCHUBERT: SYMPHONY NO. 8; MOZART: SYMPHONY NO. 31

OPERATIC EXCERPTS

(Listed Alphabetically) BIZET: CARMEN (Stevens, Peerce, RCA Victor Orchestra-Reiner)
RCA Victor LM 1749
GREAT TENOR ARIAS—JUSSI BJOERLING IMMORTAL PERFORMANCES—ENRICO CARUSO LEONCAVALLO: PAGLIACCI; MASCAGNI: CAVALLERIA RUSTICANA (Albanese, Merrill, RCA Victor Orchestra) PUCCINI: LA BOHEME (di Stefano, Munsel, RCA Victor Or-VERDI: RIGOLETTO (Berger, Peerce, Warren, RCA Victor Orchestra-Cellini)RCA Victor LM 1104 VERDI: LA TRAVIATA (Albanese, Peerce, Merrill, RCA Victor



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The Billboard Music Popularity Charts

for Week Ending October 24

TOP COUNTRY & WESTERN RECORDS

This Week's New Territorial Best Sellers to Watch

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

Cincinnati

Memphis....SORROW AND PAIN

Davis Sisters, Victor 20-5460

Houston....YOU'RE GONE

Davis Sisters, Victor 20-5460

KISS ME BIG

Tennessee Ernie, Capitol 2602

Nashville....T'AINT NICE TO TALK LIKE THAT

Carlisles, Mercury 70232

New Orleans....SATISFACTION GUARANTEED

C. Smith, Columbia 21166

Territorial Best Sellers

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

Cincinnati

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

Dallas-Ft. Worth

- 1. There Stands the Glass
- W. Pierce, Decca 2. Caribbean
- M. Torok, Abbott 3. Hey Joe
- C. Smith, Columbia 4. You All Come
- A. Duff, Starday
- 5. Forgive Me John J. Shepard-F. Huskey, Capitol
- 6. Sing Me Something Sentimental M. Robbins, Columbia
- 7. Dear John Letter J. Shepard-F. Huskey, Capitol
- 8. Let Me Be the One H. Locklin, Four Star
- 9. It's Been So Long
- W. Pierce, Decca
- Tennessee Wig-Walk B. Lou, King

Houston

- 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
- 2. There Stands the Glass W. Pierce, Decca
- Caribbean M. Torok, Abbott
- 4. Hey Joe
- C. Smith, Columbia
- 5. Weary Blues From Waitin' H. Williams, M-G-M
- 6. North Wind S. Whitman, Imperial
- 7. You All Come A. Duff, Starday
- You're Gone Davis Sisters, Victor
- 9. Kiss Me Big
- Tennessee Ernie, Capitol 10. I'm Walking the Dog W. Pierce, Decca

Memphis

- 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
- 2. Hey Joe C. Smith, Columbia 3. Let Me Be the One
- H. Locklin, Four Star 4. I Found Out More Than
- You Ever Knew B. Cody, Victor
- 5. I'm Walking the Dog
- W. Pierce, Decca Dear John Letter
- J. Shepard-F. Huskey, Capitol 7. Why Don't You Open the
- Door York Brothers, King
- 8. It's Been So Long
- W. Pierce, Decca
- 9. Sorrow and Pain Davis Sisters, Victor
- 10. There Stands the Glass W. Pierce, Decca

Nashville

- 1. I Found Out More Than You Ever Knew B. Cody, Victor
- 2. Hey Joe
- C. Smith, Columbia
- 3. Forgive Me John J. Shepard-F. Huskey, Capitol
- 4. Dear John Letter
- J. Shepard-F. Huskey, Capito 5. I Forgot More Than You'll Ever Know
- Davis Sisters, Victor 6. There Stands the Glass
- W. Pierce, Decca
- 7. I'm Walking the Dog W. Pierce, Decca
- 8. Tain't Nice
- Carlisles, Mercury 9. Crying in the Chapel
- R. Allen, Decca
- My Wasted Past E. Tubb, Decca

New Orleans

- 1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
- Shake a Hand R. Foley, Decca
- 3. Forgive Me John
- J. Shepard-F. Huskey, Capitol
- 4. I'm Walking the Dog W. Pierce, Decca
- 5. Mama Come Get Your Baby Boy
- E. Arnold, Victor Satisfaction Guaranteed
- C. Smith, Columbia 7. Tennessee Wig-Walk
- B. Lou, King 8. Dear John Letter J. Shepard-F. Huskey, Capitol
- 9. Let Me Be the One H. Locklin, Four Star
- 10. Yesterday's Girl H. Thompson Capitol

FOLK TALENT AND TUNES

Beginning next week, this column will be conducted by Joel Friedman, of The Billboard's Hollywood office. Contributions to the column should be addressed to Mr. Friedman, in care of The Billboard, 6000 Sunset Boulevard, Hollywood 28.

WERE's Tom Edwards of Cleveland bringing in Big Slim and his Wheeling, W. Va. (WWVA) gang as features of his first Saturday night "Circle Theater" oatshow on November 7. It'll be weekly affair, with Tex and Glenn, of local WDOK, holding the regular artist spot. . . . George Popkins, who runs "Pop's Country Store" from Richmond, Va's., WXGI, had Ernest Tubb, Billy Byrd, Bill Monroe, Ray Price and Don Helms as guests on his show during their recent Richmond showing for Bill Railey's Record Shop. During the three-day stay the artists did Pop's commercials with Ray Price nosing out as top announcer. . . . M-G-M's Tom Anderson busy with personals out of Richmond. His stock's way up from past two M-G-M wax releases. . . . Uncle Joe Johnson, who runs WPAQ's "Merry-Go-Round" in Mt. Airy, N. C., set for top business promoting Martha Carson for four days (27-30). He was big draw at Patrick County Fair, Stuart, Va., earlier this month with own "Merry-Go-Round" group. . . . Joe Morris, WKDK, Newberry, S. C., leaving station for sixmonth TV course in New York. Ray Gilliam will handle WKDK country wax during his absence. . . . Little Jimmy Dickens did Max Meek's shows with him last week while in town for J. C.'s (WMFR-High Point, N. C.). . . WEZB, Homewood, Ala., now on air with

Uncle Remus, Fred Wamble, Ganus Scarbrough, Gene Newman, Bob Umbock. Captain E-Z is handling the spinning chores from Bankhead Hotel studios in downtown Birmingham. . . . Chuckwagon Chuck Nichols, KOWB, Laramie, Wyo., says Little Jimmy Dickens and Hank Thompson holding down top request spots on his air. Thompson played Cheyenne Frontier Days rodeo past summer and popularity immediately shot up. . . . Ozark Jim, KRMS, Osage Beach, Mo., on with new hour live show in addition to his regular recorder. Byrd Brothers, Drifting Tennesseans, Wayman Podson and the Fiddlin' Indian do the live music. Ozark Jim was in Nashville (17) with Ozark's Square Dance Team for "Grand Ole Opry" appearance on way to four weeks at New Orleans' Roosevelt Hotel. . . Smokey Smith had 4,100 paid ad-

mits at KRNT Theater, Des Moines, recently when he promoted Webb Pierce, Marty Robbins and Stringbean. . . Verne Lotz, KOTA. Rapid City, S. D., hosted Minnie Pearl and Del Wood during recent appearance there. Wade Ray was in for his show week before. Aunt Louise Foster, KAND

(Continued on page 46)

National Best Sellers

This Wee	The man to wife of sures in country and western records	ast)	Weeks on Chart
1.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters	1	12
2.	HEY JOE—Carl Smith	2	15
3.	DEAR JOHN LETTER—J. Shepard-F. Huskey I'd Rather Die Young—Cap 2502—BMI	3	14
4.	THERE STANDS THE GLASS—W. Pierce I'm Walking the Dog—Dec 28834—BMI	7	2
5.	FORGIVE ME JOHN—J. Shepard-F. Huskey	4	4
6.	I'M WALKING THE DOG-W. Pierce There Stands the Glass-Dec 28834-BMI	9	2
7.	LET ME BE THE ONE—H. Locklin	6	6
8.	CARIBBEAN—M. Torok	10	11
9.	IT'S BEEN SO LONG—W. Pierce Don't Throw Your Life Away—Dec 28725—BMI	5	18
10.	TENNESSEE WIG-WALK—Bonnie Lou	8	6
9 .			

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on

Weeks on Chart	ast cek		This
10	1	FORGOT MORE THAN YOU'LL EVER KNCW— Davis Sisters V 20-5345—BMI	1.
14	. 3	IEY JOE—Carl Smith	2.
18	2	T'S BEEN SO LONG—W. Pierce	3.
9	3	ET ME BE THE ONE—H. Locklin	3.
9	6	ARIBBEAN—M. Torok	5.
15	5	EAR JOHN LETTER—J. Shepard-F. Huskey	•
4	7	MAMA, COME GET YOUR BABY BOY—E. Arnold	7.
3	Grain .	Cap 2553—BMI Thompson	8.
1	_	'M WALKING THE DOG—W. Pierce	8.
2	8	THERE STANDS THE GLASS—W. Pierce Dec 28834—BMI	10.
1	-	CHAKE A HAND—R. Foley Dec 28839—BMI	10.

Most Played in Juke Boxes

	as WSM's "Mrs. Deejay USA" show George Morgan and Lonzo and Oscar set for "Grand	in juke boxes thruout the country. Results are based on The This Billboard's weekly survey among operators thruout the country La	st	Weeks on Chart	
	Ole Opry," Prince Albert NBC net this week (24), with Ernest Tubb and the Carlisles doing next Sat-	1. DEAR JOHN LETTER—J. Shepard-F. Huskey	2	11	
	urday	2. HEY JOE—Carl Smith	1	14	
	Company Saturday (17). The Carson group now carries her sister, Minnie O'Neil, with hubby, Char-	3. I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters	3	8	
	ley Woodruff, and their four-year- old son, Mike, who does Hank Williams songs on every show.	Abbott 140—BMI	5	6	
	New M-G-M recorder, George Mc- Cormick, is also a member of the Carson show. Martha with hubby-	5. CRYING IN THE CHAPEL—Rex Allen Dec 28758—BMI	5	9	
	manager, X. Cosse, set for Florida vacation November 7 following Missouri, Georgia and Carolina	Dec 28725—RMI	4	18	
The second second	dates, where every date draws ca- pacity crowds October 25 finds Ernest Tubb and Carl Smith		-	1	
	sharing a Cleveland bill. Moon Mullican starts a week's stand in	M-G-M 11574—BMI	_	1	
-	Detroit. George Morgan at the Lyric Theater, Harrison, Ark. Cowboy Copas plays Joplin, Mo.	9. CRYING IN THE CHAPEL—D. Glenn	7	12	
	31) thru Mississippi and Florida. Johnnie and Jack, with Kitty	9. MAMA, COME GET YOUR BABY BOY-E. Arnold	_	2	
	Wells, doing week thru North Car-	9. FORGIVE ME JOHN-J. Shepard-F. Huskey	_	1	

Thanks

For your wonderful spins. We're happy you like this record, and if you keep playing it we'll have that "hit" we've been waiting for because already the public is buying

Sandy Stewart's

"SATURDAY NIGH"

"I'M GOING HOME"



A great follow up to--

"LOVE EVERY MOMENT YOU LIVE"

Mike Pedicin

"NEVER MIND 7.7

b/w

"MM--B0Y!"



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those who have records . . . please drop us a line---

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GOTHAM RECORD CORP.

1626 FEDERAL STREET PHILADELPHIA 46, PA. The Billboard's Music Popularity Charts . . For Week Ending October 24

TOP R & B RECORDS

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with Weeks Last a high volume of sales in rhythm and blues records. The Week | Chart reverse side of each record is also listed. 1. SHAKE A HAND—F. Adams.....

I've Gotta Leave You—Herald 416—BMI ONE SCOTCH, ONE BOURBON, ONE BEER— 3. HONEY HUSH—J. Turner..... Crawdad Hole-Atlantic 1001-BMI 4. GOOD LOVIN'—Clovers..... Here Goes a Fool-Atlantic 1000-BMI 5. CRYING IN THE CHAPEL—Orioles......

Don't You Think I Ought to Know?—Jubilee 5122—BMI 6. TV IS THE THING—D. Washington...... 10 Fat Daddy-Mercury 70214-BMI 7. BLUES WITH A FEELING—Little Walter..... Quarter to Twelve-Checker 780-BMI 8. TOO MUCH LOVIN'—Five Royales..... Laundromat Blues-Apollo 448-BMI 9. MONEY HONEY—C. McPhatter..... The Way I Feel-Atlantic 1006-BMI Fussin' and Fightin' Blues-Sun 187-BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays

This Wee		Last Week	Weeks on Chart
1.	SHAKE A HAND—F. Adams	. 1	10
2.	CRYING IN THE CHAPEL—Orioles	. 2	14
3.	HONEY HUSH—J. Turner	. 3	7
l	PLEASE HURRY HOME—B. B. King		5
5.	NADINE—Coronets	. 5	7
5.	DRUNK—J. Liggins	. 6	5
7.	GET IT—Royals	. 9	7
8.	IN THE MISSION OF ST. AUGUSTINE—Orioles	. 7	3
-8.	ONE SCOTCH, ONE BOURBON, ONE BEER— A. Milburn	. –	1
10.	BLUES WITH A FEELING—Little Walter	. 9	4
	Checker /80—BMI		

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.... I HAD A NOTION

MY COUNTRY MAN

J. Morris, Herald 417 Big Maybelle, Okeh 7009

Detroit....MY COUNTRY MAN

Big Maybelle, Okeh 7009

Philadelphia....WRITE AND TELL ME WHY

Orioles, Jubilee 5127

St. Louis...BANANA SPLIT

Kid King's Combo, Excello 2009

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the

Atlanta

1. Shake a Hand

F. Adams, Herald 2. Feelin' Good Little Junior Blue Flames,

Sun 3. Honey Hush

J. Turner, Atlantic

4. Good Lovin'

Clovers, Atlantic

5. Rosemary

Fats Domino, Imperial

6. Money Honey

C. McPhatter, Atlantic 7. One Scotch, One Bourbon, One Beer

A. Milburn, Aladdin 8. Drunk

J. Liggins, Specialty TV is the Thing

D. Washington, Mercury

10. Blues With a Feeling Little Walter, Checker

Charlotte

1. Shake a Hand

F. Adams, Herald 2. One Scotch, One Bourbon,

One Beer A. Milburn, Aladdin

3. Good Lovin' Clovers, Atlantic

4. Too Much Lovin' Five Royales, Apollo Mercy Mr. Percy

F. Dillard, Savoy 6. In the Mission of St. Augustine

Orioles, Jubilee 7. Don't Deceive Me

C. Willis, Okeh

8. Drunk

J. Liggins, Specialty

9. Crying in the Chapel

Orioles, Jubilee 10. Rosemary

Fats Domino, Imperial

Chicago

1. Shake a Hand F. Adams, Herald

2. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin

3. Please Don't Leave Me

Fats Domino, Imperial 4. Honey Hush

J. Turner, Atlantic

5. TV is the Thing

D. Washington, Mercury

6. Nadine Coronets, Chess

7. Good Lovin'

Clovers, Atlantic 8. Crying in the Chapel

Orioles, Jubilee 9. Too Much Lovin'

Five Royales, Apollo 10. Don't Deceive Me C. Willis, Okeh

Cincinnati

1. Shake a Hand

F. Adams, Herald 2. Good Lovin'

Clovers, Atlantic Too Much Lovin'

Five Royales, Apollo 4. I Had a Notion

Morris, Herald

5. Money Honey C. McPhatter, Atlantic

6. Nadine

Coronets, Chess 7. Honey Hush

J. Turner, Atlantic 8. My Country Man

Big Maybelle, Okeh 9. Get It

Royals, Federal 10. Please Hurry Home B. B. King, RPM

Detroit

1. Shake a Hand

F. Adams, Herald

Money Honey C. McPhatter, Atlantic

3. Too Much Lovin' Five Royales, Apollo My Country Man

Big Maybelle, Okeh 5. Honey Hush

J. Turner, Atlantic 6. Good Lovin'

7. One Scotch, One Bourbon, One Beer

Clovers, Atlantic

A. Milburn, Aladdin 8. Crying in the Chapel

Orioles, Jubilee 9. Mattie Leave Me Alone

Thrillers, Four Star 10. Please Don't Leave Me Fats Domino, Imperial

Los Angeles

l. Honey Hush

J. Turner, Atlantic

2. Blues With a Feeling Little Walter, Checker

Shake a Hand

F. Adams, Herald Rosemary

Fats Domino, Imperial

5. Crying in the Chapel

Orioles, Jubilee 6. One Scotch, One Bourbon,

One Beer

A. Milburn, Aladdin 7. Feelin' Good

Little Junior's Blue Flames. Sun

8. Get It

Royals, Federal 9. Clock

J. Ace, Duke Clovers, Atlantic

New Orleans

 Shake a Hand F. Adams, Herald

2. Blues With a Feeling Little Walter, Checker

Rosemary

Fats Domino, Imperial I Would If I Could

Ruth Brown, Atlantic 5. Honey Hush

J. Turner, Atlantic 6. Feelin' Good

Little Junior's Blue Flames, Sun

7. Ain't No Use

R. Gordon, Duke

Please Hurry Home B. B. King, RPM

Crying in the Chapel Orioles, Jubilee 10. In the Mission of St

Augustine Orioles, Jubilee

New York

Shake a Hand

F. Adams, Herald 2. TV is the Thing D. Washington, Mercury (Continued on page 46)

Introducing A HIT by 'The Wanderers'

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Rhythm and Blues Tattler

"Mad Love," as done by the sensational Muddy Waters on CHESS 1550. is breaking big all over the country. All segments of the country are reporting terrific increases in sales just as we predicted in this column previously. This one will rise straight to the top of the lists. Flip side on this disk shouldn't be ignored either. Muddy does a fine job on "Blow, Wind, Blow."

The new singing find from Baton Rouge, Sugar Boy, featured on CHECKER 783, is also getting a big slice of attention for his efforts on "I Don't Know What I'll Do," backed with a hot tune, "Overboard." Get on board this one, it's great.

A new group from Cleveland, The Moonglows, are featured on CHANCE 1147, doing a fine job on "Baby, Please," backed with "Whistle, My Love." Both sides look like they'll head for the top. The Spaniels, on VEE-JAY 103, emerged with two good renditions of "The Bells Ring Out" and "House Cleaning." The Spaniels have always enjoyed good sales and these two sides are no exception to the rule. Both operators and jockeys should get behind this one.

Starting to kick off in Chicago is the Floyd Dixon waxing of "A Hole in the Wall" and "Old Memories" on Specialty 477. This one can be real big from early indications.

Eddie Chamblee and his tenor saxophone are featured on UNITED 160, in which the renditions of "Walkin' Home" and "Lonesome Road" are paired. These two are great efforts by the great Eddie. Don't miss them. The tiny singer of great talent, Helen Thompson, featured on STATES 126, is going strong with her versions of "All by Myself" and "Going Down to Big Mary's." She's tops.

Tab Smith doing a number he wrote himself, "Seven Up," is sweeping fast. It is a jump tune with the good styling of his own tenor sax. On the other side of United 126 is "All My Life," on which he plays the alto sax. This man is very versatile. Will sell good.

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

(Adv.)

Hollywood 46, Calif.



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"New Territorial Best Sellers" Billboard, Oct. 24 "MONEY HONEY CLYDE MCPHATTER AND THE DRIFTERS Atlantic 1006



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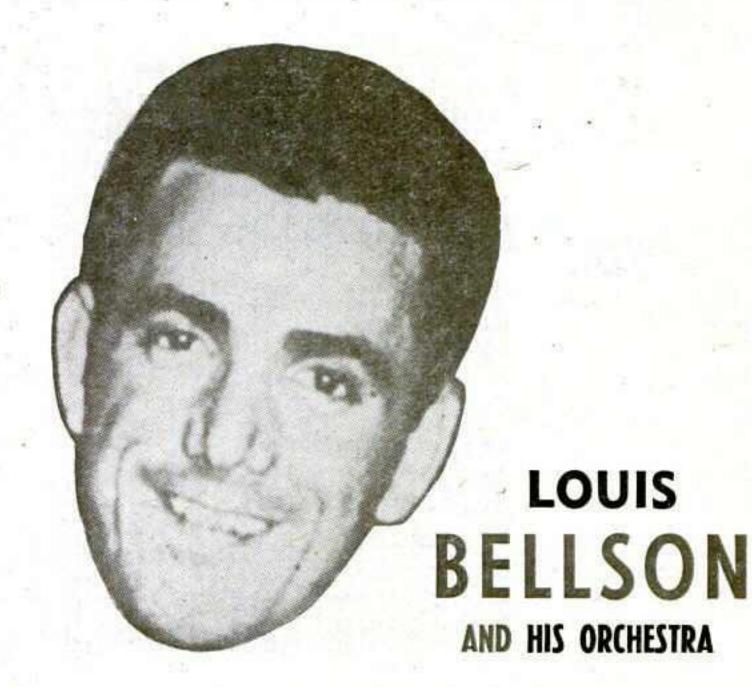


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"REMEMBERING"

Dot 1182

DOT RECORDS

Gallatin, Tenn.

. . . For Week Ending October 24

TOP R & B RECORDS

R&B Territorial Best Sellers

Continued from page 44

3. One Scotch, One Bourbon, One Beer

A. Milburn, Aladdin 4. Honey Hush

J. Turner, Atlantic 5. Crying in the Chapel

Orioles, Jubilee

6. Don't Deceive Me

C. Willis, Okeh 7. C'Est Si Bon

E. Kitt, Victor 8. Money Honey

C. McPhatter, Atlantic

9. Good Lovin' Clovers, Atlantic

10. Drunk

J. Liggins, Specialty

Philadelphia

1. Shake a Hand

F. Adams, Herald 2. One Scotch, One Bourbon, One Beer

A. Milburn, Aladdin

3. Baby It's You Spaniels, Chance

4. Write and Tell Me Why Orioles, Jubilee

5. Money Honey C. McPhatter, Atlantic

6. Fat Daddy

D. Washington, Mercury
7. TV is the Thing D. Washington, Mercury

8. Drunk

J. Liggins, Specialty 9. Too Much Lovin'

Five Royales, Apollo

10. Nadine Coronets, Chess

St. Louis

1. TV is the Thing

D. Washington, Mercury 2. Blues With a Feeling

Little Walter, Checker 3. The Come Back

Memphis Slim, United

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. . . .

4. Shake a Hand

F. Adams, Herald 5. Drunk

J. Liggins, Specialty 6. One Scotch, One Bourbon, One Beer

A. Milburn, Aladdin 7. In the Mission of St.

Augustine Orioles, Jubilee 8. Shake a Hand

S. Churchill, Decca 9. Banana Split

Kid King's Combo, Excello 10. Good Lovin'

Clovers, Atlantic

Washington - Baltimore

1. Shake a Hand

F. Adams, Herald 2. One Scotch, One Bourbon,

One Beer A. Milburn, Aladdin

3. Crying in the Chapel Orioles, Jubilee

4. Good Lovin' Clovers, Atlantic

5. Fat Daddy

D. Washington, Mercury 6. Rosemary

Fats Domino, Imperial 7. Baby It's You

Spaniels, Chance
8. Money Honey
C. McPhatter, Atlantic

9. Honey Hush J. Turner, Atlantic

10. These Foolish Things Dominoes, Federal

Denver Clubs Meet Unions

DENVER, Oct. 24.-Local niteries are gradually reaching agreements with two AFL catering Records. unions which, earlier this month, threatened to "close down" places that did not come to terms with the union.

Organizers for the joint executive board of locals 8 and 14 of the Hotel & Restaurant Employees and Bartender's International, threatened to employ hit and run picketing tactics on nearly 80 of Denver's night spots in an effort to get minimum scale of \$1 per hour for waitresses, \$15 and \$16 per day for two classifications of bartenders, \$2 per hour for dinner cooks, with \$1.87 for fry cooks. Union officials are also asking 90 cents an hour for busboys.

FOLK TALENT AND TUNES

Continued from page 43

olina. George Morgan in Arkansas and Missouri. Cowboy Copas dates in Kansas, Missouri, Nebraska and Iowa. Minnie Pearl with Louisiana and Texas dates. Martha Carson in Georgia all week.

Bill Bailey, who had his own TV show and was known in the Chicago area as Cactus Jim, now has his own afternoon hillbilly show on WMAQ, Monday thru Friday. In addition to the afternoon show, Bailey is also an announcer on a late afternoon network show in which he announces with a country pitch to sell trucks

Hayride, netted write-ups in two to Okinawa, Manila, Guam and national publications recently. He Hawaii to complete their oversues of Real Magazine and Hoedown, the new mag for hillbilly and Western performers. King Records has just released Gore's latest disk of "I Didn't Know" and "Miserable Love."

Rex Allen, Decca artist, currently appearing at the World Championship Rodeo in Chicago's International Amphitheater, is making 32 personal appearances during his stay here. He visited the Shrine Hospital where he played for the crippled children and the St. Joseph Home for the Friendless.

WXGI, Richmond, Va., now using country and western mu-"across the board" with the exception of two hours a day. Station has done away with all pop, classical and gospel

RHYTHM AND **BLUES NOTES**

- By BOB ROLONTZ

. . . The Shaw Artists giant package with Fats Domino, Paul Williams ork, Amos Milburn and thrush Margie Day, packed the Newark Mosque last week on a one-nighter date.

ris-Faye Adams smash selling cutting on the Herald label, is still holding its own as the top-selling record in the r.&b. field on The Billboard charts. The disk has been on the best-seller list for 11 weeks and on the juke box chart for 10. Another noticeable item about the charts this week is the fact that Atlantic Records has come up with three best-sellers at one time—"Good Lovin'," with the Clovers: "Hon-ey Hush," with Joe Turner, and "Money Honey," with Clyde Mc-Phatter and the Drifters. The tune "Shake a Hand," by the way, is also a hit in the country field via the Red Foley cutting on Decca.

Marie Adams and Johnny Otis, both of the Peacock stable, are now out on a one-nighter trek. . . . Raymond Taylor's ork and the Tempo Topper's quartet will play two dance dates in Oklahoma City on October 30 and 31. ... Clarence (Gatemouth) Brown is now playing one-nighters thru the South. . . . The Charms' cutting of "Heaven Only Knows" and "Loving Baby," originally re-leased on the Rockin' label, has now been issued on the De Luxe label. Both Rockin' and De Luxe are subsidiary labels of King

Ruth Brown, the Paul Williams ork and thrush Margie Day will head out on one-nighters starting November 24 and will continue until the end of the month. The package will hit the Middle West and the South. Miss Brown had been ill for a week but is now rested and ready to go.

The Orioles, Joe Morris, Faye Adams and the Wild Bill Davis Trio are set as a package to play one-nighter dates in the East thru Christmas week. . . . Jerry Wexler, Atlantic Records' veepee, became the father of a boy this week. The youngster is named Paul, after The Billboard's music editor. . . . Lee Magid, with Savoy Records for the past two years, is leaving the diskery to start a new r.&b. diskery, Central Records. (See separate story.)

Chicago

Leonard Chess, of Chess Records, on a business trip to New Orleans, Atlanta, Nashville and surrounding territories. . . . Joe Brown, head of Job Records, is assuming personal supervision of the label. . . Eddie Chamblee and His United Records Orchestra open at the Bagdad October 26. . . . Tab Smith, another United Records band, is booked for an appearance at the Capitol Lounge sometime in November. . . . Arthur Prysock and Mabel Scott headline the show at the Regal Theater.

shows. . . . Eddie Hazelwood and Jess Willard have completed their tour of Korea and are now mak-Charlie Gore, guitar - playing ing the rounds of Army hospitals folk singer on WLW's Midwestern and bases in Tokyo. Pair skies was featured in the November is- seas venture before returning to the States. . . . The Hoosier Hot Shots in town prior to a schedule of 16 Elks Club dates in the Northwest. Group recently completed five weeks in Anchorage, Alaska, reporting the Northern outpost a hot spot for folk talent.

MEL HENKE

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"Shake a Hand," the Joe Mor-

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Keyboard

Continued from page 40

Two Pianos" and the two sets of "Easy Pieces" of 1915 and 1917 is unique, and is certain to appeal to customers looking for bargains in the contemporary department.

A particularly valuable "first" is the collection of Shostakovich's Twenty Four Preludes for Piano prepared by Menahem Pressler. Following the example of Bach, Chopin and others, the composer has created stylistically varied itol, among major diskeries, has emphasis on either including for-miniatures that pass thru all the fair traded any part of its line eign masters issued here or cutmajor and minor keys. The technical exactions made on the pianists are formidable, but Pressler rises to them superbly. This young Israeli musician has also recorded a program of De Falla's music for piano. The latter's work always sells well, and should not need too much pushing in this brilliantly executed recital.

The modern musical audiences may have forgotten the organ, the contemporary composer has not, as Richard Ellsasser documents in a recently released package labeled Organ Music By Modern Composers. It includes compositions by Bartok, Hindemith, Milhaud and a half dozen other equally well-known composers. This is an excellently programed concert which Ellsasser distinguishes by his mastery of the instrument and understanding of modern musical idioms. There is no better introduction to the contemporary literature of the organ, and should be sold as such to collectors. Gary Kramer.

Young Seeks

Continued from page 15

read the cover letter, according to the spokesman, and had assumed the proxy was a routine document sent by BMI management. These 10 were said to have disavowed any allegiance with Young's cause.

One station exec admitted he had signed the proxy with full nation's disk jockeys and juke knowledge of its intent. Two could not be reached for com-

"Special Committee"

The Young resolution, now a part of the official BMI minutes, asks, in part, that a five-man "special committee of investigation" be named to:

"Inquire into excessive and discriminatory payments, guarantees and subsidies to certain publishers and the reasons therefor.

"Inquire into any practices of favoritism, nepotism, 'angles,' 'deals' and preferential action.

"Recommend a uniform, fair and standard contract for all BMI publishers and songwriters.

"Inquire if there is any colossal misrepresentation of actuality by the BMI Logging System on the basis of which millions of dollars may be wrongfully distributed annually.

"Inquire into the recipients of substantial BMI guarantees and subsidies, who may be diverting these funds into their ASCAP holdings."

Concerti

Continued from page 40

tion will be rugged. However, the covers are attractive, the performances are more than capable, so that the sets should attract some

interest. Vox Records has shied away from the warhorses with its release of two piano concertos by Carl Maria Von Weber. The works are Weber's Piano Concertos Nos. One and Two, neither of which has ever been released on LP before. Both receive first-rate readings from pianist Fredrich Wuhrer, with the Pro Musica Symphony, Vienna, conducted by Hans Swarowsky. These compositions are not popular enough to appeal to a general audience, but many LP customers will be interested.

RCA Victor has re-released one of Rachmaninoff's most popular compositions, Rhapsody on a Theme of Paganini with Arthur Rubinstein, which was previously available on a 10-inch LP, by Szymanowski's Symphonie Con- readily if it were presented as certante for Piano and Orchestra. just the wonderful listening mu-Rubinstein fans who have not yet | sic it is—the collectors would find purchased the 10-inch Paganini it anyhow. It's in the style of disk will want this new set. And the present popularity of the 18th Variation ("The Story of Three Loves") could help its general appeal.

Bob Rolontz.

Tatum, Paterson or Garner in many instances. As for Wallington, he, too, could appeal to many who won't buy that stuff called cool jazz.

Joe Martin.

Fair Traders **Hail Decision**

NEW YORK, Oct. 24. - Fair trade supporters this week hailed eign musicians, but on an agreethe refusal of the Supreme Court | ment to pay contributions to the to review a lower court ruling upholding the McGuire Act, which requires non-signers to observe fair trade pacts.

But the issue, once an industry hot potato, created little excitement in record circles. Only Cap-(the Cetra opera series), and this in only four States.

There was no indication that other manufacturers would move to set legal price minimums on their merchandise.

Sammy Kaye

Continued from page 15

been doing a flock of remotes thru the year.

Disk-wise, Sammy has been moving up the best-seller lists with his Columbia disk of "The Mission of St. Augustine," in his Republic Music firm.

The nitery stint at Las Vegas has more than usual interest. For altho he has been in show business many years, Kaye never played as a nitery attraction.

LAS VEGAS, Nev., Oct. 24.-Sammy Kaye, the "Swing and Sway" impresario of the radio and television airwayes, this week provided live Las Vegas audiences with one of the most enjoyable shows in recent months in the Ramona Room, Hotel Last Frontier.

Featuring the Kaydets, the Kaye choir, and vocalists Jeffrey Clay and Sally Ann Summers, the maestro has assembled a thoroly enjoyable 75 minutes of musical entertainment. Also featured is comic Bobby Sargent, who furnishes the only non-musical interlude with his talented mimicry.

The music made famous by the boxes was highlighted by the ensemble, as they delivered such favorites as "Harbor Lights," "Poor Little Robin, Walkin' to Missouri," "It Isn't Fair"; "Hey, Daddy"; "Mission of St. Augustine," and a loud, brassy "Crazy, Man, Crazy." Solos are well done by Clay singing "Vaya Con Dios," and by Miss Summers, delivering "P.S.: I Love You."

Maestro Kaye hit his high spot in the presentation of his "So You Want to Lead a Band" act with audience participation, Always a crowd-pleaser, the deviation from routine drew top applause of the evening in the Romona Room. Chorus numbers are provided by the Meriell Abbott Dancers.

Ed Oncken.

Hip Collector

· Continued from page 40

dozen years ago when his band was playing in the swing idiom of the day. Featuring a strong rhythm section and unison section playing the band turns in some good dance and listening music. But today's Kenton buyers will want this only if they're inveterate collectors who must have everything the guy recorded. In those days, incidentally, he called himself Stanley Kenton, tho the theme and tag "Artistry in Rhythm" were in use.

For the buyers of cool, bop or modern music, Blue Note has issued a second volume of the efforts of Miles Davis. With a group consisting of Art Blakey on drums, Gil Coggins on piano, Percy Heath on bass, J. J. Johnson on trombone, Jimmy Heath on tenor and Davis on trumpet, the combo delivers a half dozen original instrumentals in the style which the cool cats will relish. It's wonderful stuff in its some-

what limited field of music. Among the newer jazz pianists the names of George Wallington and Wynton Kelly appear headed for stardom. Right now the boys are appealing to the cult who must seek and find new names. Blue Note, incidentally, titles the Kelly trio stuff New Faces, New Sounds. Well, the face is new but the sound is new only to the more erudite disk collectors. Seems as

Musicians Seek

Continued from page 14

method of permitting American artists to record abroad with for-Trust Fund on sales of such disks.

"Token" Increases

Most tradesters also believe that Petrillo will ask for "token" increases in recordings scales and an increase in the contributions to the Trust Fund, with particular ting down on the number of foreign items imported.

Artists and repertoire reps from several firms have already met under the auspices of the RIAA a few times, to discuss their mutual problems on recording ses-

The current trade feeling is that the negotiations between Petrillo and the record firms will go smoothly.

Christmas Albums

Continued from page 41

dise and publish Christmas 1953 "Best Buys."

In the meantime a study of this chart by dealers in comparison with their own lists of last year's sellers can be of invaluable help in making buying plans. In laying buying plans, one dealer had this to say: He estimates that each year 25 per cent of his sales comes from new releases of Christmas albums while the remaining three-quarters are from catalog sellers.

Morris Boosts

Continued from pag. 14

sale of the sheets. The say that a customer who wants a song will pay the price. If they don't want the song, the price - no matter how low-won't entice them.

Those who, at this point, are opposed to the Morris move claim that the retail price is not the major problem facing the music publisher-it's the problem of 100 per cent returns. Some feel that the better margin offered dealers and jobbers should have been coupled with a 50 per cent return instead of the full return. Others said that 35 cent or three-for-adollar sheet music would do more to stimulate business on all levels.

"Not That Important"

Another publisher said, "The price is not that important. We're selling less and less music. To make up the difference we need more performance money or a vastly different set-up on returns."

At press time, none of the major publishing companies or combines were increasing their prices on current songs to 50 cents—tho the old-line firms have been selling standard material in 60-cent editions for some time.

Restless People

Continued from page 4

lan, wife of actor-announcer Bert Cowlan, has joined the American Research Bureau as assistant to Jack Gross, manager....Dominick Bruno, WPIX technical director, has been promoted to engineering supervisor.

David Kittrell, formerly with the Katz Agency in Dallas, has been appointed manager of the Atlanta office of CBS Radio Spot sales, replacing E. Maier who was promoted to account executive of CBS Radio Spot sales in New York.... John F. Devine, of the J. Walter Thempson Company, has become chairman of the Committee on Radio and Television Production of the AAAA...

William H. Kelley has resigned as vice-president of Motorola, Inc., to fill the newly-created office of vice-president in charge ABC's owned and operated of marketing of Allen B. Du KGO-TV.

Mont Laboratories, Inc. Edward M. Kirby, formerly public relations director at National Association of Radio and Television Broadcasters and former chief of the Army's radio-TV branch, has been named public relations counsel for the Greater National Capital Committee. Kirby is also technical advisor on

mittee.

coupling it on a 12-inch LP with the Kelly set could sell more the forthcoming movie, "The since most of the key names were quite good. Glenn Miller Story." . . . H. J. signed to long-term contracts Hoffman and J. J. Kahn have with large diskeries. Masters been named co-chairmen of the were made of lesser-known and promotion committee of the new artists, some of them by Radio-Electronics-Television Man-ufacturers' Association. . . J. B. ald label here. Ayers is attemptufacturers' Association. . . J. B. ald label here. Ayers is attempt-Elliott has been renamed chair- ing to dispose of some of the man of RETMA's sports com- masters originally cut for Nickelodeon to other indie labels.

Old Stars Shine Brightly

Continued from page 15

had left Columbia Records. Goodman is now a hotter property than he has been in many a year, due to the success of the two Columbia LP's, "Carnegie Hall" and the "B. G. 1937-'38 Jazz Concerts."

Capitol Records appears to be following a new policy in signing up great names along with new talent that the firm intends to develop itself. Part of this is for catalog material, and part because the old names remain great names.

Artie Shaw

Artie Shaw's first real return to the music business since he gave up the band a number of years ago has stirred a tremendous amount of excitement. His new Gramercy Five, now appearing at the Embers, here, has drawn such crowds that the combo broke the club's record for opening night, the first week, Saturday night and the second week. The Gramercy Five was originally booked into the club for two weeks, and the run has been extended to nine | choice new 7:30-7:45 p.m. NBCweeks. Shaw, now being booked by Shaw Artists Corporation, went into the Embers at \$3,500 plus a percentage. On the strength of the grosses racked up at the club, he has been booked into Philadelphia's Rendezvous, Pittsburgh's Carousel (the first time the club has played a jazz combo), the Colonial in Toronto and the Alpine Village in Cleveland. Shaw is getting from \$4,000 to \$5,000 per week for the group.

There has been activity at the record level with the new Gramercy Five too. Two major diskeries and Norman Granz' Clef diskery have been trying to secure the group's services. No pact has yet been signed by Shaw, altho an agreement is expected in November.

Glenn Miller

ago, has exceeded even the diskery's fondest hopes. The limited edition of 86,000 was considered huge when first announced, yet the firm sold them all in two weeks. RCA Victor estimated that they could have sold at least 10 per cent more sets if they had them available.

Some publishers have a saying that reads "the old songs are the best songs." In the case of the orks the parapharase might be that the old names are the best names, from a commercial angle,

ABC Shuffles

Continued from page 4

director of studio operations, programing and production.

Phillipson turned in his resignation to ABC Prexy Robert Kintner in New York. Policy disagreements with the division's veepee, Earl Hudson, were cited as reasons for his withdrawal, tho Hudson himself said the separation was amicable. Hudson also declared amicable the departure of Leven, who, however, also reportedly indicated dissatisfaction with the top echelon.

Hudson said that his office would absorb the general man-agership duties held by Phillipson, who had been with ABC four years. Phillipson headed the Coast set-up for nearly two years. He reportedly was offered an executive spot with the net in New York, but indicated he prefers living on the Coast.

Leven's office will be taken over by Donn Tatum, director of national and regional TV network for the Western division. The San Francisco operation will remain undisturbed, Hudson said, with James H. Connolly veepee in charge and Vincent Francis continuing as general manager of

Juke Diskery Continued from page 14

exec for the diskery, died only a few months after the firm was started.

The label had a rough time in

anyway. For instance, Duke Ellington, now in his 26th year in the business, is heading the stageshow at the Paramount Theater here. Russ Morgan, after many years on the Coast, moved East right into the Hotel Statler. Sammy Kaye, starting another major tour (see separate story), has been on top since the late 1930's and Guy Lombardo has become a fixture at the Roosevelt Hotel, here. The diskeries continue to dig down deep in their files to come up with great sides by the bands of the 1930's.



• Continued from page 11

vaude-type terp routine with male partner.

The Murray show (while on CBS-TV) was Manhattan's toprated show for its time spot. It should do even better in its TV slot. June Bundy.

Life Is Worth Living (TV), Du Mont, Tuesday (20), 8-8:30 p.m., EST.

When this program bowed in February, 1952, this reviewer said that "Du Mont has turned the other cheek" to the fierce competition offered by NBC-TV in this slot. In the intervening 20 months these talks by Bishop Fulton J. Sheen have shown a striking power that has proved this metaphor absurd. The rating pay-off has been impressive, Admiral picked up sponsorship last season, it has been cleared on what is probably the largest network of any regular show and it has proved a publicity bonanza. The bishop and the network were probably as surprised by the com-RCA Victor's orders for the \$25 mercial success of the show as limited edition of the new Glenn anybody. Except for the addition Miller album, made from tapes of the commercial and the elimintaken off the air over a decade ation of questions from studio visitors, the format remains the same, namely straight talk with occasional blackboard illustrations. Bishop Sheen, who displayed remarkable poise and magnetism from the outset, has, if anything, acquired even more command over his audience this season. On his stint this week his tone ranged from stern invocations to a broad imitation of Jackie Gleason as Ralph, Twenty months ago Bishop Sheen said his aim in this series was "to make us love God and our neighbor," and many of his viewers are known to have written in to remark about what peace and solace they have found in the show. The subject of his talk this week was indeed peace, but of the Soviet brand. He demonstrated the phoniness of the Soviet's expressions of peaceful intentions, and his vivid analogies of the roguish nature of the Soviet command brought frequent bursts of applause from the studio audience. Gene Plotnik.

Tuesday (20), 8:30-9 p.m., EST. "Pantomime Quiz" has been hither and yon on the telewaves for the past seven years. This week it moved to Du Mont under sponsorship of Parliament cigarettes. For the occasion, one change was made. Heretofore the game was played by one team of regulars against a team of visitors. Now emsee-producer Mike Stokey has three regulars on each team and one guest on each. Otherwise the show continues to be the hottest, nuttiest game of charades to be found, amusing not only to enthusiasts of this classic parlor game but to other spectators as well. Unlike the usual charade game, the experts on the show mime each word in order, and they are not confined to 10 words. The guests this week were Eva Gabor and Jack Haley. Miss Gabor was entirely inept in her miming, breaking into screams of "yes" and "no" to her team's leading questions, which was quite funny. Among the regulars, Jackie Coogan and John Barrymore Jr. were in top form, but it would still be an improvement to have Hans Conreid back on the show. New York showing was trying to get top record names, | via kine, and picture clarity was Gene Plotnik.

Pantomime Quiz (TV), Du Mont,



Regular IEWU Shows Use Names, Click in Big Way

NIGHT CLUBS-VAUDE

By STEVE SCHICKEL

CHICAGO, Oct. 24.-The old vaudeville circuit has been revived in Chicago and has proved successful.

Frank Darling, president of Local 1031, International Electrical Workers' Union, has been putting on shows for the organization's members that surpass many commercial ventures as well as numerous so-called "giant extravaganzas."

The union stages these shows free for its members at its auditorium on Chicago's West Side. The auditorium seats approximately 3,200 and plays to a standing room crowd over 90 per cent of the time. Shows are presented for four nights every second month, with movies or some other form of entertainment the first month. A typical type of movie fare is the one to be presented in November and features the full production of the FBI story, "I Was a Communist for the FBI."

According to Darling, this show is the only one put on by a union in the entire country. The shows are staged with a full production of several top names, several smaller acts, some local union vocal talent and a chorus line of approximately 12 girls, all members of the local union from various factories. The auditorium has full stage facilities as well as ample back drops and new dressing rooms.

Darling books the shows thru various offices, including William Morris, GAC and Frank (Tweet) Hogan. His talent budget varies

Bobino Hall Back; Ups Paris Vaude

PARIS, Oct. 24.—Local vaude

from around \$19,000 average per show to some which have cost \$40,000 for one night. All shows are backed by Jack Cavan's orchestra, consisting of 12 pieces. In 1952 Darling did \$80,000 in booking thru the William Morris Agency alone.

An outstanding show, the one which cost \$40,000 for a one-night performance, featured Sophie Tucker, Jan Murray, Jane Manners, Chico Marx, Martha Raye, Ed Oncken. Dagmar, as well as three local acts, a host of TV stars and the usual local union talent.

The show was staged in the Chicago Stadium last December and it was the only one at which some sort of admission was charged. The admission was any type of new or used clothing which was later packed by the union and comprised a full carload to be sent to Korean War victims.

An average show was the one caught by The Billboard last week. It featured June Valli, RCA Victor vocalist; John Boles, Bert Wheeler, the Choclateers, Maurice Rocco and several other acts. The show runs an average two hours and 15 minutes. Numbers requiring a production are given the full Miss Tucker with a cold, but autreatment.

In the show caught, June Valli, she was forced into a beg-off. during her number, "Crying in the Chapel," appeared before a church backdrop with candle and sunlight streaming thru the colored glass windows.

During a vocal by Don Norton, a local union member from the C. P. Clare Company, in which he sang "Look Out for Jimmy Valentine," the chorus came on and did a full production number featuring a dance team. The chorus as well as the team did the entire sequence in black light and specially designed costumes.

The next special show will be put on for two weeks, beginning has been given a shot in the arm December 7 and running every Lupescu, juggling on wire, and which J. J. Shubert brought back cold. Seven Tangers, Arabian tumblers. from Europe several years ago.

Hocus-Pocus

By BILL SACHS.

THE Chaudets, Bill and Mary, and Italy, continues with a heavy wind up a four-week stand sked of European bookings which cific Club, San Francisco. Origi- the States by Christmas. . .

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WORLD WIDE THEATRICAL GUIDE Chicago 90, III. P. O. Box 59

Wednesday (29) at the Bella Pa- may stall his planned return to nally set there for a fortnighter, Lucille and Eddie Roberts return they were the first show ever to to the Hollenden Hotel, Cleveplay the spot. Bill and Mary have land, for two weeks, beginning other Coast nitery dates to follow. November 19, to be followed by a doing TV commercials in New Hotel, Washington. They make But while York. . . . Amedeo Vacca, who re- their annual stand for a month cently has shown his magical in the Cotillion Room of Hotel wares thru England, Switzerland Pierre, New York, beginning December 15. . . . Blackwood, mentalist, is reported keeping busy on club dates in and around his native Bloomfield, N. J. . . . Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Police, and his wife, Kathryn, are holding open house for Cincinnati and Louisville magicians at their Lexington, Ky., home next Sunday (1). Set to make the trip from Cincy are Mr. and Mrs. Ronald Haines, Lady Francis, John Braun and Stewart Judah. . . . Bob Nel-son and His Ghost Friends, midnight spooker, have resumed bookings in major theaters, playing weekends only. They are set until December 1. . . . Le Paul is back in New York after an extended tour thru Korea for USO her small but stacked figure. Her Camp Shows, Inc. After a brief hairdo was a comb-back job with rest he is slated to resume for USO in the States. . . . Jay Palmer and Doreen are among the prominent magi, of the past and present, mentioned in Joe Laurie Jr.'s new book, "Vaudeville: From the sion tricks. The team showed a Honky-Tonks to the Palace," slated to leave the printers about November 5. Laurie is a member of the Magicians' Guild of America.





NIGHT CLUB-VAUDE

Continued from page 12

sentimental "One for the Road." Only supporting act was the Nicholas Brothers, an amazingly agile pair of song and dance artisans, who begin where most other similar acts leave off, and provide one of the most crowdpleasing performances ever to play Las Vegas.

Chorus numbers are done pleasantly by the Copa Girls, with



CAUGHT AGAIN

LATIN QUARTER, NEW YORK: Usually a show headlined by Sophie Tucker is a stage wait until the last of the red-hot mamas comes on. Show ahead of her here, however, is anything but a lull. It's fast, full of girls, has flash, singing and is easily worth the \$5 minimum on its own. With Tucker on top of it it becomes a bargain recognized as such by the jammed rooms current here for both shows. Show caught Wednesday (21) found dience didn't know about it until

routine included a 3-D gimmick, Mack Koler. . . . Returned to the plus all new material, one built Hirst wheel after 10 years of abaround her 33 years with pianobacker Ted Shapiro. To say that as well as comic Eddie Innes the crowd ate it up would be the after three years in other ports. understatement of the year. Her song-talk lectures on the facts of old-time concessionaire and one life, with a clever bow to Kinsey, time comic with a remarkable fractured them. Her inevitable memory for burly names, theatear-jerker, commercial as a \$10 ters and incidents, was a visitor bill, was her display of the orig- in New York last week on his inal piano copy of Shelton Brooks' tear-stained cheeks.

thru the recent return of the night except Sunday thru Decem- changed radically; the girls wear Bobino Music Hall to the variety ber 19. This show will feature more, thereby highlighting the field. This house uses from 12 to Bert Lahr, the Billy Williams covered show girls, who display 14 standard acts which are Quartet, the Blackburn Twins, plenty. The Charlivels, doubling booked for 15 days or a full and Virginia De Luce, of the cast into the Betty Hutton show at the month. Acts on the October bill of "New Faces of 1953." This show Palace, were terrific. Leonard include Lucienne, Bob and will cost \$60,000. A feature of the Sues, an Old Gold "Chance of a Aschour, Apache dance; the El- show will be the inclusion of the Lifetime" winner, a solid standkins Sisters, acro melange; Jacky much-talked-of feather backdrop ard act, almost stopped the show

> Rest of the show was a holdover, but what a holdover! If it keeps doing the business it did on the night caught—an off night—it can stay on indefinitely. Cass Franklin and Monica Lewis in the singing slots, singles as well as duets, were completely satisfactory both in the sight and sound Bill Smith. department.

COPACABANA, NEW YORK: The addition of Georgia Gibbs to the Joe E. Lewis show here for eligibles for the title of "Queen the second half of his eight-week of Burlesque." . . . Violet Peters. date has given it a powerful shot in the arm. Opening night (22) was big, with the ringside filled tain of the chorus at the Hudson,

has been salutory, it was Miss is a graduate out of the chorus Gibbs' job on the floor that and of producer Hattie Flaig's created a sensation. The girl was school at the Gayety, Baltimore. scared stiff in her first date here She is the wife of Sal Cicero, but never showed it. She barged owner of Cicero's nitery in the right in with a rhythmic "Gonna same city. . . . Sid Pink has Live Till I Die" and got instant attention. Then came a ballad with a beat, some oldies, a bow to Sophie Tucker for an intro to "Yiddisher Momma" plus "Some of These Days," a couple more oldies ending with "Kiss of Fire," her first hit record and off. There was no doubt of her professional skill, singing ability and superb showmanship after her first number. When she finished she was forced into a beg-off and four bows-none were milked. Miss Gibbs worked in a pink dress of tiered ruffles that helped set off chignons of pink flowers.

The DeMarlos were as skillful and graceful as always. They opened to their recorded "Lieberstraum" for nice lifts and precinew number, using a chair prop for an eye-catching flirtation number for solid mitts.

Joe E. Lewis was as hilarious as only he can be. There's no point in describing his routine or material. His routine is well known; his material changes almost at each show caught. His ad libs alone-when he's going goodare acts in themselves.

The rest of the show, including the productions, are holdovers. Bill Smith.

Burlesque Bits

Thea Cockrell and Floyd Hallicy, Theater in Hollywood. . . . Bob sends an invitation to her wed- Lang is new straight man at the ding to Joe (Chubby) Bartolino Capitol, Portland, Ore., replacing Becker who passed away two owner, Sol Goodman, was forced Claire DeVine, Kitty Roth, Tom time to his other Baltimore pos-Phillips, Chuck Callahan, Max session, the Two O'Clock Club. Weintraub, Rube Bernstein, Lou shows of former days and more Grosner, Sam Lewis, Mike Joyce, recently treasurer of the local This time around the Tucker Happy Hyatt, Jimmie Cooper and Folly Theater. sence is Al Golden, straight man,

. . . Albert Golden (Bozo) Baugh, way to Utica, N. Y. . . . Mar-Shan "Some of These Days," which had (Marsha Blue) completed a long them sniffling aloud and wiping stay at the Club Del Rio, New York, and bowed at the Palace, The productions have been Buffalo, thru Milt Schuster.

Roberta Lee, manager-producer of The Stone, Detroit, has made four additions to the house lineup. They are Louella (Lucky) Curran, Elaine McDonald, Mayette Wilson and Vicki Ortiz, the latter a new importation from Mexico. . . . Denver agent Bob Corash reports a desperate need for exotics and writes that he has many places thruout the Rocky Mountain area looking for that type of talent. . . . Julie Gibson has been signed to a personal contract by the New York agency operated by Lou Miller and Eddie Kaplan, who are to give her, ac-cording to Kaplan, "a big buildup and make her a new Ann Corio of burlesque." . . . Harold Minsky is conducting a contest, a semiannual talent search from among his chorines at the Rialto, Chicago, and the Adams, Newark, for on the recent retirement of Marie O'Halloran, was appointed cap-Union City, N. J. . . . Tina Chris-But while the effect on business tine. Hirst circuit first time strip,

Calumet City

• Continued from page 13

that if they didn't co-operate it would be made certain they would never work again in either Chicago, Calumet City or Milwaukee. Another allegation made by the AGVA office was that agents for exotics in Chicago were told by Chicago cafe operators that their acts would be broken up if they left town and then returned again to work here.

Wars On Cal. City

In order to improve working conditions in Calumet City, Fast declared a one-man war on that city's State Street, where all the clubs are located. He said he intended to make up committees and such organizations as PTA groups, churches, and civic groups would be notified of the situation on State Street. He added that circulars and pamphlets would be mailed to housewives in the area soliciting their support in the clean-up campaign.

Fast sent a letter to all members in Calumet City declaring all clubs there as being out of bounds with a three-day grace period fine on members refusing to obey the order.

Flash O'Farrell, featured in a added George (Beetlepuss) Lewis Hirst unit composed of Milton to the comedy staff of his "French Douglas, Priscilla, Joe Morris, Postcard Revue" at the Marcal to be held December 2, winding Lee Stuart, who moved over to up with a reception at the Man- the Star in the same town. . . . ager's Club in Newark, N. J. Mrs. Ruth Goodneighbor, mother Manager Jess Meyers, of The of Irma, the Body, is in the Oste-Empire in Newark, and his wife, opathic Hospital in Philadelphia Peggy. will stand up for the about to undergo a major operanewlyweds. . . . Syra. "Miss tion. . . . Delilah Wilde just fin-Switzerland," checked into the ished two weeks of bookings, one New Follies, Los Angeles, October at the Red Lobster, Milford, 23 to join Slats Taylor, Bon Conn., and the other at the Car-Bonne, Nona Carver, Louisa, Bill men, Philadelphia. . . . Jean Be-London and Delilah. . . . Skippy dini is back in the Polyclinic Haynes and Lind Merril closed Hospital, New York, to undergo last week after a holdover en- two bladder operations. . . . Robgagement at the Colorado ert Houseman has taken over the Springs, Colo., House of Oscar. ownership and management of .. The Riverside funeral chapel the Clover Theater in Baltimore in New York was packed on Oc- and installed his wife, Linda tober 15 by mourners attending Rogers, sister of Jessica Rogers, the funeral services for Irving the Wow Girl, as cashier. Prior days before. Among these were to sell to be able to devote more Wilner, Fred Sears, Jack Pearl, . . . Freddie Sears is in receipt of Phil Rosenberg, Lou Miller, Dave word from Kansas City, Mo., of Kayne, Harry Oakene, Marty the recent death there of Artie Knopf, Joe Dick, Louis Gerstel, Phillips, former manager and ad-Lew Hearn, Dave Ferguson, Paul vance man of many big wheel

Extra Added

New York

Henry B. Flores, known professionally as Don Ahem, is at The Sanatorium (that's a town), Tex., laid up and pleads for mail.

Stanley Melba, talent buyer and ork leader at the Pierre Hotel, became a father last week. It's a boy, Stanley Jr.

Chick Schloss, emsee and former staffer at the Chicago local of AGVA, is now associated with Jack Clark in the general booking business. Offices are located in the Woods Building. . . . A new act, John Knapp, vocalist, opens at the Hotel Schroeder, Milwaukee, October 27.

Chicago

The new Encore Theater Room at the Preview holds its premiere Wednesday (21) and is currently engaged in a big advertising campaign, featuring endorse-ments of the show and its entertainers by such names as Darryl F. Zanuck and Debbie Reynolds. Debbie is slated to be in the audience opening night. Show kicks off with Al Morgan, Doodles and Skeeter, Maria Velasco, and the Leon Sash Trio.

Comedian Billy Gray with Patti Moore and Ben Lessy opened at the Chez Paree Monday (19). Also on the bill is Chandra Kaly and his dancers. . . . Don D'Arcy. mentalist, performs at Lin Burton's Steak House, and his wife, Dianne Manners, performs the same fare at the Yacht Club in the Edgewater Beach Hotel.

Miami

Clover Club's Jack Goldman off to Las Vegas where the Casablanca Hotel, in which he owns a piece, will be built.... Jean Luis & Leonore, Spanish dance team is a star attraction in Club Skippy, the plush nitery in Caracas, Venezuela. Luis is also musical director for the Club Skippy show for which some Miami Beach ops have made purchase overtures. . . . Crooner Dick Allyn's at the Blue Sails Room of the Sans Souci Hotel. . . . Jimmy Husson's at the Nautilus. . . . Hypnotist Jimmy Grippo is hosting the Promenade Hotel's Lounge for the season. . . . Robert Clay Hotel in downtown Miami is launching a Cafe De Splash alongside its swimming pool. TV actor Nick Girard is masterminding the operation, which will include al fresco entertainment. . . . Wayne King show at Dade County Auditorium on the 24th and at Miami Beach Auditorium on the 26th.

Here and There

The Club Hurricane, San Antonio, will be known as the Palm Room. It will increase the capacity of the club from 350 to 550

Club Shaguire, large roadhouse before the imposition of a \$500 in Camden, N. J., after a long but shaky existence as a cabaret, will drop shows to become an eatery.

NEWS NUGGETS

Manager for New Aud Named at Des Moines

DES MOINES. Oct. 24.- DETROIT AUTO EXPO Warren R. Smithson has been USING FAIR EXECS ... named manager of the Veterans' Memorial Auditorium under con- show here since the wan will use struction here. A general manag- State Fair buildings and State er also is to be named. Smithson Fair staffers, including. Dick starts November 1, and the Frederick, press, and Don Ridler. building is to open in 1955.

Jacobsen Plans Vallee Package; Colonna Opens

Jacobsen will open offices here ped with a new air-conditioning at the conclusion of the current tour of his Jerry Colonna show and operate aud-arena packages under the firm name of Hollywood Attractions.

He announced that Rudy Vallee had been signed to head up a package scheduled to open about November 17. Negotiations are underway now with MCA for a name comic and known girl recording artist.

His Colonna show opened Tuesday (6) at Mayo Civic Auditorium, Rochester, Minn. Jacobsen said Iowa dates looked good for the package and several stands had been sold outright while others were hyped with block ticket sales. Colonna appeared at Des Moines Monday for the Chamber of Commerce and returns to KRNT Theater there October 11-12. Latter stand is under Knights of Columbus auspices. The Shrine has purchased the evening performance on Columbus Day (12).

Henie Slates End Of Stockholm Run After 38 Shows

STOCKHOLM, Sweden, Oct. 24. -Sonja Henie and her ice revue close their stand at the Royal Tennis courts on Sunday (25) after a run tentatively set for two weeks but which has played to sellouts, including standing room, for 33 days. Five Saturday matinees bring the total number of performances to 38.

As attendances at the first 30 shows averaged 3,557 it is certain that the total for the run will top 135,000. The price range was from \$1 for standing room, to \$4 for choice reserves.



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DETROIT - First automobile director of entertainment. M. T. Patterson is general chairman.

NAME BOSTON ARENA

AUTHORITY HEAD...
BOSTON — Francis Ouimet, broker and amateur golfer, has been named chairman of the new Boston Arena Authority, which will operate the building recently taken over for public skating and other activities.

SARASOTA INSTALLS AIR CONDITIONING . . .

SARASOTA, Fla. - Municipal auditorium here has been equipplant and sound system, Manager T. F. Wilson reported. Bidgeare out for enlargement of the stage and installation of footlights. Wilson said the building will be pre-(Continued on pay? 78)

Talent Array In Oaks Show

PORTLAND, Ore., Oct. 24 .-Robert Bollinger, manager of Oaks Roller Rink, has reported an unusually heavy array of skating talent to present the annual Coupe at Empire Rink, Brooklyn. skating champions. benefit show to be staged at the Empire management had re- An active season rink November 18-23.

featuring trick skating, acrobatics failed to blossom. and dancing. Oaks' figure club is sponsor of the event, proceeds from which are used to offset expenses of entrants in State, regional and national contests. Director of the show is Dale Pritchard, professional at the Oaks.

Stockton Club Elects

STOCKTON, Calif., Oct. 24. -Stockton Skating Club of the Rollatorium here held its annual general election meeting October 15, naming the following to office: Holford Thorns, president; Irvin Baucom, John Allman, Mrs. Bernice Pierano and Harold Carlson, vice-presidents; Mrs. Margaret Sharp, treasurer, and Mrs. Ima Donnell, secretary. The officials Sale Business

Dramatic & Musical Routes

Bagels and Yox: (Geary) San Francisco. Oct. 25. Beatrice Lillie: (Shubert) Philadelphia. Children's Hour: (Cass) Detroit. Escapade: (Plymouth) Boston. Good Night Ladies: (High School Aud.)

Salinas, Calif., 26-27; (Memorial Aud.) Sacramento 28-31. Guys and Dolls: (Civic) New Orleans Kind Sir: (National) Washington, Kismet: (Colonial) Boston.

Love of Four Colonels: (Royal Alexandra Toronto. Maid of the Ozarks: (Shubert) Detroit. Misalliance: (Nixon) Pittsburgh. New Faces: (Great Northern) Chicago. Oklahoma!: (Shubert) Chicago. Pal Joey: (Palace) Milwaukee.

Postman Always Rings Twice: (Harris)

Chicago. Sabrina Fair: (Forrest) Philadelphia. Seven-Year Itch: (Erlanger) Chicago. Sherlock Holmes: (Majestic) Boston. Solid Gold Cadillac: (Locust Street) Phila-

delphia. South Pacific: (Erlanger) Buffalo. Spike Jones: (Curran) San Francisco. Time Out for Ginger: (Ford's) Baltimore, Trip to Bountiful: (Walnut Street) Phila-

Twin Beds: (WRVA Theater) Richmond, Va., Oct. 26-29.

Arena Routes

Arena Routes ... Hippodrome of 1954; (IMA Ard.) Flint, Mich., 27-Nov. 1; (Cambria War Memo-rial) Johnstown, Pa., 3-8. Ice Capades of 1954; (Arena) Philadelphia. 27-Nov. 1; (Coliseum) Raleigh, N. C., 3-7. Ice Pollies of 1954: (Arena) Chicago, 27-

Holiday on Ice of 1954: (Aud.) Charleston, W. Va., 26-29; (Field House) Huntington 30-Nov. 2; (Aud.) Norfolk 4-12.



PAID CIRCULATION PROVES READER INTEREST

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

Plans Big Aud; **PNE Seeks Fund**

VANCOUVER, B. C., Oct. 24.— Coleman E. Hall, who owns the Vancouver entry in the Western Hockey League, has asked the City Council for approval of plans for a three million dollar, 10,000-seat arena-auditorium.

Tentative plans for the multipurpose, structure have already been drawn by architect William Noppe and been approved by the Town Planning Commission and the technical planning board. Needed now is rezoning of the site, city-owned land on the north side of Broadway between Penticton and Slocan. Hall has

(Continued on page 78)

Pros Shift on Gotham Scene

NEW YORK, Oct. 24.-There were two major professional shifts when Gotham's 1953-'54 roller skating season got going. Roy Studsrud, who taught dance and figures last season at Gay Blades, A. Martin, longtime executive of replaced recently wed Johnny the Roller Skating Rink Oper-James at Park Circle Rollerdrome. Brooklyn, and Frank Gallagher, with Arena Gardens, now being former manager-pro at Fordham demolished in a city highway Palace, the Bronx, took over the program, where she was reassignment vacated by Al and Dot

ican amateurs to earn gold pro- each week. ficiency awards in either the roller or ice fields.

Coliseum Joins Chicago Retail

CHICAGO, Oct. 24. - The Chicago Coliseum was the scene this weekend (23-25) of a big retail sale of home furnishings put on by Goldblatt's department stores. The Coliseum's 10,000 square feet were used for the event, which ran until 10 p.m. each of the three nights. Sales started at 4 p.m. Friday and were resumed at 10 a.m. Saturday and Sunday.

This was another in a series of retail sales staged in Chicago arenas by merchandising companies. A furniture company put on two annual sales and a rug company staged its first arena sale this spring here. The Goldblatt sale is the first at the Coliseum. Others were at the International Amphitheatre.

Carey Gets Philly House for Rollery

PHILADELPHIA, Oct. 24.— Malcolm Carey, operator of Carey's Circus Roller Rink in the Frankford section, expands into West Philadelphia in taking over the darkened Harrowgate Theater, neighborhood movie house.

Carey took over the theater on a long-term lease, and after extensive alterations will light up the spot as a Carey's Circus Roller Rink.

Richland Back on Job

HARTFORD, Conn., Oct. 24.-Irving Richland, Hartford Skating Palace, has returned from an extended motor vacation tour of Maine and other Northern New England areas. He was accompanied by Norman Levinson, of Loew's Poli Hartford Theaters.

Vancouver Man Michigan RSROA Maps Monthly Dance Meet

contest were made Monday (5) at the meeting of the Michigan chapter. Roller Skating Rink Operators' Association, held at Ambassador Rink, Clawson, Mich.

Formulation of the promotion was made during a discussion held with the professional skating teachers of the State who were invited to attend the meeting to discuss mutual problems. The

Blavatt Named Assistant at

Det. Arcadia

DETROIT, Oct. 24.-Joe Blavatt has been named assistant manager of Arcadia Roller Rink, under operator Owen Holleman, who has just returned to the rink after a six-week illness caused by pneumonia. Blavatt and his wife, the former Rose Martin, will be the professionals at Arcadia.

Mrs. Blavatt, daughter of Fred the Roller Skating Rink Operators' Association, was for years sponsible for developing many

An active season of fall classes portedly been angling to hook na- has been started. Holleman said, Talent from the Portland area tionally famous Roland Cioni for with the innovation of a comwill be enlisted for the production, the pro berth, but negotiations plete series of 13 lessons, in both beginner and advanced dancing Another move saw George Wer- classes, for \$5. In the past, local ner, who retired from the Mineola rinks have generally charged a staff to enter the aircraft industry flat fee per lesson, but the new some time ago, return to the roller program is designed to offer a field in a part-time capacity. He series, with the student paying in signed last week to give private advance and receiving the entire lessons and some classes at the course. Classes may be started at America on Wheels Rink in Mount any time, since the schedule will Vernon, N. Y. Werner and his be on a continuous basis. A wife, Gladys, were the first Amer- separate dance is to be taught

teachers, who will be invited to DETROIT, Oct. 24.—Plans to every third meeting, agreed with promote a once-a-month dance the operators' belief that the dance contest would aid in arousing a popular interest in rink dancing, and serve to stimulate attendance of beginners at classes to learn skate dancing.

While no immediate schedule was made as to which rink would have the first dance, plans were for a possible start next month, the dance being held at a different rink each month; Each rink will sponsor its own couples, who will compete each month, with the monthly winner receiving trophies from the rink, and the rink having the winning couples will have its name inscribed upon the plaque by the chapter.

Attempts to have the judging done by celebrities will also be

Decision was also made by operators on plans for judging in the Michigan meet to be held later in the season. In an effort to obtain fresh blood in the judges stand, operators will contact other rinks in a countrywide search so as to have a sufficient number of qualified judges avail-





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RINKS!

HYDE

ADDISON-Charles F., 63, a life member of the Kindersley. Sask., Agricultural Society since 1921, at Kindersley recently. Burial was in Kindersley cemetery.

BARDWELL-Mrs. Arden Young, 43, former actress, in an automobile accident October 18 near Norwalk, Conn. She had appeared a few years ago on Broadway in "The Women." 1952 she operated a summer theater in Brookfield, Conn. Her husband was critically injured in the accident.

BATHIN -Joe, 54, suddenly, October 12 in Detroit. He was the owner of Club Bathey, Detroit night spot, for the past 10 years. Survived by his widow, Margaret, and three children. Interment in Evergreen Cemetery, Detroit.

BUNCH-Mrs. Jesse, 77, mother of Roy G. Marr, at Vermillion, Kan., recently. Survived by her son. Burial in Vermillion.

CARTER-James Elmer, 75, at Big Rapids, Mich., recently. He formerly operated his own tent show in Michigan and earlier had been with Ringling Bros.' Circus. Surviving are his widow; one son, James Jr., and a sister, Mrs. Etta Hoisington, Muskegon. Burial at Altona, Mich.

CASE-Mrs. Oma, mother of Harold G. Case, concessionaire, October 16 at General Hospital,

Indianapolis, after a seven-week illness. COSGRIFF-Catherine,

64, radio and television actress, October 20 in New York. She had appeared on Broadway in "The Ruined Lady," "The Scene of the Crime" and "Prologue to Glory." A character actress, she had recently appeared on video in "The Magic Cottage." Road company legit audiences also saw her in "Kiss and Tell," among others. A sister and a brother survive.

CROWE-Cleon, 45, October 10 in Kaliskell, Mont. Survived by her husband, James E. Crowe: a son, Al Johnson Jr., and two brothers, Clyde O. and Howard P. Hill. Burial in Kaliskell October 12.

THANKS To our many friends for their expressions of sympathy on the

Who Died Oct. 10, 1953.

HUSBAND-SON-BROTHERS JAMES E. CROWE, AL JOHNSON JR., CLYDE O. and HOWARD P. HILL

68, former vaudeville comedian and singer, October 14 in Chicago. For more than 20 years he had played with the Harry Burns troupe at the Palace and Oriental theaters, Chicago; the Palace, New York, and the London Hippodrome. His sister survives.

DE ROCAFUARTE-Marguerite Alvarez, 69, contralto known for the dramatic power of her operatic performances, Octoer 19 in Alassio, Italy, She had sung with Oscar Hammerstein's company in New York for the opening of his London Opera House. She also sang with the Chicago and Boston opera companies and had appeared in operas and concerts thruout the U. S. and Europe.

FITZPATRICK—Hattle (Aunt Hattle), 74, who formerly operated the cookhouse on the Buckeye State Shows with Dad Reading and John McKee, October 9 in New Orleans. She retired from show business in 1947. Survived by a daughter, Catherine Roome.

HARRIS-Anna, 78, mother of the late silent screen

actress Mildred Harris, in Santa Monica,

Calif., October 20. Surviving is a grand-

son, John McGovern, Los Angeles, Services at Santa Monica Chape lof Pierce

HAYES-Thomas G., 72, veteran aerialist and wire walker, October 17 in Saginaw General Hospital. Saginaw, Mich., after a lingering ill-ness. Survived by his widow, Bessie; a son, Herbert, and a daughter, Mrs. Stanley Crane, all of Saginaw.

JOY-Leslie W., 62, general manager of radio Station KYW, Philadelphia, October 21 in Chester Springs, Pa. He had been manager for 12 years before retiring in 1947. His widow, son, two brothers

LLOYD-Alma, 81, mother of television singer Ruby Lloyd, October 20 in Inglewood, Calif. Interment at Inglewood Park Cemetery.

and a sister survive.

LOPEZ-Beatriz A., 45, wife of Ignacio Lopez, publisher of the Spanish language weekly El Espectador, October 16 following an emergency operation at Pomona Valley Hospital, Pomona, Calif. Survivig are her husband and two children, Gloria and Jaime. In-

terment at Pomona Cemetery.

LOTER-W. E. (Happy), 67, circus and carnival trouper for 44 years, at Birmingham Friday (16) after a brief illness. He was with such shows as M. L. Clark, Mighty Haag, Tiger Bill, Wallace Bros. and other circuses, usually as Side Show or Pit Show manager. Survived by his widow, Marie, who was with Wallace & Clark and Kelly-Morris circuses this season. Burial at Birmingham Monlay (19).

> In Memory of My Beloved Husband

(MAC) McDANIEI

Died in Spartanburg, S. C., Oct. 29, 1933 Bertha (Gyp) McDaniel

MARSDEN-Belmont F., 60, October 18 in Detroit. He was at one time private secretary to the late John Philip Sousa, Survived by his widow, Elizabeth H., and a son, Dean. Interment in Acacia Park Cemetery,

In Loving Memory

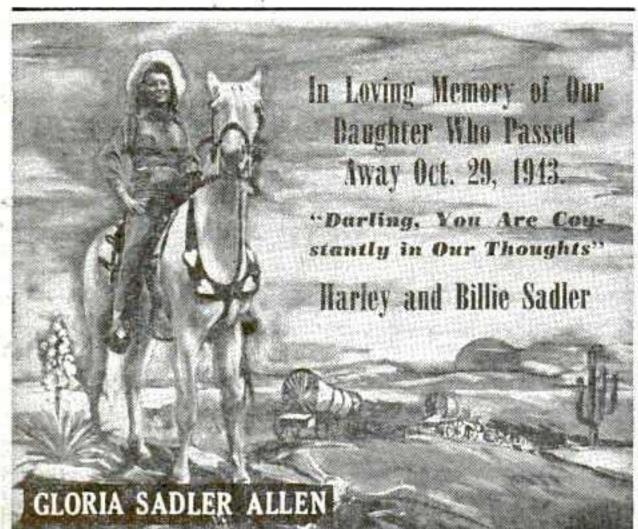
who passed away Oct. 26, 1949 CHAS. C. MORRIS CHAS. MORRIS JR.

54. Scandinavian outdoor showman, in Stockholm, Sweden, October 17. He was director of Furuvik Park in Gavle, Swedish coast resort, and specialized in producing children's circuses in which a number of pro circus acts were supplemented by big casts of children. He also produced elaborate revues along similar lines. His productions also toured Sweden and Denmark.

RUBE NIXON

Passed away October 26, 1948. "So very much missed by your loving Wife," VERNA NIXON

PEYSER-Herbert F., 67, music critic and program annotator for the New York Philharmonic-Symphony Society, October 19 in New York. The co-author of a book, "Masters of the Orchestra," written in collaboration with Louis Bianolli, he had served as music critic for musical America and had contributed to The New York Evening Post, The New York Telegram, The Musical Observer and other publications.



George (1878-1942) JERRY VOCEL He had been European music correspondent for The New York Times. Survived by his brother.

SCHAFFER-Louis.

64, producer known to Broadway for his production of "Pins and Needles," October 20 in New York. A labor editor of the Jewish Dally Forward, he took a leave of absence to produce the show. Except for that leave, he had been with the Forward since 1908.

IN MEMORY

ANDREW (CURLEY) SPHEERIS

Killed Oct. 27, 1951 You are gone, but you will always Sadly missed by wife, Jaunita; chil-dren, Penny, Linda, Jimmie and Andy.

SPROGIANI-Henrico, 49, who attained world fame as the clown, Rhum, October 21 in Paris. (Details in Circus section.)

Marriages

BEATTY-McGUIRE-

Norman Beatty, trumpeter with th Radio City Music Hall Orchestra, and Claire McGuire, Music Hall Rockette, October 23 in New York.

JEWELL-REITZ-Foster Jewell, non-pro, and Ethel T. Reitz, well known in the carnival field, October 15 in Houston.

NELSON-BALDWIN-

Morris Nelson, former tab show owner and performer and for the last seven years with Ward Beam's Thrill Show as announcer and business executive, and Althea Baldwin, of the Baldwin Entertainment Service, Akron, October 2 at the First Presbyterian Church,

Births

To Mr. and Mrs. Lewis Clark, a daughter, Tana Lisa, at Deaconess Hospital, Bozeman, Mont., September 23. Mother is the former Shirley Bragg, daughter of George and Edith Bragg, of the "Smokestack Valley Folks," a Western and hillbilly vaudeville combo.

A daughter, Jessie Jean, September 19 to Mr. and Mrs. Milton Cornelius in Cedars of Lebanon Hospital, Los Angeles, Father is an agent.

DOUGLAS-A son, Gary, October 5 to Mr. and Mrs. Gordon Douglas in Cedars of Lebanon Hospital, Hollywood. Father is Warner Bros. director.

A daughter, Deborah Elizabeth, to Mr. and Mrs. Charles A. Dunbar, this week in Rockville Center, N. Y. Father is a WOR account exec.

EDELBLUTE-A daughter to Mr. and Mrs. Graham Edelblute September 19 in St. Joseph's Hospital, Burbank, Calif. Pather is a

publicist.

A daughter, Pamela Elaine, to Mr. and Mrs. Phil Enos September 20 in Middlesburough, Yorkshire, England. Father is with King Bros.-Cristiani Circus.

A daughter October 1 to Mr. and Mrs. Ben Gage, in Santa Monica (Calif.) Hospital. Mother is movie actress Esther Williams.

To Mr. and Mrs. Larry Greene, a daughter September 15 in Good Samaritan Hospital, Los Angeles. Pather is piano

A son, John Allen, to Mr. and Mrs. Phil Guber, September 21 in Lying-In Hospital, Philadelphia. Father is coowner of Big Bill's night club in that

HENRY-

A daughter September 18 to Mr. and Mrs. Fred Henry in St. John's Hospital, Santa Monica, Calif. Pather is KLAC-TV program director.

HERBERT-

A son, Randall John, to Mr. and Mrs. John Herbert September 21 in Detroit. Father is booker for Paramount Pictures,

HOCTOR-A daughter, Elizabeth Robin, to Mr.

and Mrs. Daniel Hoctor October 6 in New York. Parents are the dance team of Hoctor and (Betty) Byrd.

HOPPER—
A son, Timothy, September 11 to Mr. and Mrs. Jerry Hopper at Hollycod Presbyterian Hospital. Pather is a Para-

(Continued on page 77)

Divorces

GERBER-

Ella Mae Morse, night club singer, from Dr. Marvin L. Gerber September 15 in

QUINN-Josephine Quinn from John Quinn September 11 at St. Petersburg, Fla.

Roadshow Rep

A LVIE MADDOX, the "tapgi- thin." . . . Andrew Johnstone plans the show next season." . . . E. J. composed of real performers." Jenkins writes from Fresno, Calif.: 'Was in Southwest Oregon most of the past summer and found biz J. at a low ebb. I caught on with four celebrations, which helped out, after putting in a month with a wall-tent show, now defunct, Florida. Business has been norwhich should have made money but didn't because it had a lot of junk trucks that were always breaking down. During the season I had two good weeks with Doc Evereff Faraday, who has a good outside pitch show and knows how to operate. Faraday and his wife are good performers and know how to handle a merchandise show. Am going to move into Utah, where I worked last winter, and will take on some schools and whatever else comes along."

some novelty show with good Falls, Ore., sector and may drop flashy paper would be better. Folk into Northern California later for stuff has done okay, but it is worn the same kind of deals.

gician," reports that he recent- on promoting some indoor fairs ly completed a two-month engage- Clarence C. Custis, Pittsburgh, ment in the Army hospital at Fort writes that he expects to promote Riley, Kan., which turned him in- several indoor fairs and hobby to a civilian after four months of shows in the Gettysburg, Pa., area service. Maddox, who was drafted this fall and winter. Curtis has off the Spike Jones show last May, been active in that branch of the says he visited the gang on Bis- business for some years, mostly in bee's Comedians, with whom he New England. . . . J. J. Norman, worked the season of 1951, en Mobile, Ala., says he caught two route from Fort Riley to Sara- tent minstrels this year, neither sota, Fla., where he is now lo- of which was playing to standing cated. On his trek he also visited room. "I thought they were weak Carroll Green, of Carroll's Come- in show and one in particular was dians, with whom he worked last made up of what I would call fair season. Green, who has the old amateur performers," says Nor-Kinsey outfit, devoted the past man. "I believe that a good tab summer to his skating rinks, show under canvas would get "However," says Maddox, "I un-money in the South during the derstand Green expects to troupe summer, but the show must be

L. (JIMMIE) REEVES writes

has been out three weeks with a

solo show on a West to East trek

which he hopes to conclude in

from Tonopah, Nev., that he

mal for him, but he says that he does not expect to cut any melons this winter, judged on the basis of what he has seen of summer showbiz in California. . . . Al Bachelor, who has had a wax show at Idaho fairs and celebrations, reports that his season was only fair. "It was either too hot or too cold," Bachelor says, "and after getting a poor start with the Bennet tent show I was hanging on the limb to know what to do, so wound up with the aforementioned fairs, etc. I plan on moving toward California, looking for OSCAR WELT reports from Ada, a spot for a good museum show." Okla.: "Have been plugging . . . From Chambersburg, Pa., along with my wax show to Earnest Bradstreet writes that he meager results in most spots, altho has completed two hobby shows I had two good weeks working and an indoor fair and plans to out of Boise City, Okla. Met three move into West Virginia where tent shows, two of them working he has some dates set for sponsors in wall style without top, and that he had last season. . . . Hal neither were doing more than and Lillian Merrill will place some Merchandising amateur shows in the Marshall, kept them going. If someone Mo., area and will also take on could come into Oklahoma with some small indoor fair dates that an opus that would help the dead they promoted last season in and dying small pic houses they Southwest Missouri. . . . C. H. Link would get some money. A good has set promotion of some amatab show might be the answer, but teur productions in the Klamath

Drivin' 'Round the Drive-Ins

for the movie business in Canada, and drive-in theater increases played a major part in the prosperity wave, according to figures released by the Dominion Bureau of Statistics. As reported in The Toronto Globe and Mail, there were 22 new drive-ins opened during 1952, bringing the Canadian total to 104. Altho driveins registered less than one-tenth of Canada's \$100 million movie business-after removal of \$13 million provincial and municipal taxes—total box office receipts for the open-air places jumped by 32 per cent for the year. This compared with a gain of only 9 per cent for the indoor houses. The rise in admissions was 28 per cent against 4. There is no provincial tax in Ontario, but many provinces retain this manner of raising revenue. Of the total revenue, The Globe and Mail reported, indoor theaters took in 94 per cent, the drive-in share being \$4,409,000 before taxes, compared to \$3,348,000 in 1951. Drive-in admissions numbered 8,380,000 campared to 6,555,-000. Total paid admissions to theaters of all types number 262,-950,000 which was 10,791,000 more than in 1951.

MILTON LeROY, of the Blue Hills Drive-In, Bloomfield, Conn., reports a TV set, installed in the theater's concession building, has been aiding refreshment trade. The set is turned on nightly, with male patrons in particular invited to view wrestling shows while their families watch films in the drive-in area. "We were a bit leery of the project at first," LeRoy said, "but after a couple of months we find that if we cut the TV set off, we get complaints. This way of offering the set turned on at no charge seems to be turning into a draw." . . Seymour Levins has installed new children's playground at the

Bowl Drive-In, West Haven, Conn.

I AST YEAR was the best ever | booker for Pine Drive-In, Waterury, Conn., and Mrs. Dolgin leave their Hartford, Conn., home early in December for a three-month California visit. Their daughter, Barbara, has been attending dance school in New York, while their son, Albert, is working as chemist for a Chicago research laoratory. . . Pine Drive-In has installed a new all-dimensional screen. Frank McQueeney is manager. . . . Atty. Steve Perakos, of Perakos Theater Associates, New Britain, Conn., building a drive-in at Plainville, Conn., has been named head of the professional division of the 1953 New Britain Community

Chest campaign.

MOUNT PENN DRIVE-IN, near Reading, Pa., has closed for the season. . . Mel Geller and Sam Taustin, altho closing for the season their Brandywine Drive-In near Wilmington, Del., will continue Sunday night auto races at their adjoining Wilmington Speedway. For the racing nights, the drive-in is used for parking. . . . The close of the open-air season saw W. Brock Whitlock opening his new 1,000-car Trenton Drive-In between Yardville and Robbinsville, N. J. . . . Drive-In operator Thomas M. Kerrigan, Harrisburg, Pa., in a letter to State Police Commissioner C. C. Wilhelm. stated that open-airers thruout the area were being plagued by thieves who steal speakers. His theater has lost 107 speakers since it opened in March. Troopers patroling highways have been alerted to look for cars equipped with the stolen speakers, as many are believed to be used as extensions on car radios.

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L. 607 W. 52 St. New York 19. ... Joseph W. Dolgin, film buyer-

Communications to 188 W. Randolph St., Chicago 1, IH.

Lethbridge Fair Switches Dates; Midway Pact to Be Awarded in Jan.

fairs on the Western Canadian Class B Circuit will be provided in 1954 by the Charles Zemater approximately 50 delegates, with Theatrical Agency, Chicago.

Decision was made at the twoday semi-annual convention of the Western Canada Fairs Association after its attractions com- 30; Estevan, July 1-3; Yorkton, mittee had considered the bids July 12-14; Melfort, July 15-17; of eight agencies at a closed Lloydminster, July 19-21; North session lasting nearly 24 hours. Battleford, August 2-4; Prince

The convention, which closed Albert, August 5-7. Tuesday (20), also set dates for Manitoba—Portage La Prairie, next year's fairs and moved July 5-7; Carman, July 8-10. Lethbridge, Alta., the customary opener, to the end of the line. 24; Vegreville, July 26-28; Red

first for a Zemater unit on the August 9-11. B loop which for the past five years, has had Sun-Grossman cussion, strong pleas were heard packages. Reports are that the from Lethbridge, Weyburn and grandstand presentations were Moose Jaw to get away from best ever made to the B circuit June, because late school exams and that considerable discussion interfere with Junior Farm Club centered about the bids before work and the lowered youth they narrowed down to those of farm work lessens youth particiof the Zemater and Grossman pation in the exhibitions. agencies. Final decision was unanimous.

Midway Pending

The midway contract will be awarded at the annual meeting of the B fairs in Winnipeg in January. A five-year contract held by Wallace Bros.' Show. operated by J. P. (Jimmy) Sullivan, expired this year.

Offices bidding for the grandstand contract, besides the Zemater Agency, were:

Ernie Young Agency, Chicago; William & Lee Attractions, St. Paul; Boyle Woolfolk Agency, Chicago; KBD Enterprises, Calgary, Alta.; Barnes-Carruthers, Des Moines; Irving H. Grossman Entertainment Service, Moines, and Garden Brothers, Terento.

The Zemater offering, it is understood, will be a productiontype show titled "Continental Holiday." Units in the past have been mainly straight vaudeville and feeling among some of the fairmen, it was reported, was that it was time for a change. Charles (Chuck) Zemater made presentation.

Attractions committee made up of George K. Ross, Lloydminster, Alta., president of the association; Keith Stewart, secretary, Portage La Prairie. Man.; S. C. Heckbert, Vermilion. Alta.; Clarence Hyde, Portage La Prairie, Man.; Lorne Small, Prince

Savannah Fair For H-M Show; Atlanta Next

ATLANTA, Oct. 24.-Advance ticket office for Hamid-Morton sales reportedly started strong. Company. Show plays under Shrine auspices November 7-14. Show sources said Hamid-Morton's reeent stand in Savannah, Ga., was light but satisfactory considering this was the first time the show had played there.

a new season.

Ringling Bros. and Barnum &

Bailey Circus played to consist-

ently good night houses and fre-

quently strong matinees this week.

two-day (16-17) stand where foot-

ball competition did damage both

Clovis, N. M., Tuesday (13), had a night-only schedule and it drew

RINGLING SHOW FINDS

BIG NIGHT BUSINESS

MOOSE JAW, Sask., Oct. 24.- Albert, Sask., and Matt Alsagar,

50 Attendance Convention was attended by all 14 fairs represented;

Dates were set as follows: Saskatchewan-Moose Jaw, June 24-26; Weyburn, June 28-

Alberta-Vermillion, July 22-The 1954 season will be the Deer, July 29-31; Lethbridge,

When dates came up for dis-

Final decision saw Weyburn and Moose Jaw still with June dates and Lethbridge the last stand on the loop, rather than Prince Albert as in the past. Lethbridge has usually been the opener.

Situation now has Moose Jaw leading off with dates a week earlier than in the past and no July 1 date-a Canadian holiday -to give it an extra boost at the Ralph T. Hemphill, 68, manager Contest Association for many

Moose jaw in 1953 switched to 26 years before his retirement At one time he held a financial three days instead of four to give four years ago, died here Sunday interest in permanent rides on better than with four. In the services were held Tuesday (20), past the fair opened in mid-week with burial in Rose Hill Cemeand usually lost opening day tery. anyway because of the late ar- | Hemphill for many years was rival of the midway from Wey- rated among the ablest fair exburn. In 1954 the show will be ecutives in the country. For 15 at the tail-end of the week, and years he served as secretary of officials fear one of the three the International Association of days will be lost if the midway Fairs and Expositions. He also

Canada B Loop Inks TEXAS STATE FAIR HOLDS Zemater Unit for '54 LEAD AT GATE, \$\$ PUSH '52

Big Middle Weekend Gives Merman, Ice Show, Swenson Sellout Crowds

Ralph Hemphill Dies;

Long-Time Fair Mgr.

Succumbs After Long Illness; Had Guided

Oklahoma City 26 Years Before Retiring

impressively with record crowds year follows: on its traditionally mammoth middle weekend, the State Fair Saturday (10) of Texas continued to hold a slim | Sunday (11) lead over last year's record at- Monday (12) tendance as the nation's largest Tuesday (13) annual went into the home Wednesday (14) . 186,741 stretch of its 16-day run under Thursday (15) cloudy skies and the threat of Friday (16) showers.

Even more impressively, the Sunday (18) exposition thru its first 12 days Monday (19) was running ahead of a good 1951 Tuesday (20) money take and was pushing Wednesday (21) 1952, a banner year in the shekels

A giant middle Saturday (17) drew the fair's second largest of days and events than for the attendance in its history, 282,785, past three fairs, the 1953 exposithe high point of a four-day tion got away to a slow start, Friday-Monday weekend that retarded even more by extreme

1953 152,640 53,196 58,799 65,482 227,895 history. 245,650 263,694 Saturday (17) 282,785 273,445 281,228 181,263 109,751 105,698 66,185 76,170

1,853,341 1,824,439 Totals Following a different pattern attracted nearly a million visitors. heat. First really good money

DALLAS, Oct. 24. - Scoring | Attendance compared with last day for midway and concessionaires was Wednesday (14), Dallas Day. Friday (16) was the biggest 177,404 172,325 Elementary School Day on record 168,476 and probably the best day of fair 49,675 thus far for rides. Saturday (17) 50,897 was the climactic day of 1953 181,365 expo and drew the biggest Rural 62,265 Youth Day crowd in the fair's

51 47

100,000 Kids

Estimates of 4-H club members, Future Farmers and Future Homemakers on hand for Rural Youth Day ran as high as 100,000. More than 3,000 school busses, plus private cars, chartered busses and special trains brought kids to town for the big day, some coming from as far away as Marfa, over 600 miles from Dallas.

The fair served a free picnic ** noon on the main parking let. Midway was jammed solid from 8 a.m. until late at night. Mid-way Supt. Fred Tennant Jr. said it was the biggest money day in the history of the midway, beating the similar day last year by roughly 10 per cent.

Attendance and spending was helped by a crowd of approximately 55,300 in the Cotton Bowl for a night football game in which Southern Methodist upset Rice 12-7.

The traditional big crowd also showed up for the middle Sunday (18), but spending was not up to Elementary School Day, Rural Weyburn an extra day and did (18) after a long illness. Funeral several fairgrounds, including Day that followed on Monday Youth Day or Negro Achievement

Rides, Games Score

Rides, games, novelties, food continued to run ahead; shows picked up promptly with big weekend after running behind at beginning.

The Ethel Merman Show pulled about 48,200 thru Wednesday (21) for 17 performances in the 4,285 capacity Auditorium. Show has (Continued on page 58)

Polack Western Starts Complex Los Angeles Run

Despite adverse circumstances, that of his brother, Sonny. Polack Bros.' Circus (Western) opened here Thursday (22) with radio and TV campaign in Los more cash in the till than in any Angeles while Justus Edwards previous year. This was due to concentrated on press. an exceptionally strong advance sale by the Shrine, spearheaded by Sam Ward of the show's promotional staff, it was reported.

After making the 1,350-mile jump from San Antonio, the show's technical crew worked all night to move into Olympic Auditorium. That building is being used for the first time since the Shrine's own auditorium is hous-Circus has been opened here and ing the San Francisco Opera

wrestling matches Wednesday football game in August. And night and the 16 rows of seats it put Polack three weeks behind had to be removed as part of Ringling's two big week-end the work of changing from the stands here. This, the building fight ring to the circus ring, shift, and long moves in and out Result was an arena set-up with add to the complexity of this Atlanta's run will complete seats on all sides of the perform- year's Los Angeles run. Show Hamid-Morton's schedule until ance area, and acts entered down makes a 1,400-mile jump from after the holidays, when Memphis the aisles. Ward-Bell Flyers were here to Oklahoma City. Also figand Milwaukee will again start omitted because of space short- uring is the fact that Polack will this year's International Dairy age. In another program change,

LOS ANGELES, Oct. 24.- Dwight Moore's dog act replaced

was an officer and active in the

Parley Baer lined up the strong

Greater Capacity

Polack's Los Angeles run was cut from seven to five days because of prior commitments by the building. However, this was offset in part for the show by Olympic's seating capacity, which is about 10,000, compared to 6.500 at the Shrine Auditorium.

The show's Los Angeles run is four months later than usual. New time was contracted in order Building became available after to avoid Shrine's promotion of a play Los Angeles much earlier than usual next season.

Kay With Ward

Sam Ward goes next to Little Rock, where advance activities already have been started for him by Bill Kay, who spent several seasons on the Eastern unit's promotional staff.

San Antonio gave the circus a Oklahoma City with a good day's strong week's business (12-18). business. Night business was near altho a drop in matinee attendcapacity at Joplin, Mo., Monday ance caused a slight dip in the (19), but the matinee was light. gross. It was Mickey Blue's final A light spot was Oklahoma City, Show sources figured the dip in 1953 date. Harlingen, Tex., chalkafternoon business was because ed up three big days (8-10). It 1952 matinee there was late, was handled for Jimmy Rison Rotary Club auspices was used at by Mickey Rankin, who jumped

OKLAHOMA CITY, Oct. 24.— affairs of the International Motor of the Oklahoma State Fair for years.

> those in Shreveport, Des Moines, (19). St. Paul and Oklahoma City.

Born in Macon, Ill., he broke into show business with a tickettaking job at the St. Louis fair. Subsequently, he became an agricultural agent in Haskell County, Oklahoma, in which position he gained a reputation as a promoter.

In 1917 he was called to Oklahoma City as the man to put over a bond issue for the State fair association. After the issue was passed, he became the fair's concession superintendent and a year later also became manager of the livestock department.

He served from 1919 until 1923 as secretary of the fair board, and in 1923 was named secretarymanager, a post he held until ill health forced his retirement.

In 1937 he was named manager of the Municipal Auditorium here and helped to raise funds for the building and to set up its operation.

He was a member of the Men's Dinner Club here, the Chamber and the Oklahoma Club.

Survivors include a daughter Betty Jane Hemphill, this city, and a sister, Mrs. M. R. Bevington, of Washington, D. C.

Chi Dairy Show Sets '54 Re-Run

CHICAGO, Oct. 24.—Success of Show, which closed its eight-day run here Saturday (17) in the International Amphitheatre, has prompted show officials to hold a second event next year. Dates for the '54 run are October 9-16.

Leo Cremer, Big Timber, Mont., rodeo producer, who brought in the stock for this year's rodeo attraction, will again do the honors next year. Receipts from this year's Wild West events were some 30 per cent ahead of any previous rodeo held in the stock yards building. Show closed Saturday with two full houses.

FORT WORTH, Oct. 24.-With urdays and Sundays of the fair. Joplin.

Independence, Kan., Tuesday as usual will be the show's clossing the control of the con Wednesday (21), had three- ton after completing Philadel- ing another counter measure in grandstands. All Southern dates quarter matinees and near-full phia and Baltimore for the East- current ad copy. Newspaper ads are reported ahead of last year, nights. Rain was reported both ern unit. George W Westerman stress that 4,000 seats are priced income-wise, with an assist from \$4 reserves also are pushed been encountered as yet

Wixom-Kelly Combo on Gem City Midway

TERRE HAUTE, Ind., Oct. 24 .-When Gem City Shows played the recent Caruthersville (Mo.) Fair, it offered one of the largest wild animal shows ever presented on a carnival midway, according to John D. Wixom, whose Wixom of Commerce, Knights Templar Bros. show combined with Paul Kelly's exhibit for the date.

> Wixom's 12-cage wagons and lead stock, plus Kelly's collection, comprised of stock from the former Cole Bros.' Circus menagerie, made a total of 90 head of major cage animals and lead stock, including a hippo and elephant. The Wixom 90-foot top and the Kelly 70-foot top were used. Catain Christy presented his lion act each hour.

Atlanta Gets

NEW BERN, N. C., Oct. 24 .-The Jack Kochman Hell Drivers, after sharing in the recordbreaking grandstand business done at the Southeastern Fair-A-Ganza, were signed to give 11 performances at the 1954 edition.

The unit's earnings at Atlanta were up 20 per cent, resulting from an all-time attendance record for thrill shows there. Kochman's drivers performed nine times, playing both Fridays, Sat-

a light turnout, with drought and tight money being blamed locally. Lubbock, Tex., Wednesday mornings. Schools were dismissed is in Springfield, Ill., and Joe at \$1.50 and 75 cents. The \$3 and the weather man, as no rain has o'Donnell is in Enid, Okla.

(14), gaye a half-house afternoon in each town.

PONCA CITY, Okla., Oct. 24.- and a hefty straw house at night. Tulsa, Sunday (18), followed

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Work for Yanks Seen Popcorn PROFITS In Danish Circus Sale

new amusement set - up will talent, most of which is imported. greatly add to the importance of Copenhagen as the leading booking center in Scandinavia for circus, park and vaude acts. The new owners are a group of important National-Scala cabaret in Copen-Danish and Finnish amusement hagen, and for the Lind brothers' park owners-operators, and local booking agent Ernst Sahlstrom. The deal will allow the new owners to offer enough work to lure American acts.

Park men in the deal are brothers Volmer and Carl Bo Lind, who own and operate the big Karolinelund Tivoli, in Aalborg, and operate the Zoo-Tivoli, in Odense, Denmark; plus Svend Jarlstrom, director of the Linnan-

King-Cristiani Pulls 3 Straws In Southland

DECATUR, Ala., Oct. 24.— Business for King Bros. & Cristiani Circus edged into the straw house class at three recent stands in the South.

At Brookhaven, Miss. (14), afternoon was near-full and night was strawed. Meridian, Miss., Friday (16), had three-quarter and near-full houses with opposition from football and one of the two local fairs.

Jasper, Ala., on Monday (19) had a half-house afternoon and a straw house at night. Decatur, Wednesday (21), turned out a three-quarter matinee and straw house at night. Local band led the show parade at Jasper. Schools were dismissed at Decatur. Kelly-Morris had played both towns earlier. All King-Cristiani stands were sponsored.

Oregon Aid Cut to 325G

PORTLAND, Ore., Oct. 24from this source during 1952. The State's revenue, based on a tax on wagers, totaled \$735,353 for last year's total. From the 1953 receipts, \$305,353 went into the State General Fund.

Besides apportionments to the county fairs, the following allotments also were made from the 1953 horse racing revenue:

Eastern Oregon Livestock Show \$7,500; Northwest Turkey Show, \$2,400; Pendleton Round-Up, \$7,500; Pacific International Livestock Exposition, \$35,000; Oregon State Fair, \$35,000; Mid-Columbia Livestock Show, \$5,000; Spring Lamb and Dairy Show, \$2.500; Pacific Coast Turkey Exhibit, \$2,500, and Oregon State Corn Show, \$2,500.

Al Ross and Diane, clowns, are booked for club and Christmas dates in Ohio until the first of the



COPENHAGEN, Denmark, maki Nojespark, in Helsinki, Fin-Oct. 24.—Sale of title and all land. All of these parks use top equipment of Circus Belli to a circus, thrill, vaude and musical

> Sahlstrom, appointed director of the circus, for many years has been exclusive booker for the circus-vaude shows in Tivoli, for the parks, in Aalborg and Odense. In (Continued on page 79)

New Ride Bow A Winner at Mineola Event

NEW YORK, Oct. 24.—The new Roto-Jet ride was set up at Coney Island last week for demonstration purposes thruout the winter, after making its American debut at the Mineola Fair which ended Sunday (18). The German-designed device drew an average of over 2,000 paying customers for each of its seven days of operation, and orders were taken for four of the units, according to coinventor Eric Wedemeyer.

Money totaling into six figures is involved in the transactions. Wedemeyer said three of the purchases represented amusement (Continued on page 79)

Lubbock, Tex., Gate Dips 37,598

LUBBOCK, Tex., Oct. 24.-Panhandle South Plains Fair wound up its six-day run with a total attendance of 127,771, according to official figures released this week by A. B. Davis, secretary. The decline from last year's total of 165,369 was largely due to a duster on opening day and a heavy rain that pelted the fair's final day.

Hartford Expo Draws 100,000

HARTFORD, Conn., Oct. 24.— The Greater Hartford Industrial Oregon counties conducting fairs Progress Exposition closed its were allotted \$325,200 from State five-day program at the Broad horse racing revenue this week, Street Armory last Saturday a decline from \$460,800 received night (10) with attendance passing the 100,000 mark.

Business and industry partici-pants in the initial show ex-1953, a decrease of \$200,000 from pressed confidence in a similar program for 1954.



CENTER PIECE towering 28 feet dominates the Roto-let, which made its American debut at the recent Mineola (N. Y.) Fair, Four of the rides were ordered during the run of the fair.



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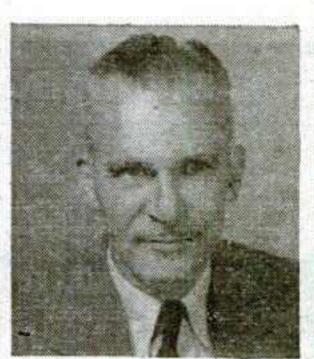
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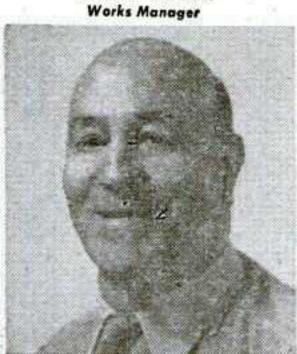


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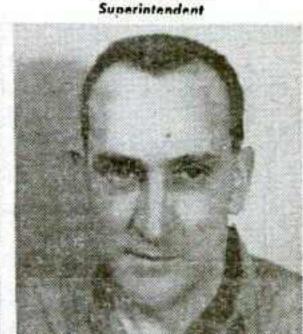
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Talent Topics

and Wilfred, are skedded to do her booked solid to the middle of their first TV show November 14. December. when they appear on Sealtest's "Big-Top Circus."

Taillon, they will visit Honduras Hollywood Circus, now in its year's total of 250,000." and other South American coun- fourth week in auditoriums, are tries representing H. J. Justin & Bobo Barnett, clown; Glen Henry the weatherman, and said the Sons, Inc., Fort Worth boot Family, juggling, rolling globe, crowds were the most orderly in manufacturers. Following the dogs, ponies and chimps; Victoria his fair managing experience. Europe on a pleasure tour.

Jerry D. Martin's 3 Fearless Stars, high contortion-trapeze troupe, wound up a busy season at Macon, Ga., Saturday (24). The Stars recently visited with the George Hanneford family when the Clyde Beatty Circus played Memphis. Jerry will again winter in Tampa and has signed to work in '54 for the Al Martin Agency, Boston.

Miss Happy Harrison and her animal act closed her outdoor season at South Boston, Va., Saturday (24). She plays several Ohio horse shows en route to Hartford, Mich., winter quarters. While at the Atlanta fair, Miss Harrison renewed acquaintances with Slivers Johnson and family. and did a TV interview stint with Slivers.

season. She will leave Portland of drivers and officials.

The Aerial Alcidos, Edna, Louis October 30 for a tour that has

Louis and Cherie, while playing Sioux Falls, S. D., with the Cy Taillon, rodeo announcer, Hollywood Circus, were visited by Lerch, slack wire and juggling; the Olympians, comedy trampoline; Clark McDermitt, bears and baby elephant, Tandys; Spec Thomas, unicycle; Don Rey, musical director; Patty Henry, aerial ballet, and George Moreno, stage manager. Show is emseed by Don

> Newton (Brother Tommy) Thomas, of WXGI, Richmond, Va., in New York for a few days setting tunes with pubber Nat Tan-

Car Racing, Inc. (NASCAR), has issued a 124-page record book edited by staff Bill Schubert. In addition to a 1952 NASCAR chronology the tome lists track Betty Gorman, juggler, is records for the various divisions, currently working club date in resumes of race meets and is Portland, Ore., after a good fair profusely illustrated with photos

Record Falls As Charlotte Gets Sunshine

CHARLOTTE, N. C., Oct. 24. will head for the Latin-American Art B. Thomas from his winter The Southern States Fair ended Countries following his mike quarters in Lennox, S. D. Art the most successful run in its chores at the Fort Worth Fat plans on attending the Chicago history Saturday night (10). Dr. Stock Show and Rodeo in Feb- convention before going to Cali- J. S. Dorton, manager, said, "I'll ruary. Accompanied by Mrs. fornia. . . . With H. W. Jacobsen's say the crowds have topped last

Dorton put in a good word for tour, the Taillons plan to head for Troupe, English cyclists; Louis The rain, which all but spoiled and Cherie, gymnasts; George Dorton's Cleveland County Fair at Shelby, missed Charlotte. the Morenos, Romeo and Juliet; With the exception of a cloudy opening day (6) the five-day event had sunshine thruout.

> The Joie Chitwood thrill drivers capped off the successful week by performing before a packed grandstand at 10 p.m. Saturday (10). Jack Kochman's drivers performed earlier in the week. The success was also shared by James Strates, who said the week was the best his carnival ever played here, and by the Hamid grandstand revue.

National Association for Stock Rhum, Clown, Dies at 49

PARIS, Oct. 24.—Henrico Sprogiani, 49, who attained world fame while clowning as Rhum, with Pipo the Peirrot as his partner, died Wednesday night (21) after a long illness. A veteran of 40 years of circus life, his last performance was given last month in London. Rhum's professional debut was made in 1911, when he was seven years old.

Rhum and Pipo were partners for 12 years, after which Rhum played more than 20 years at the Medrano Circus in Paris, with his partner, Alex. Playwright Sacha Guitry had described the sad-faced, little Rhum as "the greatest clown of all time."

Sunshine Graces Opening Days at Pensacola Event

PENSACOLA, Fla., Oct. 24.-The usual sunny skies smiled Monday (19) as the seven-day Pensacola Interstate Fair got under way, and crowds were holding up with last year's thru the middle part of the week. The Gooding No. 3 unit arrived Sunday (18) with 25 rides devices and 15 shows, and was ready for operations when the acting Governor's motorcade entered the grounds the following afternoon to kick off the event.

Rides and shows will be available for 12 cents admission, altho there is no gate price for entry to the fairgrounds. Among attractions will be the educationaltype exhibit of all State departments, the State poultry show, flower show and corn growingcontest. A record total of animals was entered in the rabbit show. The Curtiss Candy six-pony hitch is on display. The premium list totals \$7,000.

Kelly-Miller Truck In La. Train Wreck

NACHITOCHES, La., Oct. 24 .-Polar bear trailer of the Al G. Kelly & Miller Bros.' Circus was involved in a truck and train collision near here Wednesday (21). Driver was ininjured but the truck was damaged. Trailer, which is used for town bally, was not seriously damaged. Show truck reportedly hit another truck which had stopped for a train and both hit the train.

Circus has been getting good night business in cotton country. At Tallulah, La. (14), threequarter afternoon was coupled with the full night house.

Cards, heavy white, black back, No. 1 Cards, heavy white, black back, Sb2x712. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cents, \$3.50; 50 Cards. \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 \$\tilde{\pi}\$ \$5 per 100. Fibre Calling Numbers, 75c; Wood Calling Numbers, \$1; Printed Tally Card, 15c; Colored Heavy Cards, \$23 same weight as \$1 in Heavy Cards, #3, same weight as #1, in Green, Red, Yellow # \$4 per 100. DOU-BLE CARDS, No. 1 size, 514x1414, 10c es.

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numbers). Per 100
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Out in the Open

Sweeney operates National year... Boyle Woolfolk, head man Speedways, Inc., is resting and of the Chicago agency bearing his undergoing observation at St. name, took off for New York Mary's Hospital, Rochester, Minn. . . . Viola McLeod, office secretary of the Polack Bros.' Circus, and Nellie Vaughan, Thearle-Duffield Fireworks Company office secretary, left Chicago Thursday (21) for a two-week visit to Los Angeles. En route they planned to visit the Polack Western unit.

and co-owner of the Amusement will then head for Tampa to do Company of America, is in Hot the tub-thumping for the Florida Springs for a vacation.... Frank State Fair. Jerry Marlatt, head Fellows, long-time official of billposter for the auto race org, the Ozark Empire Fair, Spring- is back in Des Moines where he field, Mo., was a recent Chicago recently purchased a home. visitor.

Show business visitors to the State Fair of Texas, Dallas, in-State Fair; Pete Baker, Okla- turing to make some point, he homa State Fair; G. W. (Bill) was arguing with fireworks ty-Wynne, Mid-South Fair, Mem- coon Art Briese and Fair Publiciphis; Sen. Clyde E. Byrd and Pat ty Director Thad Ricks, when he Jess Wrigley, general agent and to a half-inch cut on the tip of co-owner of the 20th Century Joerling's right index finger, Mr. and Mrs. Mike Doolin and Mr. and Mrs. Ed Brown, Los Angeles; Ida E. Cohen, Chicago: Charles E. Lenz. St. Petersburg, Fla.; J. Doug Wade, W. G. Wade Shows; Carl Sedimayr and C. J. Sedlmayr Jr., Royal American Shows, and Art Briese and Jack **Duffield** of the Thearle-Duffield Fireworks Company, Chicago.

Ed Schultz, secretary-manager of the Nebraska State Fair, Lincoln, was a Chicago visitor last week, spending a few days

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Gaylord White, who with Al looking over attractions for next Tuesday (20) to spend a few days looking over acts.

Two members of National Speedway, Inc., promotion staff have taken on winter jobs now that the fair season is about a heavy line-up of 22 rides, 10 struction of new light towers. ended. Moke Cosby is now with shows and 90 concessions to the Sam Prell has left for a good will the Davenport, Ia., Democrat-Times. Jim Mullens is currently handling publicity for the Polack J. C. McCaffery, general agent Bros.' Circus in Baltimore and

Frank Joerling, manager of The Billboard's St. Louis office, was a slight casualty at the State Fair cluded Doug Baldwin, Minnesota of Texas, Wednesday (21). Ges-Fort, Arkansas Livestock Show, stuck his finger in a 36-inch Little Rock; Virgil Miller and electric fan on a pedestal behind Bill Wegener, Kansas State Fair; him. Ricks administered first aid Shows; Sheik Lempart, Chicago; while Briese gave medical For Doph Frantz

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

American Eagle: Northearrollton, Miss.; Itta Bena, Nov. 2-7.

Nov. 2-7. Big Four: New Madrid, Mo.

Brown & Wallace: (Fair) Hattiesburg,

Buck, O. C .- Model: Laurens, S. C. Byers Bros.: Wisner, La.

Capital City: (Pair) Camilla, Ga.; (Fair) Cairo Nov. 2-7. Central Amuse. Co.: (Fair) Loris, S. C. Cetlin & Wilson: (Fair) Florence, S. C.;

(Pair) Sumter, Nov. 2-7. Crafts Expo.: Blythe, Calif.; (Fair) Phoenix, Ariz., Nov. 6-15. Drew, James H.: (Fair) Cuthbert, Ga.; (Fair) Nashville, Nov. 2-7.

Dumont: Edenton, N. C. Dyer's Greater: West Helena, Ark. (season ends.) Ferris, Carl D.; Andrews, S. C.; Manning

Nov. 2-7. Pestival of Fun: Anguilla, Miss. Fleming, Mad Cody: (Fair) Dublin, Ga.; Jesup, Nov. 2-7.

Gem City: (Fair) Selma, Ala. Gentsch, J. A.: Jackson, Miss. Georgia Am. Co.: (Fair) Hinesville, Ga., Nov. 2-7.

Gladstone Expo.: (Fair) Canton, Miss. Gold Medal: (Fair) Panama City, Fla.; (Fair) Marianna, Nov. 2-7. Groves Greater: Rayville, La.

Happy Attrs.: Newark, O. Harrison Greater: (Fair) Mullins, S. C.; (Fair) Lake City, Nov. 2-7. Helman United: Morganza, La.; Krotz Springs, Nov. 2-8. Heth, L. J.: (Fair) Cordele, Ga.; (Fair)

Brundidge, Ala., Nov. 2-7. Holly Am. Co.: (Fair) Bonifay, Fla.; High Springs, Nov 2-7. Hottle, Buff: (Fair) Jennings, La.; Leesville, Nov. 2-7. Interstate: (Fair) Elba, Ala

Kile, Floyd O.: (Fair) Liberty, Miss.: (Fair) St. Francisville, La., Nov. 3-7. Lane, Leo.: (Fair) Hawkinsville, Ga.; (Fair) Thomasville, Nov. 2-7. Lee Am. Co.: (Fair) Tallahassee, Fla. Leeright's Midway:, Slaton, Tex.

Lewis, Ted: Jacksonville, Pla.; Pernandina, Marion Greater: (Pair) Bennettsville, S. C .: (Fair) Camden, 2-7. Marks, John H.: (Fair) Winston-Salem,

N. C., (season ends.) Metropolitan: (Fair) Newberry, S. C. Mighty Page: (Pair) Trenton, N. (Fair) Charleston, S. C., Nov. 2-7. Miller, Ralph R.: Plaquemine, La.; Gollen

Meadow, Nov. 2-7. Orange State: (Fair) Macon, Ga.; (Fair) Gainesville, Fla., Nov. 2-7. Palmetto Expo.: (Fair) Statesboro, Ga. Pan American: Bellflower, Calif. Penn Premier: (Fair) Edenton, N. C. Peppers All-State: (Fair) Port Saint Joe,

Prell's Broadway: (Fair) Columbia, S. C .: (Fair) Brunswick, Ga., Nov. 1-7. Raley Bros.' Expo.: (Fair) Greeleyville, S. C.; (Pair) Lake View, Nov. 2-7. Raines Am. Co.: Port Barre, La.; Carencro

Red Ribbon: Monticello, Miss. Rockwell, Mike: Arkansas City, Kan. (season ends.)

Royal American: (Fair) Shreveport, La. Royal Expo.: (Fair) Fitzgerald, Ga. Siebrand Bros.: Yuma, Ariz. Smith, George Clyde: (Fair) Elizabeth City,

N. C. Southern States: Lake City, Fla. Southern Valley: (Pair) Ferriday, La.; (Fair) Alexandria, Nov. 2-7. Star Am. Co.: Clarendon, Ark. Stephens, C. A.: (Fair) Pelham, Ga.; (Fair) Starke, Fla., Nov. 2-7.

Sterling Crown: Fort Walton, Fla. James E .: (Fair) Orangeburg, (Fair) Charleston, Nov. 2-7. Tassell, Barney: (Victory Dr. & Burroughs St.) Savannah, Ga.; Blackshear Nov. 2-7.

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only

paper with an AUDITED PAID CIRCULATION.



Prell's Ahead 30% Over 1952 Fairs

Return to Greenville, N. C., Pays; Rebuilding, Painting Set for Fla.

-Running far ahead of expecta- full before the Florida winter tions on its recent fair dates, tour, and plans include rebuilding Prell's Broadway Shows brought of the Merry-Go-Round and congrounds for the Halifax County swing thru Florida, where it is Fair. Encouraged by grosses at expected the organization will do Rocky Mount, N. C.; Frederick, at least as well as last winter. Md.; Greenville and Mount Airy, N. C., that were averaging 30 per Rocky Mount Fair, the show cent ahead of last year's, Sam made a 320-mile jump to Fred-Prell has slated extensive rebuilding of show fronts and addition of two rides for the 1954 Great Frederick Fair. The hop season. Practically all fairs back into North Carolina for the played have been re-booked for Pitt County Fair in Greenville 1954, Joe Prell reports.

RAS Shrine Club Holds Memorial

SHREVEPORT, Oct. 24.—The Royal American Shrine Club Thursday (22) conducted memorial services for Dolph Frantz, long-time friend of outdoor show business and editorial writer of The Shreveport Journal, who died early this year. Services were conducted at his grave.

Dolph was a strong booster of carnivals, and on a number of occasions had written editorials American Midway: Beeville, Tex.

B. & H.: (Fair) Barnwell, S. C.; North the Shrine Club's activities. in praise of the RAS show and

Big State: Waco, Tex. Blue Grass: (Fair) Moultrie, Ga.: (Fair) C&W Win '54 Waycross, Nov. 2-7. Assignment at Spartanburg

MAÇON, Ga., Oct. 24. — The Cetlin & Wilson Shows midway was racking up good grosses at the Georgia State Fair this week, after being assured of the 1954 midway location for the seventh time at the Piedmont Interstate Fair in Spartanburg, S. C.

The Spartanburg event, which closed Saturday (17), was a big winner for the org, which clicked especially well with its rides, Grosses were over 1952's every day but Wednesday (14), which was Negro children's day, but the day closed with 40,000 attendance nontheless. Biggest winner among the shows was the Raynell Show, featuring Sally

Paul Black, president of the Spartanburg fair, said the association was delighted with the midway operation and would be pleased to have C&W return next season.

United States: (Fair) Lancaster, S. C .; (Pair) Rock Hill, Nov. 2-7. Virginia Greater: (Fair) Williamston, S. C. Virginia Greater: (Fair) Williamston, N. C.; Jacksonville, Nov. 2-7. Vivona Bros.: (Fair) Carthage, N. C.; (Fair) Georgetown, S. C., Nov. 2-7. West Coast: Delano, Calif.; Porterville, Nov. 2-11. Williams, Ray: Jay, Fla.; Americus, Ga., Nov. 2-7. Wolfe Am. Co.: (Fair) Anderson, S. C. World of Mirth: Augusta, Ga.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Galveston, Tex., 27-29 (season ends.) Harris & Rowe: Jennings, La., 26-Nov. 1;

Alexandria 2-7. Kelly-Miller: Conroe, Tex., 27; Madisonville 28; Livingston 29; Nacogdoches 30; Henderson 31; Atlanta, Nov. 1; (season

Kelly-Morris: Canton, Ga., 27; Gainesville 28: Toccon 29. King Bros.-Cristiani: Aberdeen, Miss., 27; Kosciusko 28; Greenwood 29; Greenville 30; Clarksdale 31; Jackson, Nov. 2; Forrest 3; Demopolis, Ala., 4; Clanton 5;

Montgomery 6: Columbus 7; Bainbridge 9: Thomasville 10. Mills Bros; Pensacola, Fla., 27; Panama City 28; Tallahassee 29; Live Oak 30; High Springs 31; Clearwater, Nov. 2; Plant City 3; Bradenton 4; Osprey 5;

Polack Bros.' Eastern: (Armory) Baltimore, Nov. 2-7; (Armory) Philadelphia 10-16. Polack Bros.' Western: (Aud.) Oklahoma City, Okla., Nov. 4-7; (Armory) Springfield, Ill., 12-15.

Ringling Bros. and Barnum & Bailey: Waco, Tex., 27; Temple 28; Austin 29; San Antonio 30; Corpus Christi 31; Port Arthur, Nov. 2; Lake Charles, La., 3; Alexandria 4: Baton Rouge 5; New Orleans 6-8.

SOUTH BOSTON, Va., Oct. 24. | The show will be repainted in

After earning well at the erick with everyting set up in time at 6 p.m. Monday (5) for the was made in plenty of time for the Monday (12) opening. The record-breaking attendance of 60,000 shelled out enough spending money to raise Prell's grosses 20 per cent over those of 1950, when the org last played Green-

Kids' Days Good

Heavy turnouts for kiddies' days at both North Carolina dates resulted from promotion by Man-ager Norman Chambliss.

Ralph Endy joined in Mount Airy with his Scooter, which has been getting high grosses, and an Octopus joined in Rocky Mount. Ben Prell took delivery on a new Chrysler Windsor. Joe Prell's wife and daughter visited the show in Frederick, and son Carl came in from the University of Virginia to be with his mother over the weekend.

Paul Prell has been working hard at all locations to raise money for the new Miami Showmen's Association building. Abe Prell is expected to come in with more than 50 members, as did Paul.

Season Begins For Bouglione

PARIS, Oct. 24.—Opening bill of the winter season of Cirque Bouglione, at the Cirque d'Hiver arena, features two former Ringling-Barnum acts-Three Reverhos, juggling on wire; and Jose Moeser, high school horse. It also has the bike act of Lott and Joe Anders, who recently toured America.

Other members in the line-up are Two Leontines, high sway pole; Hans Kossmayer's musical elephants; Bruno Borokowski's trained birds; Mlle. Bouglione's sea lions; Fred Jackson's lions; De La Vega, illusionist; Albert Fratellini and three nephews, and Alex and Polo Rivels, clowns.

Rare Deer Breed In Australia Zoo

SIDNEY, Australia, Oct. 24.-Two of the rare Pere David's deer at Taronga Park Zoo have fawned, producing a male and female. A mule-like species which sheds and replaces its antlers twice yearly, the Pere David's true home has never been learned, all of them being in captivity.

Found by a French Clergyman in China in 1865, most of the Pere David's deer were slaughtered in the Boxer Rebellion of 1900, and they were saved from extinction by the Duke of Bedford, who bought all the survivors and began breeding them on his estate in England. Four having been given to Taronga Park Zoo by the duke in 1949, the species gave birth once before this time. Another baby is expected in a few

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PACKS NAMES ACTS FOR 3 FALL DATES

Natchez, Baton Rouge, New Orleans Plans Completed; Night Parade Set

Packs this week announced de- Memorial Stadium, Baton Rouge, tails of his fall circus dates set La., November 16-17, and Municfor the Ballew-Stacy Stadium, iosl Auditorium, New Orleans,

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ST. LOUIS. Oct. 24.-Tom Natchez. Miss., November 14;

November 20-29.

The annual combination Shrine circus parade, heralding the New Orleans circus, will be November 19. Last year's night parade extended over 40 city blocks, according to Jack Leontini, of the Packs staff.

Line-up Announced

Included in the line-up of acts for the three stands are:

Keller's wild animals: 16-girl aerial ballet: the Eddies and Valentinos, trampoline: Don Francisco, wire: Bobo Barnett, comedy; Asia Boys, Tong Brothers and batic acts; Lemke's Chimps; Al-Beverly Buschbom, high school horses: Bill Buschbom's Liberty Horses.

(Continued on page 79)

LEO GOT IT IN THE END

ALEXANDRIA, Italy, Oct. 24. - Romeo, a male lion, went amok during a recent performance of Circus Togni and started a fight in which his tail was so badly clawed and chewed that most of it had to be amputated. Anvone desiring a slightly abbreviated king of the jungle can now have Romeo at a cutrate figure.

Beatty Starts Movie; Memphis Crowds Build

MEMPHIS, Oct. 24.—Clyde under Jaycee auspices.

Tom Packs' elephants with "Ring of Fear." a movie to fea- toba. 24 in Saskatchewan, 24 in James and Jo Madison; the Mar- ture Beatty, Mickey Spillane and Alberta, one in British Columbia, gas, the Karrells and the Kreis- Pat O'Brien. O'Brien was on plus 37 in Western States belands, roman ladders; Simru Duo, hand for scenes made in Mem- tween September 7, when the phis, as was Pedro Gonzales- show recrossed the border, and Gonzales, comedian.

More background and stock ber 13. scenes will be shot during the remainder of the show's road tour, which ends with a threeday stand at Galveston, Tex., October 27-29. Other film work will be done at winter quarters. Wayne-Fellows Productions, Hollywood, is doing the work.

TV, hospital and luncheon club housed the Learmont Animals shows for the circus. On Thursday (15) the show had one-quarter and half houses. Friday had one-third and three-quarter takes. Saturday brought two 80 per cent houses.

Adia Moon Act

NEW YORK, Oct. 24. - The Walkmir act, Adia the Girl in the Moon, has been purchased by Miss Luxem, sway pole, and will be ready for presentation under direction of Harvey Earlin, beginning January 1.

the Moon act, has been engaged Escalante, Betty Escalante and for the same duty.

COAST BUSINESS GOOD

Strong Finish Keeps Wallace-Clark Ahead

NORWALK, Calif., Oct. 24.- and is equipped with permanent his Wallace & Clark Circus pack- Remaining at Norwalk for the

He said early spring business was good but it was followed by a slump as the show moved from Kentucky to Canada. Dominion business was strong until the last several days, when a polio scare hit. Anderson said the season's surprise was the way business held up after the show returned to the States and played West Coast territory. They had many full houses and no losing days in California, he said

Wallace & Clark season opened Chai and Somay, Criental acro- Beatty Circus built from a light April 11 at Fredonia, Kan., and matinee Thursday (15) to a strong covered 12,569 miles. There were bert Spiller's Sea Lions; Karlis Saturday (17) as the show per- from two to six stands in Kan-Petersons' Bareback Riding Dogs; formed a three-day stand here sas, Missouri, Tennessee, Indiana, Illinois, Iowa, South Dakota and At the same time, a movie North Dakota. There were 23 crew arrived to start work on stands in Kentucky, 27 in Maniclosing date at Ojai, Calif., Oc'o-

Leader Is Leader

Fort Bragg, Calif., was the best day for business in the States, and Leader, Sask., was the banner day of the season.

George Emerson, former circus man now with MGM studios, was Clown Ernie Burch arrived a instrumental in securing the day early at Memphis to do radio, Norwalk quarters. It formerly

Escalante Season Ends November 5; Gutierrezes Join

HURON, Calif., Oct. 24.-The Escalante Circus will close its current season November 5 at Bakersfield, Calif., it was announced this week. Unit is moving on five trucks and four trailers with two light plants and an 80 by 120.

Escalante Brothers have been Mrs. Walkmir will supervise joined by the Gutierrez Family. practice which will begin shortly. Personnel includes Johnny, Ar-Skip Manley, former rigger for mida and Alice Gutierrez; Lalo Billy Temple.

Norman (Luke) Anderson, with cages, barns and other facilities,

ed neatly into quarters here, sat winter are Mr. and Mrs. Norman back this week and declared 1953 Anderson, Mrs. Laura Anderson, was the show's most profitable Mr. and Mrs. Frank Ellis, Mr. and Mrs. Jack Turner, Andrew Mc-Farland, Wally Ross, John Grady, Ed Loveck, Heavy Benson and Clarence Fisher.

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For Indoor Circus, Sports Shows, Parades, Drive-In Theatres, Advertising Purposes; 12 Circus Cage Wagons, Circus Cage Animals and Lead Stock. Not semi-trailer cages. Best of equipment and Stock. P. O. BOX 444, Terre Haute, Ind. (Deming Stables_)

AVAILABLE FOR 1954 SEASON CIRCUS—CARNIVAL—FAIRS—ETC.

3 years Palladium, London and a

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1 year at the Prince of Wales Theater, London 1 year at the Hippodrome Theater, London

"20 WALLABIES" HARRINGAY CIRCUS LONDON 7th SEASON (Europe's Madison Square Garden)

Aerialists (Ladders & Web) Trampoline, Tumblers around the track, First Class dancers in all production numbers.

> "12 WALLABIES" TOM ARNOLD'S STAGE CIRCUS

Musical Extravaganza (Six weeks stands) Web, Bikes, Juggling, dancers all production numbers.

> "8 WALLABIES" BILLY SMART'S CIRCUS

(Europe's Number 1 Circus)

Web, Batons, Elephant Ballet. Tumblers, Dancers. (Third Season)

"6 WALLABIES" **MOULON ROUGE, Royal American Shows**

Acrobatic act, Aerialists and Dancers, I also have several Good Clowns available.

DIGGER

(Theatrical Employers License Number 471)

Alexandra Gardens, Hounslow, London, England

THE MILLER & WOODCOCK 3 PERFORMING ELEPHANTS Are at present the stellar attraction with Tex Carson Congress of Performing Wild Beasts. Elephants will be at liberty November 15 for engagements in South and Midwest. Address:

BILL WOODCOCK or DORY MILLER, Hugo, Okla.

8 PHONEMEN NOW

Office ready, Christmas Deal. Wild West Show and Circus. Top Stars. City Auditorium.

Bishop—Carr—Spencer—Henson, come on. Others, phone.

TERRELL & TERRELL TULANE HOTEL, NASHVILLE, TENN.

JAMES ALLEN WINTERS WANTS

FOR AMERICA'S GREATEST INDOOR SHOW, WESTERN VARIETIES SHOW

3 more capable Phone Crew Managers, UPC, Book and Banners. Full 35 per cent, no hold back or overwrite. Towns ready, phones installed. Answer by wire giving phone number to JAMES ALLEN WINTERS, Gonzales, Texas,

P.S.: Tama Frank and Ed Hiler, contact me at once

ly playing sponsored dates in Vir- Simpson reports that they had a ginia. West Virginia and North near full house for the evening Carolina. Acts with the show are show. While there, Pat visited the Fuller Trio, Frisco's Seals, with Tex Copeland. Rolly and Polly; Minnie Rooney and Her Playmates; Chuck and Lee, trampoline; Bozo and Clyde Beatty Circus, was a recent Whimpey, clowns; Walter Bixley visitor at The Billboard's Cincin-

Under the Marquee

and his horse, Silver; Gus Kanerua, nati office. The show is closing at gymnast and comedy juggler; the Galveston October 29 so Phil was Wyoming Duo, whips and ropes on his way home to Springfield, and Capt. Frank Doss, dogs, monks Mass. and ponies. . . . Capt. Bill Curtis was in charge of the Ringling big top at President Eisenhower's birthday party at Hershey, Pa., recently, according to Nary Fox. Charley Smith and Bill Hill assisted. They were also guests at

top and at the party in Hershey Arena, says Fox.

Melville at the Suffolk, Va., fair, handling the outdoor advertising October 20-23. . . . Jeff Murphree, for Mayor Floyd Housley of Hot Charlie Lewis, Billie Burke, Springs, who is running for re-Dick Doud and Jack Harrison, election. The Wilcoxes have just clowns, will play Louisiana dates, returned from the advance of the including New Orleans, for Tom Wallace & Clark Circus, and Packs after closing with the Gil Jacks, from the Gooding shows. Gray Circus. . . . C. R. (Buck) Reger, who closed with the Wallace Bros. Circus recently, pre- Pa., recalls that he made his first

The All-American Indoor Circus, Sue O'Grady caught the Ringling booked by Byron Gosh, is current- circus at Amarillo, Tex., recently.

Phil Marcus, billposter on the

American Legion Post No. 10,

Danville, Va., will present an indoor circus at the City Auditorium for three days in November under the direction of Byron Gosh. . . . Leo Francis has signed to do a sixthe \$100-plate dinner in the big week Santa Claus stint at Block's Toyland, Indianapolis, his 15th consecutive season at that spot. Francis has just finished the fairs Freddie Valentine is skedded with his white and blackface acts. to take his flying act to the Arabia . . . J. P. Lumley, who is still con-

Shrine Indoor Circus, Houston, fined to Veterans' Hospital, Birm-November 4-17, for Orrin Daven- ingham, would like to hear from port, after the conclusion of his friends. . . . Bill Durant, Bill Jacks last outdoor engagement for Frank and Bill and Jackie Wilcox are

Martin F. Hines, Bradford, sented his wife with a new Lin- Side Show opening in 1897 for coln Capri for her birthday. . . . Forepaugh-Sells. . . . Mrs. Mary Elmer Simpson and Pat and Patsy (Continued on page 57) Elmer Simpson and Pat and Patsy

Paint, Wood, Blacktop Await Crewmen at Rye

tions for black-topping 620,000 jacked up and their rotten founsquare feet of parking area at dation beams removed for replac-Playland, Westchester County- ing. A towering stockpile of owned amusement park, have lumber awaits placing on the progressed to where the work is Roller Coaster supports. Tree set to begin. The parking area, surgeons spend long hours trim-1,500 feet long by 400, was the ming foliage on the grounds. scene of intensive work by the Four thousand gallons of paint park crew as arrangements were await the end of the carpentry made for new conduits and lighting layout.

Also progressing rapidly is the rebuilding of the Boardwalk on the beach along Long Island Sound, 1,000 feet of the walk having already been replaced. The 300-acre plant is the location of numerous winter work projects assigned by Col. Alan Mac-Nicol, director since 1948. Two

London Funspot Shuttered as Too Expensive

LONDON, Oct. 24.—The Festival Gardens Funfair in London's Battersea Park was shut down Saturday (10) after a shaky threeyear run. Originated to cope with an expected rush of visitors to Britain's 1951 Festival, the highclass funspot came under heavy Altho the neighboring resort newspaper fire for extravagance, communities of Longport and But two successive governments continued to support their existence, until the general overall fees, Atlantic City will not con-loss mounted to \$3 million—pay- sider the program under any able by the taxpayers.

sion fee which fell this year to 7 cents. It seems that while individual stands which provided the present luxury tax. what the public wanted once they were too many expensive features of the Gardens which were not draws. The Ministry of Works paid an undefined lump sum to the London County Council for demolition of the fixed fittings. Movable assets will be auctioned next month.

Norton Again Heads Group

HARTFORD, Conn., Oct. 24 .-Julian H. Norton, co-owner of Lake Compounce, Bristol, Conn., amusement park, has been reelected treasurer of the Connectielected treasurer of the Connecti-cut State Park and Forest Com-mission.

The buildings, to replace exist-ing facilities, will cost between \$250,000 and \$300,000.

spot's winter operations. A "Ca-rousel" semi-outdoor dining pa-vilion is being built on the

RYE, N. Y., Oct. 24.—Prepara- concession buildings have been work, when a bright, new finish

will be applied thruout the park. The plant, which drew 1,750,-000 visitors during the season to park, beach and picnic areas, grossed \$1.5 million. And the net, running at nearly \$400,000, is what Playland has to operate on the year around, so MacNicol is pouring into the plant whatever he can, to modernize and refurbish it. At the beach alone, 450,000 bathers turned out during the season at 20 cents a head, or at 60 cents, for which they got the use of bathhouse and beach.

If the park, which holds 21 major rides and 14 kiddie rides, isn't ready for operation long before the 1954 season gets under way, it won't be MacNicols' fault.

Atlantic City Nixes Plan For Beach Fee

ATLANTIC CITY, Oct. 24.-Ventnor are giving serious consideration to beach admission sider the program under any condition. Mayor Joseph Altman In all, 12,500,000 people, 15,000 pointed out that the City Comthe final night, paid the admis- mission had gone into this revenue-raising idea several years days. ago, but abandoned it in favor of

idea in favor of our present luxury levy on four items. Our program has proven satisfactory.'

New Bldgs. Okayed New Ride & Pavilion For Calf Pasture

NORWALK, Conn., Oct. 24.-The Park Committee of the Norwalk City Council this week approved plans for the erection of area are being erected on the new midget auto speedway using a bathing pavilion and concession Riverside Park grounds for 1954 650 feet of track space, and a new stalls at Calf Pasture Beach.

Under the Marquee

Continued from page 56

Miller, wife of Obert Miller, general manager of the Kelly-Miller show, is driving a new automobile, which was purchased from Bert Siebert, Green Bay, Wis., auto dealer and show fan....Tom W. Bridges by-lined the Lubbock, Tex., coverage of the Ringling show.

Six of Cole Bros.' elephants will play the Fort Worth Shrine date for John Andrews. Art Eldridge, who has had Cole bulls on the World of Mirth, will have the Fort Worth six. . . . Johnny Fulghum, of the Kelly-Miller advance, has caught 11 other shows this season. He and Harry Doran close their Kelly-Morris work November 5.

Roy Barrett, who has been clowning with the Beatty show since September 1, will play dates at Houston (November 4-17) and Fort Worth (November 20-29) and then vacation at Hot Springs.

Charles (Jonesy) Jones again will handle rigging on the Houston Shrine date for Orrin Davenport. He'll be assisted by John Manko and William Dwyer. . . . The Snell Brothers, clowns, are back in full action. They'll make Baltimore and Philadelphia for Polack Eastern, a trio of Christmas events for Len Fisher, an indoor circus at Indianapolis and Edna Curtis' show at Minneapolis.

Jack and Barbara Fulton left Kelly-Miller, where they had the pie car and giraffe show.... George and Mary Morrissey caught Wallace Bros.' Circus at Logansport, La., and visited with Ben Davenport. . . . Butch Cohn and Jean Allen greeted Doris and Harry Chipman when the latter went thru Houston recently. . . Pat O'Toole and George McCarthy have a home show in Brownsville, Tex., in November.

Mabel Stark sailed October 17 for Japan with a five-tiger act. which she will deliver to the Japan Traveling Zoo. After training a person to work the act, she will return to Thousand Oaks, Calif.

Appearing with Byron Gosh's circus unit at Hillsville, Va., recently were Frisco's Seals; Frank Doss' dogs and ponies; Chuck and Lee, rolly-bolly; Bozo and Wimpy, clowns; Fuller Trio, trampoline; Gus Kanerva, aerial; Wyoming Duo, whips; Walter Bixler, dressage horse, and Minnie Rooney. Same unit was playing Galax and Danville, Va., and er, Troy, N. Y., and Dean Lester, Mount Airy and Statesville, N. C.

Rogers Bros. was a week ahead Marmolejo, all with Rogers, visited Mills Bros. at Homer, La., training immediately.

Ads, Gifts to Moppets Disputed But More Seen for Coming Season

By IRWIN KIRBY

NEW YORK, Oct. 24. - New York area kiddie parks have varying attitudes toward offering inducements that will attract moppet patrons to their locations. While several operators are in favor of their policy of giving away free items, such as lollypops and balloons, others feel that in their congested neighborhoods they have ideal locations and therefore get plenty of patronage whether or not any giveaways are offered.

The giveaway faction, however, is a sizable one, just about equal in number of operators to that of the negative leaning. And those who believe in presenting inducements all claim wonderful results therefrom. A leading exponent of the giveaway, Mortie Spicer of Joyland Kiddie Park on upper Broadway in the Bronx, a nine-ride location, is an ex-newspaper circulation man who is well grounded in promotional techniques, so he is by no means a typical operator. But Spicer's program is akin to that followed by several other kiddie park men, and has proven successful.

In Joyland's case, the offerings are a barrage of lollypops, balloons, merchandising tie-ins, and cut-rate newspaper tempters. The tie-in, worked with Bond bread, drew very good results despite a slight delay in distirbution of tickets. The coupons, printed with Bond publicity information and distributed in groceries by a Bond Hopalong Cassidy chuck-wagon, were handed out at check-out counters and offered for 11 days, not including Sun-

Ads Pay Off

Listed for Riverside

season use, as part of the fun-

vilion is being built on the

east-west midway, room for

which is being provided by shift-

while Jackie and Jacqueline Tol-

liver, Skinny Goe and George

Penny, also from Rogers, caught

Destinations for Wallace &

Clark people include: Walter,

Ethel and Jo-Ann Jennier, indoor

dates; Billy and GeeGee Powell,

their pit show; Murillo Troupe,

Monterrey, Mexico; Wayne New-

man Troupe, John J. Lynn and

Sam Price, Hugo, Okla.; Pete and

Vivien Rhea, Thousand Oaks,

Calif.; Basil Duncan, Kingsport,

Tenn.; Cy Murray, Holyoke,

Mass.; Red Rumble, Gonzales,

Tex.; Billy Griffin, Evansville,

Ind.; Ed and Moore, Daytona

Bill and Jackie Wilcox, Hot

Beach, Fla.

Los Angeles.

end of the grounds.

Gil Gray at Shreveport.

AGAWAM, Mass., Oct. 24.-A | In addition to the Roll-a-Plane,

new ride, game stand, and dining the south end will also receive a

Post was used early this season, papers offering inexpensive rates, but was dropped. Original ads as most operators steer away offered free-ride clippings, but from the major dailies' steep ad-Manager Harry Lubell of Joy- vertising prices. There will be land says so many clippings were more balloons, lollypops, leis and returned that the offer had to be other items given away next discontinued. Ads are still run regularly by Spicer.

Another gimmick used by Spicer and a couple of other metropolitan kid spots is the Saturday-Sunday employment of a Clown, to walk around and hand out presents to children. Altho Bertie is a working performer, other spots have employed retired funnymen to entertain moppet patrons and their parents one or two days a week. And the parent part of it is important, for the older generation has proven that it appreciates the little offerings to youngsters, by return-ing for more of the same.

The service aspect of the operation is not far removed from that in any other type business, where customers will return to the place that treats them best, Against Giveaways

"We don't need inducements," is the other side of the story, as voiced by operators like Leo Davis and Irving Miller of Fairyland in Brooklyn, and by Arthur Becker of Kiddie Park in the Bronx. Becker represents the school of thought that believes there is plenty of natural business without resorting to free lollypops. But he did use TV clown Clarabel in 1951 to open his place, and the greasepaint comic packed them in. Davis and Miller advertise occasionally, but feel there is no effective way rides at half price. The offer ran to check the pulling power of the ads, unless an outright offer is

The general picture seems to be Newspaper-wise, Joyland has one of increased extra attrac-Mayor Altman said, "When we advertised steadily with good re- tions, altho the trend is a slight were there, showed profit-there first sought ways of raising the sults for the two years of its ex- one. Several parks have exnecessary funds to help carry out istence, concentrating on neigh- pressed interest in the tie-in opour capital improvement pro- borhood publications -the eration, and others are contemjects, we delved into the beach weekly Riverdale Press, and plating giving away cheap items admission fee. We dropped the Herald Statesman of Yonkers, at the ticket booth in 1954. The which is just over the Bronx line advertising is most popular in Westchester. The New York where there are neighborhood

spring and summer, since there is a predominance of automobile business and it has been proven that good service and free prizes stimulate repeat customers, and happy patrons tell their friends clown, in this case, Bertie the and neighbors. With the car available, the customer finds it just as convenient, in many in-

stances, to travel a bit further to

where his child anticipates that

free gift. It's the old public re-

lations grind, and it pays.

End in Store For All Rocks' **Wood Buildings**

NEW YORK, Oct. 24. - The winter maintenance program at Rockaways' Playland, Queens funspot, calls for finishing the replacing of all wooden buildings with permanent structures of masonry and steel, and extensive work has already been accomplished on substructures of the midway buildings. Park Manager Lowell Young has completed two-thirds of the new concession building which is located on the old goat ride site.

Young said present plans do not call for purchase of any new rides, altho it is expected that several coin-operated kiddie rides will be added to the Arcade lineup. The management has shown interest in Hot Rod cars, but has been unable to locate space for anything of this size.

The Mirror Maze installation will be completed before the end of January and will operate on week-ends with the rest of the park equipment. Mirrors are being installed for the Skooter ride, to increase illumination and to flash up that operation.

FOR SALE

One Allan Herschell Kiddie Auto Ride and one Kiddie Jeep Ride; both rides in good condition. Can be seen at Seaside Heights Pool and Casino. Price for both \$2,000.00.

J. ERNEST MOBERG Seaside Heights, N. J.

Parks Need Golf Cook giant miniature courses. You give us 15,000 sq. ft. We'll provide a layout, equipment and accessories that are every way superior. Inquire promptly,

HOLMES COOK MINIATURE GOLF CO. 631 Tenth Ave. New York, N. Plant: New London, Conn.

FOR SALE

Big Eli No. 5 Wheel, extra good; new

HIATT AMUSEMENT PARK

FOR SALE OR PARTNERSHIP

Fifteen acres of Land, Buildings and small Lake; Route 7, Connecticut Highway. Suitable for amusement park, Write

J. ULEHLA

126 Hamilton Ave. Stamford, Conn.

High Quality KIDDIE RIDES

ROTO WHIP-SPEED BOATS-PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

FOR SALE

1947 ALLAN HERSCHELL EIGHTEEN CAR CATERPILLAR RIDE

Absolutely in A-1 condition with new Platforms. Never out of our park-This ride is priced right.

OLCOTT BEACH AMUSEMENT PARK Olcott, New York

Springs; Mr. and Mrs. Floyd Bradbury, Ventura, Calif.; Tommy Whitesides and James O'Connell, Wichita, Kan.: Archie (Pappy) Johnson, Chicago; Pearl Ferris, Huntington, W. Va.; Kenneth Ikert, Ring Bros.' Circus; Enoch Bradford, Chicago; Bob Cusson, Champaign, Ill.; Howard

Riggs, Los Angeles; Dorothy Carr, Charleston, Mass.; Jim Elmore, Sarasota; Bill Perkins, Houston; Harper Hardwicke, Brownsville, Pa.; Harvey Bouch-

Capt. Guy Leslie and his Wonof Kelly-Miller at Natchitoches, der Seals are now appearing with La. . . . Vasgues Family, Joe Hor- H. W. Jacobsen's Hollywood Cirwath, Carlos Ricci and Maurice cus. Leslie reports the purchase of a sea lion, which he'll start

game stand and lighting system. Owner Ed Carroll is having the rousel" semi-outdoor dining pa- Fun House rebuilt and will have a new front set up for it, using the "Crazy Castle" motif. The Laff-in-the-Dark ride also is ing the Roll-a-Plane to the south slated for rebuilding and enlarging. Located in the central part of the midway, it will have a new slanted marquee with decorative neon. Five cars will be added, making a total of 12 for

> will contain 500 feet of track. New Flooring Set

> the ride, and the enlarged unit

The dance gardens are also isted for remodeling. The plywood floor has been ripped out and a new terconza floorterrazzo and concrete mixturewill be used. Other changes will include a concrete walk from the main midway to the speedboat dock on the river bank. A second phase of midway black-topping will be accomplished, half the midway being surfaced in August. Carroll hopes for the weather to hold favorable, to allow completion of the entire midway black-topping before spring.

type clutch, double circle lights, \$4,950 cash.

CRESTON, IOWA

Communications to 188 W. Randolph St., Chicago 1, III.

Raleigh Smashes Attendance Marks in Click Centen Show

200,000 Jam Plant in Two Days; Prize-Winning Arena Is Dedicated

By JIM MeHUGH

RALEIGH, N. C., Oct. 24.— North Carolina's refurbished and still growing State Fair started breaking records on opening day, Tuesday (20) and maintained that pace right into today's final sessions to keep the event at the very top of the heap of five-day showings.

days was reported in the neighborhood of 200,000 as ideal weather drew folks from thruout the State. The 500,000 attendance mark can easily be reached, and perhaps smashed, before tonight's closing, officials believe.

The centennial staging of the event together with the dedication of one of the world's most publicized buildings—the new \$1,800,-000 arena—helped to generate new interest in this year's showing. Dr. J. S. Dorton, manager, exceeded even his own notable efforts of the past to frame a show that would be memorable to patrons.

Arena Speciacular

The arena, a building of spectacular beauty and ingenius design, was in partial use at last the administration. The next big business for all. this year fulfilled all of the advance promises. At the dedication it was awarded both architectural and construction prizes. Its unique parabolic arch construction will always be a symbol of the fair.

a huge plaza where the midway and grandstand entrances formerly met, new colorful grandstand entrances and permanent buildings to house eating stands operated by church groups. To make room for these improvements the James E. Strates Shows were pushed backed into reclaimed land where a completely new midway was formed.

Dorton's new free show creation this year, titled Village of Yesteryear, is a nostalgic outdoor reproduction of things familiar to the youth of the State 30-50 years ago, This, Dorton said, will be made into a permanent exhibit containing the gifts of publicspirited patrons. Similar units will be added to the Shelby and Charlotte, N. C., fairs which Dorton also manages.

Dust a Problem

While the weather was ideal in that it was clear and hot the dust which was scuffed up by the thousands of patrons on opening day became an attraction in it-

Greenville Hits 60,000 Mark

GREENVILLE, N. C., Oct. 24.-The Pitt County American Legion Agricultural Fair, which ended its six-day run Saturday (17), hit a record-breaking 60,000, according to Norman Y. Chambliss, fair secretary.

Clear, warm weather greeted the annual's opener, and stayed for the entire run. Prell's Broadway Shows, which last played the event three years ago, reported grosses a hefty 20 per cent ahead of the 1950 figures. This is the third year that Prell has played the Greeville annual.

Gate admission was 65 cents for adults, 10 cents for children on Tuesday, Wednesday and Friday afternoons (13, 14 and 16), and 30 cents for children all other times. The parking fee was 25 cents a

Tuesday was Greenville Day, with all colored children admitted for 10 cents. Thursday (15) was East Carolina College Day and Friday was Pitt County Day, with all white children from Pitt and adjoining counties admitted for 10 cents.

Some \$3,600 in prizes was listed in the premium book.

eliminate this problem.

Hamid Phantasies Revue started for a 100,000-seat stadium. off with a capacity house and conman was back in again last night. The afternoon feature today will be big car automobile races pre- has long been famous. sented by Sam Nunis. Harness noon feature.

ity, there still remains much to be numbered in the hundreds, the

self, altho a far from pleasant project that Dorton would like one. More than 20 tons of cal- to undertake is the rebuilding of cium chloride were added to the the grandstand. Plans for a walk ways during the day and unique suspended roof were additional tons were spread that drawn at the time the arena was night but only scant relief was planned and the architectural achieved. A project for the future, theme will be unbroken in all the paving of all roadways, will of the major building of the future. The raw earth left by The show features are all hav- changing of the grounds and new ing a banner week. The James construction will be covered up The attendance on the first two E. Strates Shows reported busi- with paving and otherwise beauness well ahead of last year. In tified. The original plans for the the grandstand the George A. rebuilding of the fair also call

Altho the almost total lack of tinued that way thru the week. rain during the summer has The Jack Kochman Hell Drivers parched the entire area, Dorton had the covered and open nevertheless managed to give the stands jammed to overflowing on presentation a noticeable fresh Wednesday afternoon (21). Koch- and colorful appearance thru the planned use of low cost decorations- an endeavor for which he

The sale of space to miscellaand pony racing was an after- neous food and novelty operators undoubtedly hit record propor-While the changes made at tions. The erection of the plaza the plant in the last couple of provided more space than ever years have run into several mil- before. These units, forming geolions of dollars dispersed so as to metrical patterns, covered literinclude virtually every fair activ- ally miles of avenues. While they done in the long range plans of crowds were sufficient to provide

Columbia State Fair Other physical improvements this year include the creation of Marks Record Gate

Ideal Weather Bolsters Attendance, Sends Dollar Earnings to Top Level

COLUMBIA, S. C., Oct. 24.—

The fair was extremely lucky opening, thus eliminating the fairs. dust cloud that has plagued many other Southern annuals in recent

The Monday night (19) prevue session which has been built up in recent years drew a record crowd. A free gate is featured on that night. The George A. Hamid grandstand revue gave two performances, the first to an overflow crowd and the second to a threequarters house for the best first night business ever achieved here.

Midway Take Up

On the midway the World of Mirth Shows registered a 50 per cent increase in business. On succeeding days the fun zone continued to rack up increases ranging up to 25 per cent and the outlook is for a record week. The World of Mirth was awarded the midway contract for the 1954 event prior to the opening of this Governor Tuck. Hamid named the year's fair.

Manager Paul V. Moore and the fair board, headed by President Ransome J. Williams, have been dipping into a healthy surplus fund in the postwar period to institute major improvements in the physical plant. One of the more costly efforts was the construction of a model women's building a couple of years ago. On the planning board now are designs for a new grandstand, a needed improvement that Moore has wanted for some time. A new concrete stage with dressing rooms underneath was constructed last year.

Contoocook, N. H., **Builds Racetrack**

-Hopkinton Fair has okayed the construction of a new harness race track at its plant here and September 4-6.

The biggest crowd of the week Ideal weather thruout the week showed up on Thursday (22), as bolstered attendance at the South expected, with the football classic Carolina State Fair to record pro- between the University of South portions. Fair officials believe Carolina and Clemson College a that a new gate mark might well | fair feature on that day. The mabe achieved if the skies remain jority of the 30,000 overflow clear thru today's closing stanzas. crowd of football fans find their way into the amusement zones of in that heavy rains wet down the the fair to make for one of the grounds the night before the best spending days at Eastern

Dallas Gate Tops '52 By Slight Margin; Spending Tops '51

Ethel Merman Tabs Six Sellouts; Ice Show Draws 95,000 to 18 Shows

Continued from page 51

had six sellouts, including opening night when 200 chairs were added. Merman has nightly performances thru the final Sunday Sunday for total of 24 perform-

"Ice Cycles of 1954" had a total of about 95,000 for 18 performances thru Wednesday (21). This included six consecutive sellouts of the 6,500-seat arena, one Friday (16), and unprecedented three Saturday (17) and two Sunday (18). The extra show was added at 10:30 a.m. Saturday at reduced price for rural youth kids. Clarence Linz, who presents the icer, said a check showed this was the first time that any ice show had sold out three times in one day.

Swenson Pulls The Aut Swenson Thrillcade, in the grandstand seating approximately 5,000, had three performances originally scheduled for Saturday (17) and after quickly selling out the first two matinees at noon and 2 p.m., scheduled another at 3.45 p.m. This, too, was a virtual sellout. With a full year will be sought, according to house that night as well, Thrillcade had a history-making four \$724,589 will be asked, compared sellouts in a single day. Swen- with this year's \$678,420. son daredevil show had 15 performances and about 41,000 customers thru Wednesday (21). Grandstand was sold out seven times.

"Dancing Waters," in an inconspicuous spot on the fairgrounds, had slim crowds its first few days, but reporters covering the fair were impressed with the quality of the show and began plugging it in daily stories and the aquatic-musical attraction reported an excellent 84,000 total attendance thru Wednesday (21). The 20-minute show averaged 35 performances on each day of big

Rotor Leads Rides Rotor thrill ride again led the midway rides, with Max Myers

estimating a total of 108,000 patrons thru Wednesday. Roller Coaster, victim of freak accident that injured six passengers slight-(25) and matinees Saturday and ly Sunday night (18), carried about 66,500 in the same period.
(Continued on page 76)

Mich. State Sees 50G Net On '53 Run

DETROIT, Oct. 24. — The 1953 Michigan State Fair will have an estimated profit of \$50,000, according to a report of Cass Wasung, assistant manager. The figure is based on total receipts of \$691,-690, an increase of \$103,000 over a year ago.

An increased budget for next a vote of the board. A total of

Other plans for '54 include the re-hiring of Dick Frederick as public relations and advertising director and Willis Grover, farm equipment exhibit manager. A request by the State Liquor Control Commission for 14 acres of fairgrounds land for its own use was turned down.

Calgary Sets Tote Boards

CALGARY, Alta., Oct. 24.—The Calgary Exhibition and Stampede board has approved installation of a totalizator for the 1954 horse race meetings.

A similar decision was made by the Edmonton Exhibition board.

The totes to be installed at the tracks, as well as at Polo Park, Winnipeg, are the latest type available and are manufactured by the Bell Punch Company, of London.

New to prairie racing, the totalizator calculates the odds mechanically and complete odds are flashed on the tote board every 90 seconds. Installation of the machines will give patrons a longer period in which to wager on each race as betting may continue until the horses reach the starting gate.

40G Grandstand Aids South Boston

-A new \$40,000 grandstand completed in time for this year's event helped attract additional crowds to the Halifax County Fair. The new unit, built under the direction of the ailing W. W. Wilkins, was dedicated Wednesday night (21) by George A. Hamid, supplier of grandstand entertainment here for some 30 years, and former grandstand after Wilkins.

The new unit, of concrete and steel construction, was built in two sections with the final work completed just prior to fair time. It will seat about 2,500. Modern dressing room facilities are included and considerable space is available underneath for commercial exhibit space.

ages out to about 11,000 per day was jammed to overflowing for the dedication of the grandstand while additional thousands kept the midway, occupied by the Prell's Broadway Shows, busy thruout the evening. Business thruout the week was good for the Prell organization.

Wilkins, who has headed up the follows: CONTOOCOOK, N. H., Oct. 24. managed to hold it together thru

SALT LAKE CITY, Oct. 24.work is expected to get under way soon. Permanent display buildings are also planned and '54 run of the annual, J. A. are scheduled to be completed Theobald, secretary-treasurer, in time for the 1954 fair, announced. The fair will open September 18 next year.

SOUTH BOSTON, Va., Oct. 24. the depression years when many other annuals quit, is now assisted by his four sons. One, an architect, Edward B., designed and supervised the construction of the new grandstand. The other sons are Bailey G., W. W. Jr. and L. Banks. They switch off daily handling the gates, parking, office and leg work.

Spartanburg Hits 202,000 As Weather Holds Pleasant

-The Piedmont Interstate Fair cleared by mid-afternoon, and the hit another 200,000-plus stand, as day ended with a hefty attendclear skies graced all but one of ance figure. Friday (16), city the six days of operation. With children's day, drew very warm local cotton mills operating at weather. Attendance at the event aver- capacity and supplying plenty of spending money, over 202,000 perfor the five-day run. The stand sons paid their way into the slightly, about \$350, for the grounds. Good grosses were in Hamid revue, but was good noneorder at gate, grandstand and midway, with the management so enthused it invited the Cetlin & Wilson Shows fun line-up back for 1954 running.

> Attendance was estimated by Paul Black, fair president, as

event for more than 30 years and Monday (12) 10,000 Greenfield, Id., Thursday (15) 30,000 Friday (16) 41,000 Saturday (17) 42,000 M. R. Woodson has been elected

2,000 Over 1952

SPARTANBURG, S. C., Oct. 24. day (14), Negro children's day,

Black said attendance in the 2,000 - seat grandstand was off theless. Irish Horan's Lucky Hell Drivers drew better than last year, but the turnout was not a heavy one, Black said, noting that Spartanburg has never proven a (Continued on page 76)

Elects Woodson

GREENFIELD, Ia., Oct. 24.president of the Adair County Total 202,000 Fair, succeeding Bob Roberts. Vere Ayers was named vice-The turnout was about 2,000 president; Dean Don Carlos, secover last year's. Rain on Wednes- retary, and Lee Rusk, treasurer.

MINEOLA DRAWS NEARLY 500,000

9-Day Run May Be Trimmed; Farm-Industry Combo Wins

Altho final auditing has not been lems to be discussed when the 17 accomplished, the 1953 edition of directors can be gotten together the Mineola Fair was a success for their post-mortem meeting. from both the attendance and exhibit angles, having drawn more people and shown more displays at its new Roosevelt Raceway location than it ever did at the old fairgrounds it occupied thru last year. Laboring under several handicaps, which must be rectified prior to the 1954 running, 350,000. The huge Roosevelt Racethe fair ended a nine-day stand Sunday (18) with total attendance of nearly 500,000 persons. About 60.000 were said to have been children.

First attendance figures, with nearly all 468 turnstile statements included, are as follows: Saturday (10) 40,000 Sunday 77,467 Monday 65,691 Thursday 17,854

Friday 77,093

Saturday 68,891

45 Problems Listed

The total does not include the children, who were admitted free daily if under 12, and on Friday (16) if under 16. It was estimated that at the 50 cents admission price, close to \$30,000 in gate revenue would have been realized if only one or two children's days had been employed.





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WESTBURY, N. Y., Oct. 24. - | This is only one of the 45 prob-

There are no attendance figures with which to compare this year's because of a new location being used. But the best year at the old Mineola Fair grounds was in 1951, when 400,000 attended, including kids, for a five-day event. Last year the turnout dropped to way plant is felt to offer no end of possibilities for Mineola to go well over the half-million mark. Forced to employ other pastures when Nassau County appropriated the 60-acre fairgrounds for office space, the fair was moved to the raceway, and now boasts more space than ever before.

With the event being held so late for this section, due to the track being used for harness racing until just before the fair opening, it was impossible to provide agricultural displays on a par with those of Mineola's past, hence this year's combination of agriculture and industry. Boast-ing the weighty titles of "Long Island Industrial Exposition and Mineola Fair," on some literature, and "Long Island Agridustrial Exposition" on others, the event was loaded with a record number of animal exhibits and more than 400 commercial exhibitors.

14 Big Tops Filled

Manager Charles Bochert was given 14 big top tents to fill, and he used every foot of them. Also jammed were the paddocks, which made natural walk-thru areas for the rabbit, sheep and poultry displays. The tents, mostly 200 feet by 60, with some 200 by 40's, were filled to capacity, as was the display space under the huge grandstand. Three of the tents housed the livestock display, and Bochert reported numerous herds having been turned away due to lack of space.

Altho there were some complaints, it was felt that the racethat the agriculture - industry combination will continue. farm. Among the many problems are

BOOKERS, NOTE!

CHICAGO, Oct. 24.—Booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses and names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.

New Auto Race **Duo Contracts** Cedar Rapids

CEDAR RAPIDS, Ia., Oct. 24.— The All-Iowa Fair will have AAA big car auto racing next year under the aegis of Johnnie Parsons and Bob McGovern, a new team, Andy Hanson, fair manager, announced.

Parsons, former winner of the Indianapolis 500-miler, has entered the promotional business with McGovern, a Morristown, N. J. newspaperman who has been general manager of the Morristown Raceway. The team is incorporated under the name of Parsons-McGovern Promotions with headquarters at 101 MacCulloch, Morristown.

Sam Nunis had promoted the Cedar Rapids event for several years.

Canadian Assn.

Canadian Association of Exhibiconvention at the Royal York Hotel here November 23-25.

A two-day program with four business sessions has been laid out. On the third day, delegates way site will be retained, and will take an educational tour of an industrial plant and a model

Attraction people are welcomed those regarding the carnival mid-way, occupied again this year by Ben Williams, Vancouver, B. C., the I-T Shows. Carnival people president; Sam Foster, this city, and numerous patrons said the vice-president; Emery Boucher, midway, on the opposite side of Quebec, secretary. Others on the the huge track compound from executive board include James the tents, was in a bad location, Paul, Edmonton, Alta.; S. N. Macrequiring a walk of several hun- Eachern, Saskatoon, Sask., and dred yards to reach the fun zone. A. B. Banks, Truro, N. S.

Fair Assn. Meetings

Oregon Fairs Association, Salem, November 11-13. Mrs. Leon Davis, Hillsboro, secretary.

bitions, Royal York Hotel, Toron-to, November 23-25. Emery Fort Shelby Hotel, Detroit, Janu-Boucher, Exposition Park, Que- ary 17-19. Harry Kelley, Hillsdale, bec, secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 30-December 2. Frank H. Kingman, Brockton 16, Mass., secretary.

Iowa, Hotel Fort Des Moines, Des Moines, December 7-9. C. S. Miller, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 4-6. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 6-8. Win H. Eldridge, Plymouth, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 11-13. Harold C. Pederson, 3531 22d Avenue South, Min-

neapolis 7, secretary. Kansas Fairs Association. Hotel Jayhawk, Topeka, January 12-13. Everett E. Erhart, Stafford, secre-

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Expositions, Governor Hotel, Jefferson City, January 14-15. Rollo E. Singleton, State Department of Agriculture, James A. Carey, State Office Jefferson City, secretary.

The committee of the co

Association of Tennessee Fairs. Hotel Montgomery, Clarksville, January 14-15. L. E. Griffin, P. O. Canadian Association of Exhi- Box 90, Nashville, secretary.

secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 18-20.

Maine Association of Agricultural Fairs, Portland, January 20-Fair Managers' Association of 21. Roy E. Symons, Skowhegan, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, sec-

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, Mont., secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 25. William C. Lynn, Department of Agriculture, Trenton, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Western New York State Fairs Association, Hotel Lafayette, Buffalo, January 30. C. L. Larson, P. O. Box 170, Dunkirk, secretary. Oklahoma Association of Fairs, Tulsa, January 31-February 1.

Vera McQuilkin, P. O. Box 274,

Building, Albany, secretary.

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1 6 4 3 Tat 2

ATLANTA WINS; ALL SEGS PROFIT

659,892 See Biggest Edition; Flowers, Poultry Impressive

in perfect weather during its 11day run which ended Sunday (11). Percentage increases re-ported were high from gate thru entertainment segments. Mike Benton, president of the annual for 21 years, claimed a paid at-tendance of 659,892, nearly 30 per cent over last year.

The following increases were given: American Midway Concessions under direction of Morris Lipsky, 22 per cent; Jack Kochman thrill drivers, 20 per cent; midway, held by Gooding shows and rides, 55 per cent.

Particularly successful from the exhibit standpoint were the Southern States Dahlia Show, which lavished 50,000 colorful blooms on the grounds, and the Atlantic National Poultry Show, best of its type ever conducted here. Successes were also claimed for the livestock and swine shows, both the largest of their types held here.

Credit was given to support of the local press and to the use of televised advertising, something new for the Atlanta annual on the grounds of Lakewood Amusement Park. The largely increased advertising budget was felt to have been largely responsible for the festive atmosphere which blanketed Northern and Central Georgia.

Amusement-wise, the fair enjoyed its biggest success. Large grosses were reported for most concessionaires, and rides and shows got heavy play. The Gooding unit, with Hal Eiford at the helm, brought 37 rides and shows TORONTO, Oct. 24. - The to supplement the park's permanent layout of 25, providing one tions will hold its 27th annual of the largest entertainment massings the grounds have ever contained.

Enjoying good takes from the all-time grandstand records were the Kochman show and Wilson Storey's Cavalcade of Stars, feanine circus-type acts. Kochman \$4,950.

ATLANTA, Oct. 24.—Bouncing drew heavily at the 6,000-seat back after a near-disastrous grandstand for six performances, stretch of rain that hobbled the including near-full houses at 1952 edition, the Southeastern \$1.20 over the final weekend. Fair-A-Ganza broke all records Stock car racing at \$2 on Sunday afternoon (11) was a sellout.

Big Kid Day Pushes Macon Gate Up 15%

MACON, Ga., Oct. 24.—The Georgia State Fair, thru Wednesday (21), halfway point in its six-day run, was racing ahead of last year, and E. Ross Jordan, fair manager, looked for a new record providing the weather holds.

Fair scored its biggest children's day on record, Monday (19) when youngsters poured onto the fairgrounds. All area schools were closed due to a teacher's convention and while no official attendance figures were announced, officials said gross receipts for the day were up \$1,400 from the same day a year ago.

At the midway point in the run, gate receipts were up 15 per cent. As usual, the cattle, poultry and agricultural shows drew the heaviest attendance. Fair is owned by the Macon Chamber of Commerce and operated by the Macon Exchange Club.

Edmonton Adds To Stock Arena

EDMONTON, Alta., Oct. 24.-Footings have been poured for an extension to the Edmonton Exhibition livestock arena and sales pavilion. Completion is scheduled for next July 1.

Several old barns were removed to make way for the addituring singer Darrell Glenn and tion. Cost of the removal was

GEORGE ARNOLD'S

RHYTHM ON ICE

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WOM Signs Diano Zoo Unit for 1954; Columbia Date Big

Mammoth Midway Unit Will Move On 14 Trucks, Have Novel Beasts

pand this activitiy.

gate.

where ideal weather favored the

operation thruout the week the

show opened at the State Fair

here Monday night (19) to a rec-

ord and enthusiastic audience

that boosted midway earnings by

some 50 per cent. The prevue ses-

sion, which the show has built up

thru the years, has become in-

creasingly more important. The

all-day preparation of the event

attracts but scant attention but

after the supper hour-and they

eat early here-the midway is

jammed in an hour's time as the

locals take advantage of the free

On Tuesday (20) the show reg-

Many Concessions

sion manager, has a massive and

colorful concession lineup. Last

year, only minutes before the pre-

vue opening, the concession line

The Winston-Salem Fair re-

signed the Bergen organization

prior to the conclusion of that

event. The contract for the 1954

South Carolina State Fair was

awarded the shows on Sunday,

two days before the official open-

loaded with promise.

ing of this year's event.

Bernard (Bucky) Allen, conces-

COLUMBIA, S. C., Oct. 24.- | gen said, further convinced him Tony Diano and the World of that there is nothing to equal the Mirth Shows completed plans this appeal of animals. The elephants week for the presentation of a have been used successfully for novel and mammoth zoo unit with parade purposes by the World of the midway organization thruout Mirth during the past several the 1954 season. unit will make it possible to ex-

Frank Bergen, general manager of the shows, said that while presentation plans had not been completed, it is possible that a donation system will be used. Gerald the Winston-Salem (N. C.) Fair Snellens, general representative of the shows, said that he expected to arrange special tie-in deals with national advertisers.

Diano, wealthy Canton, O., contractor and owner of one of the biggest groups of unusual caged animals available for show purposes in the nation, closed his Diano Bros.' Circus in mid-season this year after his first full-scale professional try in the field. Diano, it is reported, will personally supervise the presentation on the World of Mirth.

New Animals

The planned physical set-up calls for the transportation of istered another healthy increase equipment on Diano's 14 semi in gross earnings-estimated at units. These are among the best not less than 25 per cent. Wednesdecorated in the country and will day (21), a normally light session be used extensively for parade before Big Thursday, held up fine. and other promotional purposes. The outlook, on the whole, was The animals will include three for a banner run if the weather camels, 10 elephants, giraffe, ze- holds thru today. bra, rhinoceros, hippopotamus, buffalo, chimps and monkeys as well as several varieties from the cat family. A number of new and unusual animals to further bolster the Diano collection will be acquired this winter, it was

The show will be housed in a 70 by 120 foot tent. A second adjoining unit may be used for the presentation of a cat or other animal acts, Bergen said. The moving of equipment will be facilitated by the use of all aluminum poles.

Bergen emphasized that the Diano presentation would not be a variation of the circus units presented on carnival midways in the past. The animals, many of them unusual and seldom seen in much of the territory traversed by the World of Mirth, will be the feature.

Parade Feature

The show this year carried a herd of three Barnes Bros.' elephants which were used as a free attraction in the show kiddieland. The success of this venture, Ber-

EARLY SIGNING

Gem City Inks Ga. Fair for 1954 Repeat

ALBANY, Ga., Oct. 24.—A few hours after the close of the Southwest Georgia State Fair here Saturday night (18), the Gem City Shows, which supplied the midway attractions, were contracted to repeat in '54. Eight shows bid for the contract, it was disclosed.

Gem City racked up a thumping gross at the recent fair. Its ride and show take topped by 37 per cent the fair's midway gross in '52. The fair's attendance was up 29 per cent, according to Ralph Allison, fair manager, and Marvin Lloyd, the fair's concession superintendent.

The big jump in ride and show grosses was attributed to greater date that would be welcomed by earning power on the part of Gem City as well as higher attendance. Regular Gem City units were supplemented by booked-on ride and shows to give the fair the biggest midway gross in its his-

tory. Don Greco negotiated the '54 contract for Gem City.

Vivona Clicks After Blank

Martinsburg, Va., a **Bad One; Jamboree**

Camden opened slowly Mon-Friday, 4,000 youngsters were on night hours. The five-day grossfair, and the show was loaded with 80 concessions, 17 rides and 10 shows.

A jamboree for the Tampa Showmen's Club, emseed by Harry Wilson, was a big success. Conducted by Wilson, Johnny Vivona and Tony Barres, the program opened with an overture and introductions by Vivona and Wilson. Joseph & His Harand other entertainment included ner at the Brown Derby"; Bobby Reynolds, magic; Jesse French, strip; Glen Maynard, comedy strip; Maynard & Wilson, comics. went up in flames to ruin a date Drawings and auction sale were successful.

> The turnout of nearly 200 observed a minute of silent prayer for business manager Tommy Carson, who is at the Carolina Motor Court in Asheboro, N. C., facing a possible leg amputation.

With the signing of these two Rex Carson, India rubber man key spots, the show's Southern billed as Americo, has signed fair route is virtually assured for with Bob Hasson's Side Show for the '54 season.

For Tampa Success

LUMBERTON, N. C., Oct. 24.-Vivona Bros.' Shows bounced back fine last week at the Kershaw County Fair in Camden, S. C., following a wicked blank years. The addition of the Diano After racking up some of the best grosses it has ever earned at largely by non-co-operation by the local committee.

BUCK UNIT WINS ATLANTA PACT

New Railroader Aims for Stronger Fair Route; Dixie Dates Are Okay

out its first season on rails, this week announced the signing of the 1954 midway contract with the Southeastern Fair-A-Ganza, Atlanta. The event will run 11 days, from September 30 thru October 10.

The contract, engineered by Manager Dave Endy, gives the show a good start in its plan to add bigger fairs to its 1954 route, Owner Buck said. The show, moving this season on 20 cars, played a number of annuals normally considered in the truck-show category and the need for bigger and more lucrative dates has been apparent from the start.

Plans to put the show on rails were not finalized until the winter meetings at Chicago and, consequently, booking activity for the new unit was well behind that of other organizations. Endy has spent considerable time this season working on next year's route.

Return to Railroader

Atlanta, a big and important any unit which could play it, was played this year by a Gooding unit-the first non-railroad organization to play the event. Altho Room 215, St. Joseph Ward, Mt. the midway contains a full-scale permanent amusement park with many major ride units plus an independent fair midway, the date is still a big one for the carnival health for a year.

UNION, S. C., Oct. 24.—The O. company if fair weather prevails. C. Buck-Model Shows, rounding Business for the shows has Business for the shows has picked up considerably in the South, Buck reported. Good business was reported at Hickory and Greenwood, N. C. Here the show got in a nice kid's day and the wind-up business today is promising. Rock Hill was also okay for the shows.

Two more fairs, Laurens and Chester, S. C., remain on the route. One or more spots may be added,

Greenwood is being considered for a winter quarters and will probably be used if sufficient according to Fred Tennant Jr., trackage is available for the show the fair's attraction-concession train.

Buck said that an extensive refurbishing plan will be put into motion as soon as the show arrives in winter quarters. Both Buck and Endy will then devote most of their time to booking

Mulholland Hospitalized than last year.

COLUMBUS, O., Oct. 24.man with Gooding Amusement Company, is seriously ill here in Carmel Hospital. Mulholland, who has been in show business for over 50 years, has been in bad

Strates Bags Peak In Camden, S.C., Earnings at Raleigh

Record Crowds Boom Midway Take; Fair Season Much Better Than 1952

By JIM McHUGH

RALEIGH, N. C., Oct. 24. — North Carolina's State Fair, the big one on the James E. Strates Shows route, did right for that organization this week by pulling some of the best crowds in its history.

Owner Jimmie Strates had all the best of it with his show and that struck the organization at ride units-which stretched prac-Martinsville, Va. With scarcely tically out of sight-earning top 200 persons on the grounds grosses and a lineup of concessions nightly, the date was the worst that appeared to number several Vivona ever played, blamed hundred and comprised three midways with the units back to back.

Altho pushed back several hunday and Tuesday (12-13), but at-tendance spurted for Wednes- tion and located a long way from day's auto giveaway, with 8,000 the main entrances, the show turning out that day. A baby units didn't seem to be affected. giveaway Thursday (15) also Midway action was underway by went well, more than 5,000 at- 10 o'clock each morning and the tending. At noon on kids' day play was continuous thru the late the grounds and the buses were with each day described as a still rolling in. The increased Fourth of July-should soar well turnout brought grosses for Cam- above the \$100,000 mark keeping den on a par with last year. This this fair one of the very best on was Vivona's fifth time at the the continent on a day-for-day earning basis.

Dust Problem The unseasonably hot and clear weather which has pulled record crowds to the event had an adverse effect in that the newly filled land was scuffed into a pall of dust that veteran showmen had seldom seen the like of in their cumulative experience. On Tuesday (20), the opening day, the lem Jamsters played for the Rob- dust resembled a fog and cut visiert Holt revue and minstrel show, bility almost unbelieveably on such a clear day. Thruout that comics Glen & Company in "Din- night, however, water and calcium clhoride were used in quantity and the situation was considerably improved the next day.

> The bottleneck at the midway entrance which existed for many years has been eliminated. The old eating stands which crowded up to the grandstand entrance and left only a narrow walk leading to the midway is now a huge plaza. The entrances to the separate concession midways are accessible to all patrons. Previously all of the midways had to funnel off a very narrow artery that at times turned automatically into one way traffic.

> The midway is on a grade which is not so noticable the first time around. However, even the very high units, like the gaily lighted Ferris Wheels, are not visible from the plaza area which fronts the administration building.

Long Walk are located in the plaza in front event in '54.

of the waterfall. From the main entrances patrons must walk a mile along avenues flanked by eating and novelty stands.

With the big business that is certain to result here the Strates show is rounding out a fair season that is considerably better than last year. A big factor this year has been the weather. The show has been lucky at many of its important engagements. Clear days have drawn bigger crowds and if the per capita spending had dipped the increased attendance was enough to keep it from affecting the total gross.

At the Hamburg (N. Y.) Fair, particularly important because of its early dates, the show chalked up record earnings. The big New York State Fair at Syracuse with its \$100,000-plus earnings came thru in fine style. York, Pa., and Charlotte, N. C., among others, were very big for the shows.

Shelby Blanked At Shelby, N. C., the show blanked out when a deluge ruined Friday and Saturday, the two most important days. Last week at Greenville, S. C., a fill-in spot, business was reported poor.

The show got some fine publicity breaks here engineered by Starr DeBelle. The best was a three-column page one picture featuring a gal show lovely.

ADDS BIG ONE

Show Inked By Minot

MINOT, N. D., Oct. 24.—The William T. Collins Shows added another major fair contract to their list for '54 with the closing of negotiations to supply the midway attractions at the North Dakota State Fair here. New to Collins' route, the annual is a pivotal one for carnivals in the Dakotas and indications are that Collins will pick up several other fairs in the region.

Bagging of the contract for the fair here puts Collins away out in front of his normal booking schedule. Early in September, he was signed by the Nebraska State Strates kiddie rides and a bingo Fair to return to the Lincoln

Dallas Rides, Games Top '52 Biz by 15%

Show Grosses Down, With Fewer Units Cited; Concession Line-Up Draws Praise

By FRANK JOERLING

DALLAS, Oct. 24.-Ride and games concession business at the State Fair of Texas was running 15 per cent ahead of last year today as the fair entered the last two days of its 16 - day run, superintendent, and Joe Murphy, who with Margaret Pugh and Jack Lindsey operate the games and most of the rides.

Grosses for midway shows, however, were running behind last year. Clif Wilson, producer of the shows for the first time here, attributed the drop to the fact that there are fewer shows

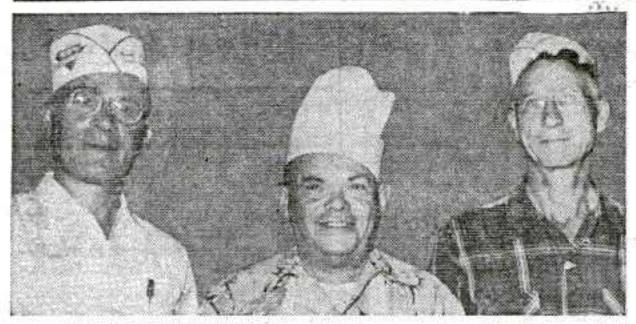
Shows reporting some of the can Shows, as talker.

Other strong grossers were Pete Kortes's Side Show and Sailor Katz's Jungle Land. Latter features rattlesnake-milking every

Of the rides, the Rotor was the biggest money-getter.

Games concession line-up is attractive, with Joe Murphy crediting H. E. Palmer, who supervised the rebuilding and reflashing of the concessions, with an excellent job. Concessions flash an abundance of high-class merchandise. All male agents are attired in white shirts and black ties and the women agents all wear white blouses and black

Coming in for praise from James Mulholland, veteran show"Desira" with a 40 by 80 foot men here, is the cookhouse top out of the factory only a few operated under the Murphymonths, a seating capacity of 480 Pugh-Lindsey banner, with Bill and a revolving stage; the Pat Naylor, veteran Dallas restaurant Murphy-Red Marcus "Follies Ber- operator, in charge. Visitors were gere," with a seating capacity of loud in their praise of the high quality food, the cleanliness of Rogers, late of the Royal Amerigiven.



A TRIO OF OLD HANDS in cookhouse operations, Tom Pappas, Sam Landesman and Jake Drager, pose during a lull on the West Coast Exposition Shows.

Midway Confab

Birthday party for Carl J. Sedlmayr Sr., owner of the Royal American Shows, was given Wednesday night (20) in the Marlin Room of the Captain Shreve Hotel, Shreveport. J. C. (Tommy) Thomas. RAS special agent, and Harry Julius, operator of the Arcade on the show, were hosts. Guests included Mrs. Carl J. Sedlmayr Sr., C. J. Sedlmayr, Mr. and Mrs. Robert Lohmar, Mr. and Mrs. Sam J. Levy, Mr. and Mrs. Sam Gordon, Mr. and Mrs. Al Sweeney, Robert K. Parker and Frank Morrissey.

Paul M. Farris, concessionaire with Snapp Greater Shows, is seriously ill at St. Francis Hospital, Cape Girardeau, Mo., with heart and lung ailments. Farris, who became ill during an engagement at Magnolia, Ark., recently, flew to Cape Girardeau with Mrs. Farris. The Farris concession remained with the show to finish the season under the management of George White, and then went into winter quarters at Chaffee,



TWO VETERANS on the Royal American Shows, Tom Mooneyhan (left) and Frank Stubblefield reminisce over their long years with RAS. Stubblefield is the oldest employee in point of service on the show. Mooneyhan has been with it for many years as mailman and The Billboard agent,

Visitors at the Piedmont Interstate Fair in Spartanburg, S. C., who dropped in to see fair President Paul Black, included Frank Bergen, Bucky Allen and Gerald Snellens of World of Mirth Shows; James E. Strates and Al Travis of the Strates organization; Ben Wolf of Wolf Amusement Company; George A. Hamid Sr.; Roy B. Jones of the Pepsi-Cola Company, and Paul V. Moore of the Columbia (S. C.) State Fair.

Tommy Carson, business manager of Vivona Bros.' Shows, is seriously ill and facing a possible leg amputation. Tommy would like to hear from his old friends who can write him at the Carolina Motor Court in Asheboro, N. C.

DALLAS FAIR NOTES: Office staffers for the Murphy-Pugh-Lindsey operation during the fair consisted of John Obluck and Harold English, plus Mr. and Mrs. Joe Murphy, Mrs. Margaret Pugh and Mr. and Mrs. Jack Lindsey. Veteran concessionaires included Bill Bonta, Charles (Chuck) Moss, Woody Woods, Blackie Schofield, Bennie Spencer and Math Her-

Mrs. Hattie Longchart, operator of the Cuddle-Up ride, the scales and a cookhouse, reported that her business for the entire season was far above that for last year. Fred McFall, operator of the Penny Arcade, various rides and attractions, reports it has been his best season.

Varieties of 1953, featuring Mitzie, highlighted the Southeastern Fair-A-Ganza midway in Atlanta, drawing standing - room - only crowds for several days. Harry Breyn, the show's emsee, and the Five Echoes of the Brownskin Models show, entertained at the Vagges, bag punching; Algato, press luncheon. Guests at Atlanta

included Frank Kingman of Brockton, Mass., secretary of the International Association of Fairs; Guy Crowell of the Saginaw (Mich.) Fair; Pat Kerr of the Tennessee Valley Exposition; F. H. Williams of the Athens (Ga.) Agricultural Fair; Bob Williamson of the Bluffton (Ind.) Fair; Col. & Mrs. Jack Wilson and Mrs. Bill Moore of Cetlin & Wilson Shows; Maurice O'Hearn of Amusement Corporation of America; L. J. Heth, of the Heth Shows; and Phil Lucy of the Orange Festival in Winter Haven,

Mr. and Mrs. Bill Rowell and son, Billy, ended the season with their grind show, "Faraway Places," at the recent Texas State Fair, Dallas. They played Minnesota, Iowa and South Dakota into September to good biz.

Charles K. Robinson, son of Mr. and Mrs. Robert Robinson, frozen custard concessionaires, joined the Air Force recently and is taking basic training at Lackland Air Force Base, San Antonio.

Joseph Lehr, spot worker, pens from Philly that he hopes Spot Pinsonault and Spot George Harris encountered luck at the recent Texas State Fair, Dallas. Ethel T. Reitz, who married Foster Jewell, (non-pro), in Houston October 15, is in Baptist Memorial Hospital, that city, for an operation. . . . Nick Russo and Little Joe Shaw pooled their resources recently at Charlotte, N. C., and are now the joint owners of a new Buick convertible. Thus far they have had a successful season with the O. C. Buck Model Shows, according to A. C. Brooks. . . After closing with Addie Evans' Side Show on the Dumont Shows recently, Penny Law joined Virginia Greater Shows as annex attraction in Allen's World's Fair Freak Show. . . . Prof. Willie J. Bernard and wife, Mildred, arrived at their home recently in Hancock, N. H., after working as ride ticket sellers at fairs in New Hampshire and Maine. They are contemplating going to Florida this winter.

Mrs. Carl (Lois) Hanson is resting in St. Vincent's Hospital, Little Rock following major surgery. According to doctors she will be released in a matter of a week. . Mr. and Mrs. Merl Sharp, who have operated the City Cafe at the Lubbock, Tex., fair for 25 years, were honored during the recent run on their silver anniversary at the annual. Charles L. Adams Jr., fair president, made the presentation of a number of gifts from various suppliers. Included were matched luggage, flowers and a special cake.

Mr. and Mrs. Ray Oakes, Lyons, Ill., games manufacturers, are back home after a two-week vacation in Tampa, where Ray looked over some property.... Personnel on Bob Rand's Side Show with C. A. Stephens Shows includes Terry Lund, talker; Sherman Spanks, fire and torture; Dorothy Bryant, blade box; Zeno, mental and mitt camp; Edgar Shepard, alligator boy; Rose Faye gazelle girl; Ed Doyle, balloons, and Sue-Dan, annex attraction.

Ward Hall, of Hall and Leonard's Side Show, writes that busiin the Southeast has been good. Show carries Leonard's Punch and Judy; Milos and Wardellos, juggling; Frank Donnell and Wardello, fire eaters; Bea Rockwell, handless and footless girl; Don Franko, snakes; Leonardos, knife throwing; Frisco Bill, tattooed man; Ralph Johnson, pin cushion; Lady Faith, mentalist;

(Continued on page 62)

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or those who love carnivals and for those who want to own and run one, William Lindsay Gresham has written just the book. All the required, fantastic information is in the pages of 'Monster Midway,' from the beckoning banners which pull in the crowds to the dare-devil acts which knock them speechless . . . Best of all . . . he discloses the secrets of fire-eating, knife-throwing, Houdini escapes, snake charmers, and optical illusions," -Bernard Sobel, Saturday Review

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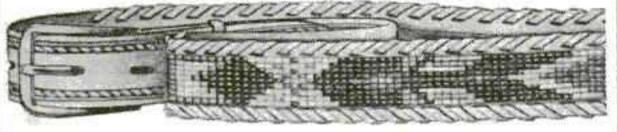
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Will place Animal Show, Monkey, Glass, Drome or any Grind or Bally Show not conflicting with what we now have. Will place legitimate Concessions of all kinds. Need Custard, Foot Long, Pronto, Novelties, Hats, High Striker, Arcade, Ball Games, String or any Stock or Sale Concession.

Note: We are now booking and contracting for the 1954 season. All address this week, c/o Western Union. Cuthbert, Georgia.

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Bonifay, Florida, this week.

It's the Original! I-T'S SEASON OK; MINEOLA BAD ONE

Equipment in LI Quarters; More Fairs Needed for 1954 by Enlarged Outfit

NEW YORK, Oct. 24. - I-T | Many concessionaires lost the Shows ended its season Saturday | night's grosses, (17) on a dismal note, and packed its equipment into its Patchogue boathouse and Roosevelt shop on Long Island. The Mineola Fair, a customarily strong one for the Isser-Trebish carnival, was a bust this year, altho the fair's new location at Roosevelt Raceway in Westbury, L. I., has potentials for being a lush fair date. For the season, the carnival's earnings were practically the same as last year's, altho the nut was much greater with the acquisition of new equipment.

for the first time, fair officials put the carnival on the opposite side of the track from the grandstand and the 14 huge exhibit tents. A walk of several hundred yards was necessary for patrons to hit the fun zone, after having marched nearly a half-mile in order to see all the displays.

In addition to location, General Manager Phil Isser was beset by other woes: both Sundays of the nine-day stand were lost due to a town regulation, and half the midway was dark on opening night Saturday (10).

Biz Off Badly

When it was all over, I-T reported its 22 rides off 35 per cent about 60 concessions on the midway.

Playing overlapping dates, I-T split its layout between Danbury, Conn., and Mineola. For the opening day at Mineola, Saturday (10), Isser and Morris Brown set up the Octopus, Merry-Go-Round, two kid rides, one Ferris Wheel, the Chair-Plane, and Eric Wedemeyer's new ride, the Roto-Jet. Shows were:
Mr. and Mrs. G. N. Burns' Torture House: James Ferrenti's girl

Named Site of ture House; James Ferrenti's girl show, Jeannie; Jim Rosen's What is It? and the Joe Ricco-Gus Rabb wrestling tent. Is Trebish stayed behind to close the Danbury midway the following night, and I-T was complete for Mineola on Monday (12). Additional shows brought down were a Side Show, Illusion, Mickey Mouse Circus, Volstead's Side Show and Wild Life Show, and Fitzgerald's Natural History Show.

Altho it was known that the town of Hempstead has a ruling that prevents carnival operations said. on Sundays, it was hoped that fair officials could persuade the town to make an exception. The efforts failed, and two Sundays were lost. A hearing will be held by the town board, at which a variance in the law will be sought, enabling midway operations to be held in 1954.

Wiring Prevented

Electricians caused the opening night woes. Whereas no union trouble was encountered during the carnival's years at the old Mineola grounds, the raceway electricians are strongly organized and prevented the carnival men from finishing hooking up once they had wired half the midway. The track crew worked into the night but succeeded in making only a few individual connections.

Page Frames Two Units for '54 Season

ARDMORE, Ala., Oct. 24.— Page Bros.' Shows will operate two units in '54, Owner W. E. Page announced here as the show closed its season today.

Elmer Reed will manage the new unit, which will go out, according to present plans, with 5 rides, 3 shows and upwards of 25 concessions. The No. 2 show will confine its operations mostly to Tennessee.

New equipment is being added before the show heads for its Springfield, Tenn., winter base this week-end. An office semitrailer was purchased from Mrs. Kellie Grady of Florence, Ala., and show painter Ben Able has already decorated the vehicle in Page colors. A new Chevrolet tractor also arrived from the O. K. Chevrolet Company, Dresden, Tenn.

In mid-week, realizing their fair was too thinly spread, offi-

cials asked I-T to set up among the exhibit tents one of the three Eli Wheels, a Merry-Go-Round, Chair-Plane, and Mouse Circus, and the carnival complied.

The Mineola bust kept I-T's season grosses from going more than a shade ahead of last year's, far from the hoped-for big money with which to erase debts on the new equipment purchased for the gusta. season. The expanding organization needs more time for this, and Using the vast raceway plant Isser said at least two or three additional fair dates will be sought for the 1954 route. I-T this year added two diesels, four Sherman closed vans, 11 tractors, a Herschell kiddie tank ride, and new canvas, including three show tents and a Merry-Go-Round tent.

> The show's 25 trailers, loaded with equipment, more than fill the Patchogue boathouse, and it is foreseen that if I-T continues to grow, more winter space will be required.

Brightest spots for the season were the praises heaped on I-T by the Middletown, N. Y., Chamber of Commerce, and by President John Leahy of the Danbury from the 1952 Mineola edition, Fair, played by I-T for the first and business at the 10 shows as time. "If they can keep it just being 40 per cent off. There were as neat and clean again," Leahy said after his event ended, "there's no reason why we can't have them back next year." this was I-T's first time at Danbury.

Latin Quarter Miami Banquet

SOUTH BOSTON, Va., Oct. 24. -Patty Finnerty, long-time chairman of the annual banquet and ball of the Miami Showmen's Association, announced here this week that the gala event will be held in the Latin Quarter, Miami. Tickets will cost \$10 and reservations are now being accepted, he

Finnerty, concessions manager of Prell's Broadway Shows, said that the club was booking in an especially strong show for the period in which the banquet will be staged. The club set-up, he said, was deemed the best to assure good food and top talent for the event.

Miami Showmen Home Readied For Nov. Meet

MIAMI, Oct. 24.—The Miami Showmen's Association will meet in its new building for the first time on November 3, with the committee assured by contractors that the key will be turned over on November 1. Final touches to the building are being made, and Secretary Phil Cook reports that funds are still coming in, \$9,000 having already been collected thru jamborees, bingos, award boards, and other games.

President William Cowan will fly in to preside at the inaugural session, at which present furniture will be used until details for securing new items can be worked out. Cowan has set Sunday, December 13, for the dedication of the structure.

Shep Blumberg and Tommy Carson, chairmen of the membership committee, report that 546 new members have been secured so far this year, and look for at least 700 new ones being signed before the initiation fee goes up to \$35, following completion of the new building.

Midway Confab

Continuea from page 61

alligator skinned boy; Viola Webber, iron feet; Ward Hall, vent; Sally Vagge, musical; Kasham Singh, two-headed boy, and Diane, annex attraction managed by George Searls. Doc Le Roy is talker; Rocky Rockwell and Bill Christy, tickets, and Wyatt Davis, clown-magician.

Thrill driver Dell O'Neill of Houston was seriously injuried on Sunday (25) while performing in Augusta, Ga., with the Holly-wood Thrill Circus, when he failed to leap a convertible 117 feet over three other cars. O'Neill, who trained under Lucky Teeter, is in University Hospital in Au-

A son, Thomas John, was born to Mr. and Mrs. Joe Sciortino September 26 in Dallas. Father this season operated the "Scandolls" on the 20th Century Shows and had girl shows at the Michigan State Fair, Tennessee State Fair, and the Dallas fair.

Jack Ruback Heads for WQ After OK Trek

SULPHUR, La., Oct. 24.—Jack Ruback's Alamo Exposition Shows are here at the fair this week in the next to the final stand of their season. Org will close next week at Port Arthur. Tex., and then head for its San Antonio winter quarters.

The show covered a total of approximately 6,000 miles this season, played 14 fairs and celebrations and, despite a rough spring, wound up the season in the black. The org recently was again signed to provide the midway attractions at the Charro Days Celebration, Brownsville, Tex., February 20-28, and the Battle of Flowers, San Antonio,



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NOV. 18-28

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2-speed rear, 8.25-20 tires, mechanically good, \$645. New Buick Roadmaster Sedan, \$2995.

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Dyer's Greater Shows

Want for '54. Will sell ex on Cookhouse, Grab, High Striker, Photos. Deposit required. Open in April. Want Ride Foremen who drive and don't drink on Octopus, Tilt, Jenny, Cat, Spitfire, Rolloplane and Dodgem. For Sale—Caterpillar and Spitfire with trailers and tractors if desired. Contact West Helens, Ark., this week, or Searcy, Ark., Winter Quarters.

Club Activities

Miami Showmen's Association

3170 S.W. Eighth St., Miami

Many members starting to arrive in Miami make their first stop the new building of the association, and all are favorably impressed. Among recent visitors to the office are Al Beck, Hank Palmer, Tony Giamportone, Isidore Beck, M. A. Harrison, Bert Rosenberger, George Priest, Conrad Weiss, Edward C Wagner, Pud Hartman, Dave Rockford, Willie Lish, Hymie Frankel, Cyrus Hayworth, Sammy Walsh, Harry Meyers, and Tom Kaslin.

Max Sharp, chairman of the entertainment committee, reports that he will have a good program for the winter season. Patty Finnerty, chairman of the banquet committee, reports that he is in touch with some of the leading Lynch, Harry Fay, Al Busch, mittee will be assisted by Arnold places in Miami and Miami Beach, at which to hold the affair on January 4. Memorial services have been moved up this year and are to be held Sunday, December 20. A joint meeting of the men's and ladies' organizations will be held Friday, De-

Carson, dual chairmen of the Davidson, E. C. Brown, Frank Sharkey and Sam J. Solomon. membership committee, report Robinson, Robert Tuttle, Charles that the organization now has Fink, John Cucco, Philip Kalin, 1,632 paid-up members, and that Redmond Morris, John Carroll, it looks like 12 Gold Membership Herbert Pickard, Bill Hunter, Cards will be presented at the Clarence Whitehall, James Miller, annual banquet. Gold cards have Lionel Miller, Paul Miller, Ken Cook, Norman Dills, Robert A. already been received by Blum- Garthwait, Harry Swan, Leo Moberg, Max Sharp, Carson, Paul riarty, Max Sonn, Edward Adams, H. Burridge, Kenneth Revling, Prell, Bennie Glass, and Edward Vincent Knaube, Gene Sharkey, D. Walter. The following are almost over the top in their drive Charles Gill, Joseph Andrykow, for gold cards: Buster Westbrook, Donn Ramon, Fred Bockelman, Fitzie Brown, Ed Horwitz, John Harry Shore and Donald Miller. Vivona, Abe Prell, and Ross Manning. The Year Book is taking ing our lots on Biscayne Bouleshape and the office reports that vard, Chairman Cliff Wilson of \$2,000 has already been obtained the building committee and cotoward the goal of \$10,000.

The sick list includes the following: Carson is at the Carolina Motor Court in Asheboro, N. C.; Benny Rosenberg met with a serious automobile accident on the way to the Anderson, S. C., Fair, and is in the hospital there; thru Claude Sechrest, assistant Don Lanning is recuperating from a serious operation; Tommy Allen is still in the Alston Hospital in Asheville, N. C., and is showing slight improvement; William (Red) Hicks is showing great improvement but is still at the Pratt General Hospital in Coral Gables, Fla.

The following applications have been received: Roy Griffin, Mark Williams, William Rae Canavan, Jerry LeVanis, Charles Jaffe, Stanley Kawka, Hyman Snyder, Gerald Snellens, Alexander Bedroff, Tom Slater, Bill Powell, Chester Brown, John Reed, Francis Morgan, Percy Bickford, Robert Lombardi, William Fike, William Christy, William Manstein, Raymond Frazer Jr., Melvin Summe, William Branch Sanders, Kenneth Jordan, J. Wesley Blair, Jack Martinkus, Edward York, Mike Buhnia, Harry Johnson, Robert Barnett, Elias London, Harvey Powers, Bennie Hirsch, John Childers, Boyd Bryant Brooks, Joseph Dato, William Glover, Harry T.

FOR SALE

Lion Drome and 3 Cub Lions that ride motorcycles. Will sell complete or whatever you need. Also Boat Ride now with Cetlin & Wilson Shows.

Address EARL PURTLE c/o Cetlin & Wilson Shows Florence, S. C., this week; Sumter,

S. C., Nov. 2-7.

WANTED INFORMATION

of the whereabouts of VIOLET KANE McKINNON and NEAL McKINNON

Estate matter. Contact NEW ENGLAND RESEARCH CORP.

Smith, Jesse Laird, William Stein, V. L. Miller, Gregg Whitaker, Walter Wanos, Dick Best, R. A. Bauman, Jack Desplenter, Leonard Luxenberg, Henry Nielsen, Aaron Hymes, James McHugh, to preside at the Thursday (22) Joseph Hoy, William Marko, meeting. With him at the table Charles G. Dougherty, Sam were Treasurer William Carsky, Springard, William Burger, Treasurer Emeritus Walter F. Charles McElwain, Robert Driver, Maurice (Lefty) Ohren Wright Jr., Gary Wells, William and Secretary Joe Streibieh. Henry Brew, Robert Butte, Ar- No late reports on Harry Silverthorne, Leroy Jackson George B. Flint announced an Moye, Charles Fazio, Norwood issue of News Flashes would be Bickford, Kenneth Collins, Don- out before the convention. Ways ald Edwards, Carl Duncan, Ed- and means committee reported Clifford Malone, James Woods, Show World project. Good re-George William Thompson, Earl ceipts this week from Mrs. Al Maddox, Anthony Burke, Phillip Wagner. Waddle, Wilferd Clain, William Waddle, Wilferd Clain, William George W. Johnson and Wil-Perrot, Thomas Crew, Henry liam A. Hetlich, co-chairmen of

Thomas Broome Jr., John Mc-Lean, James Eanes, John Kane, Henry Tooma, Chester Przelom-Shep Blumberg and Tommy ski, Robert Murphy, Edward

son, James Harrison, Paul Ward,

In answer to inquiries concernchairman Fred Holtzman report the lots have been sold for \$32,-500 and the money deposited to the building fund's credit.

Bill Hartsman, of Cetlin & Wilson Shows, who is aiming at a gold card, sent 28 applications concession manager, who arrived in town for his first visit and rejoined the show in Florence, S. C. Maxie Sharp visited the office and brought \$1,700 for the club as well as some more new members. President Cowan reports a Buck-Model Shows jamboree produced \$1,100 more for the club.

National Showmen's Association

317 West 56 Street, New York

Ladies' Auxiliary

October 14 in our new quarters, FINKEL.

Showmen's League of America

CHICAGO, Oct. 24. - Vice-President Ned Torti was on hand

thur Cronin, Irving Rubin, Ralph Mamsch, Frank Daniels, David Baughman, Charles Steiner Jr., Swarthout and Harry Atwell, Bill Hunt, James Swann, Evern who have been on the sick list. ward Gloeacki, William Houston, good returns on the Miss Outdoor

Mitchel Robinson, Louie Santa- Maley, George A. Golden, H. A. lone, Robert Davis, Larry Wil- Lehrter, Rube Liebman, George C. Olsen, Walter F. Driver, Sollie Samuel Tepper, and Zeno Carter. Wasserman, Nieman Eisman and Also, Joseph Marchiano Sr., John Gallagan. Committee on Henry Robinson, William O'Brien, Memorial Services named by Chairman Bernie Mendelson includes Max Brantman, Isaac Malitz, James Campbell, Hadji Delgarian, Noble Case, Thomas F.

> New members are Raymond Johnson, C. D. Baldauf, John M. Langford, E. B. O'Donnell, J. Oscar Mills Jr., Joseph V. Shesser, Donald E. Haywood, John J. Bauman, William Restis, Frank George E. Miller, Charles H. Parr Sr., Jesse Laird, Lyman J. Dickens, E. D. Wickham, Harry A. Thompson, Joe E. Pankiw, James C. MacDonald, Gene (Red) Bennett and Joe S. Hill Jr.

> .The meeting of November 26, which falls on Thanksgiving Day, has been postponed to Saturday November 28. This and the December 3 meeting will both be held in the Hotel Sherman.

Members attending their first meeting of the fall season included Bob Templeton, Joseph M. Dugas, Ed Kornrumpf, George B. Flint and Mickey Blue. Clubroom callers during the week included Chuck Magid, Lou Leonard, Henry Polk, James C. Lamont, Charles Zemater Sr., Jimmy Stanton, Hy Neitlich, Harry Duncan, Mel Harris, Silent O'Brien, Chick Bohdan, Andre Dumont, Chick Schloss, Sollie Wasserman, Elmer Byrnes, Walter D. Nealand and Jack Kaplan.

The affair was well attended, and a social meeting has been scheduled for Wednesday, October 28. The donor luncheon will be November 14. Tickets are available President Dolly McCormick from corresponding secretary presided at the first meeting on Lillian Elkins. - JEANNETTE

C-W Gross Up Sharply At Georgia State Fair

MACON, Ga., Oct. 24.—Cetlin noon of the next day. & Wilson Shows hit pay dirt here this week at the Georgia State Fair and thru Thursday (22), the fair's fourth day, was running a were Bennie Fowler and Hugh whopping 24 per cent ahead of Hart. Charles Drill was also on last year's gross.

Most of the gain was made during the record-breaking Kid's Day on Monday, altho Tuesday's crowds also helped. The following two days were on a par with last year. A school holiday on Monday permitted thousands of youngsters to take advantage of ideal weather and keep the rides and shows busy thruout the day. Top money-winner during the week was the Sally Rand-Raynell show.

Show had a fast run here from Spartanburg, S. C., but was being unloaded by 10 p.m. Sunday and was all up and ready to go by

Visitors included show owners Shan Wilcox, C. C. (Specks) Groscurth and Leo Bistany. Visitors from the King-Cristiani Circus

TRI-STATE FAIR MARIANNA, FLA., NOVEMBER 2-7

SOUTH GEORGIA FAIR

VALDOSTA, GA., NOVEMBER 19-14

Can place Eating Stands, Drinks, Hanky Panks of all kinds for these two outstanding dates. GRANT CHANDLER, please phone me.

Contact Johnny J. Denton, Ranama City, Fla., this week,

WANT FOR UNIVERSITY CITY FAIR

GAINESVILLE, FLORIDA, INOV. 12 TO 7 WITH DAYTONA BEACH FALL FESTIVAL AND FAIR TO FOLLOW AND BALANCE OF WINTER SEASON

Will book Rides that do not conflict with what we have. Will book Octopus and one or two more Kiddie Rides. Also Shows with their own outfits. Can place Concessions, small Cookhouse and Hanky Panks of all kinds. No racket. Want Working Mon on all Rides. Wire, write:

> deo bistany DEMPSEY HOTEL, MACON, GA.

CAN PLACE

For BRADFORD COUNTY FAIR, Starke, Florida, followed by HARDEE COUNTY CUCUMBER FAIR, Wauchula, Florida

Concessions working for stock-Novetties, Custard, Six Cats. Shows-Monkey Show, Snake Show, Wild Life, Colored Minstrel. Rides not conflicting.

C. A. STEPHENS SHOWS

PELHAM, GA., THIS WEEK.

CARL D. FERRIS SHOWS

WANT FOR MANNING, S. C.,

Week of November 2

All kinds of Concessions, including Glass Pitch and Grab. Shows-Wild Life, Monkey Show, Ten-in-One, Jig Show, Girl Shows and Grind Shows. Wire all answers to Andrews, S. C., this week.

HARRISON GREATER SHOWS

Want for Lake City, S. C., American Legion Exchange Fair, with St. Stephens, S. C., to follow; first show in town this year. Out all winter.

Can place Concessions of all kind; everything open, no exclusive; winter rates to all. Want A-1 Ferris Wheel Man; all winter's work. Want Electrician due to disappointment. Want Legal Adjuster, prefer one with own Concessions. Will book any Show with or without outfit. Mail and wires to

> FRANK HARRISON Mullins, S. C., this week; then as per route.

WANT FOR JESUP, GA., NOVEMBER 2 TO 7 CLEAN CONCESSIONS

For Sale-Complete Carnival or Rides. Shows, Concessions. No Promoters as show is in a healthy financial condition. For Sale-Little Skipper, Yankeetown, Florida; one of the best Fish Camps in Florida. Sickness of partner reason for selling.

MAD CODY FLEMING, Dublin, Ga., this week

WANTED for FERNANDINA BEACH, Nov. 2-7, and the only FLORIDA STATE COLORED FAIR in Jacksonville, Fla., and ALL WINTER in FLORIDA.

CONCESSIONS that give prizes every time. Sonny's Glass Pitch, answer, RIDES that don't conflict with ours. RIDE HELP Foremen for Tilt, Ferris Wheels, Merry-Go-Round who drive semi. SHOWS: Dick Bess or Walter Side Show, answer. Minstrel Show with own outfit, any Show with merit; Blackie and Bobby, answer. Contact

TED LEWIS or SAM GOLDSTIEN, Jacksonville, Fla.

WANT

FOR BLACKSHEAR, GA., WEEK OF NOVEMBER 2, IN TOWN. Come and get your winter bank roll here. Don't let size of town fool you. Major Rides of all kinds. Shows of merit. Strictly legitimate Concessions. Wire

> BARNEY TASSELL UNIT SHOWS Victory Drive and Burroughs St., Savannah, Ga., this week.

STOCK TICKETS One Roll\$ 1.50 Five Rolls 4.50 Ten Rolls 6.50 50 Rolls 22.00 100 Rolls 40.00

ROLLS 2,000 EACH

Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2 We Manufacture

Wheel tickets carried in stock for immediate shipment. THE TOLEDO TICKET CO. Toledo 12, Ohio

SPECIAL PRINTED Cash With Order Prices: ******* 30,000 100,000 500,000 15.50 S 33.00 =

Want for DALE COUNTY AGRICULTURAL FAIR, Ozark, Ala., Nov. 2-7, and two more bona fide Fairs to follow

SHOWS-Wild Life, Snake, Fun House, Glass House, Penny Arcade, any non-conflicting Grind Shows. Good opening for Motordrome. Want Girl Show with own equipment for Ozark. Plenty of soldiers.

RIDES-Want live Pony Ride; any Flat Ride not conflicting with what we have.

RIDE HELP-Foremen for Wheel and Merry-Go-Round.

CONCESSIONS-Open Midway. Good opening for Short Range, Long Range, Age and Weight, Novelties, Jewelry, Hats, Hanky Panks of all kinds, Buckets, Nail, Swinger. Want experienced Diesel Electrician for GM plant; join on wire.

Wire H. B. ROSEN Coffee County Fair, Elba, Ala., this week.

WANT Ferris Wheel Foreman. WANT one more Major Ride, one Kid Ride, two small Grind Shows, Photos, Candy Apples, Cotton Candy, Snow, Popcorn, Six Cats, Buckets, Swinger, Fish Pond. All Hanky Panks, \$15.00.

Morganza, La., Oct. 26-Nov. 1; Krotx Springs, La., Nov. 2-8. P.S.: Madison Bros., contact.

HELMAN UNITED SHOWS

Booked solid until January 1. Out all Winter.



YOUR ANNUAL BUY-GUIDE TO A

GREATER AND MORE PROFITABLE CHRISTMAS SEASON ...

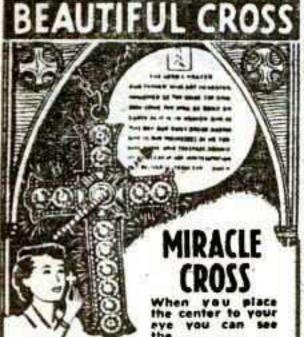
On the following pages, The Billboard presents its annual Christmas Merchandise Section. You'll find nearly 1500 different items of gift, premium, prize, promotional and novelty merchandise especially suited to the Christmas season.

Each of the hundreds of wholesalers, jobbers and manufacturers in this section is displaying his best and hottest offerings—with the thought that your sales will justify re-orders long before the Christ—mas selling season is over. The result: your opportunity to choose and order from among the largest assortment of its kind in the world.

Yes, go ahead and turn these next pages. They--and they alone--can tell you the full story. Just two things to remember: order early...and hold onto this special Christmas Merchandise Section. You'll find it useful for weeks to come. We wish you good profits and hope Billboard's 1953 Christmas Merchandise Section serves you well!

The Billboard

P.S.--You can order with confidence from Billboard's advertisers. They are reliable businessmen who stand behind their products and want to make repeat customers. The Billboard is anxious to know if you do not receive fair satisfaction.



RETAILS UP TO \$6.95 EACH

LORD'S PRAYER clearly and dis-tinctry.

1999-N Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links.

Dot.

\$48.00 Gross

Fire

Bril-

fiancy

z799.G. Same as above, heavier chain in beautiful gold finish. \$66.00

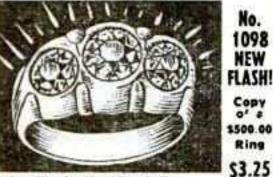


White brilliant Gold finish. center. Red sides.

712-D \$3.25 \$36.00



lmi. Onyx, With Fiery Chip. Gold Finish.



Set with 3 all-white brilliant cut rhinestones or white center, red sides.

doz. \$36.00 gr.

Deposit with all C.O.D. orders. Please state your buliness. Rated whole salers, write for samples.

PROVIDENCE RING CO.

49 Westminster St., Providence, R. I

TEXACO GAS PUMP BANK

188

342

 All plastic bank authentic dupli-cate of Texace with all attach ments.

Nezzle and hore Bell rings a money is drop ped in slot on top of pump. Disk on bottom

In brilliant Texace red with au-thentic Texaco globe and pump

Size. 9"x31/2"x Packed: Each in ex, dozen to

panel.

Weight: 5 lbs. ST.20 DOZ. F.O.B. CHICAGO In grass lots or more less 10%.

Cash with order or 1/3 dep., bal. C.O.D. RIWY, Exp.

SCOTT-RANDAL PRODUCTS CO. 735 Wrightwood Ave., Chicago 14, III.

なりなうのななののか。 MAKE EASY XMAS MONEY! NO INVESTMENT! SELL FROM FREE RETAIL PRICE CATALOG HOTTEST NATIONALLY ADV. WATCHES, JEWELRY, APPLIANCES SELL WITH BIG DISCOUNTS MAKE SENSATIONAL PROFITS! No. 718X & BEAUTIFUL DIAMONDS



LOUIS PERLOFF, WHOLESALE JEWELERS Dept. BB, 733 WALNUT ST. . PHILA. 6, PA

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS . . .

Set in usual want-ad style, one

DISPLAY-CLASSIFIED ADS . . .

paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

Containing larger type and white space are charged for by the agate line, 14 lines to the inch.

No illustrations or cuts can be used. RATE: \$1 a line-Minimum \$6.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

EMCEE ARSENAL (3RD SERIES) - NEW slurs, digs and insuits; sock quips, prime rib-ticklers, and sure-fire yockolas; also lusty verse and gusty wisecracks, all tested sidesplitters. \$2. Buster Rothman's Laugh Laboratory, 473 Broadway, Bayonne, N. J. no7

ETHELBERT MUSIC ASSOCIATES. WILL supply entertainers with professional copies of two Christmas songs, Sheet music dealers may apply for sample copies, 136 Marsden St., Springfield 9, Mass. np

MUSIC ARRANGED, TRANSPOSED. CLEAN

copies made. Formerly with R.K.O., Fox and Radio. Mark Rubens, 146 West 79th St. B, New York 24, N. Y. SHOW STOPPING HECKLER REPORTS, \$1. Six parodies free with first order. Dime brings new Parody Catalog. George Schlind-ler, 1613 East 29 St., Brooklyn 29, N. Y.

WORLD'S WORST CORN! — WE'LL GET you canceled! Trial Folio, Gags, Parodies, Bits, \$1. Free catalog! Sebastian, 10934-B Hamlin, No. Hollywood, Calif. no21

AGENTS & DISTRIBUTORS

AAA ADVERTISING WONDER-69: SIMU-lated Alligator Plastic Money Clips, 9: each 1,000 lots free sample; \$1.25 Plastic Rain Bonnet with Visor, five colors; protects your hair, face, make-up; \$5.50 a dozen, \$60 gross; 6 samples, \$3 postpaid. All orders f.o.b. Chicago, III, Walter Lufrano, 5206 Sheridan Rd.

ABALONE PEARL SEA SHELL JEWELRY, Butterfly Wings, Dangling Earrings, Italian Mosaic Italian Coral, Iran Jewelry. We feature unusual novelties. For price list please mention your business. Lewis Le-Vine Tropical Gifts & Curios, 906 Tampa St., Tampa, Fla Formerly Joseph Fleisch-

AGENTS, BARGAIN STORES, AUCTION Houses, Dealers—Ladies' Nylons, Men's, Cirls' Hosiery; lowest prices, closeouts; send for price list; money refunded, not satisfied. Thayers Hosiery Sales, B-54, Clarence, Mo.

AGENTS, STORES, NOVELTY DEALERS— Sell Novelty Card Sets. Samples, 10r. List free. National Specialty Sales, 15 E. Third, Cincinnati 2, Ohio.

AMAZING OFFER!

Tailored Earrings, \$15 per assorted gross; Tailored Pins, \$15 per assorted gross; Stone Earrings, \$18 per assorted gross; Stone Pins, \$18 per assorted gross; Aluminum Idents, \$12 per gross; Men's Gold-Plated 3-Stone Rings, \$36 per dozen. Sample dozen regular price. 25% deposit. Balance c.o.d. New Eng-land Jewelry, 7 Empire St., Providence, R. I.

AMAZING XMAS SELLERS-4 PIECE, 3 strand, boxed, pearl sets, \$14.50 dozen; sample, \$1.50; Lord's Prayer Cross Necklace, \$4.25 dozen; Ball Pens, \$8.64 gross. General Lamp, 627 North Sixth, Milwaukee 3, Wis. ASSORTED EARRINGS_GROSS, \$16.50; 3 dozen samples, \$5 postpaid. Cash with order: direct from manufacturer. Jacobi,

1715 E. Mercer, Seattle 2, Wash. ATTRACTIVE TALKING CHRISTMAS Cards: Voice on plastic tape says "Merry Christmas." Everyone buys-big profit. Send one dollar for six selling samples prepaid with particulars. Shafer Company, Box 723. Kansas City 41, Mo. no7

BARGAINS - TERRIFIC SAVINGS: JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, tolletries, gifts, jewelry, telveision, etc. 2,000 items Send 25e for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-47 North Desplains, Chicago 6.

BOXED JEWELRY! LOWEST PRICES! 3 Pc. sets, \$8 Doz.; Small Crucifix, kiddie locket, bracelet sets, \$16 Doz.; Men's 3 Pc.

sets, \$7.50 Doz. Catalog Free.
JEWELRY-OF-SEASON CO., DEPT. M
703 Industrial Trust Bldg., Providence, R. I. BRAND NEW AC ELECTRIC BINGO Blowers, \$49.50; complete with balls Lipka Mfg Co., 617 E. 11th St., New York

CLOSEOUTS-HEIRLOOM RETUGIOUS IMported Tapestries, 20"x40", and complete line general merchandise. Free catalog. Jay Norris, 445 Broom St., New York.

EARN AMAZING PROFITS BY FOLLOW ing our instructions; selling nationally advertised watches, etc. Enclose 25¢, refundable: receive multi-colored salesman's catalog and confidential price list. Result Sales M. 580 Fifth Ave., New York oc31

FABULOUS VALUES — SELF-WALKING costumed Dolls, \$7.80 doz.; bashful Rubber Monkeys, \$1.75 doz.; 60x80 Indian Blankets, \$2.50 ea.; Men's onyx and double head Rings, \$5.50 doz.; Necklace and Earring Sets, beautifully boxed, \$9.60 doz.; 6,000 items, terrific assortment for any type operation. Write for glant catalog stating business. Universal Premium Jobbers, 1508-16 Broadway, Macon, Ga.

FREE RAZOR BLADE-WANTED, 10,000 Men to try our blades. Send for free sam-ole, no obligation. Distributors wanted. Mallomatic Service, 26 Court St., Brooklyn, I, B, N. Y.

Genuine FUR LAMBSKIN RUGS

Beautiful lustrous colors. Red, Green, Blue, Beaver, Grey and Dk. Brown. Size 32"x40". These rugs retail for \$18.00 each. Jobbers price, ONLY \$6.75 ea. SAMPLE ORDERS FOR 1 RUG AT \$6.75 accepted.

HARVEY LEWIS FUR CO. Dept. A

324 Hennepin Ave., Minneapolis 1, Minn. HANDSOME ALLIGATOR GRAIN BILLfolds: secret bill compartment, brown or tan, \$6.50 dozen postpaid; boxed, \$7; sam-ples, 2 for \$1.50. Send your order to Duane Kruse, 5538 W. Balmeral Ave., Chicago 30,

JEWELRY SETS

3 Piece Necklace and Earring Sets. Assorted Styles.

\$12.00 dozen, F.O.B. Dayton. 25% Deposit, C.O.D. Orders

W & J Wholesale Corp. 222 East Third St.

Dayton 2, Ohio

JEWELRY BOXES-GOVERNMENT SURplus; for Sets, Pearls, Brooches; leather-ette, 6½x3½x1", rayon plush lining, Cost \$1.50 each; sale \$1.95 doz.; 36, \$4.50; gross, 7½r. Am-Stand, 1208 N. 13th, Philadelphia 22,

LADIES' NYLON HOSIERY—THIRDS, \$1.25 doz., minimum 10 doz.; Chenille Bedspreads, \$36 doz.; 15"x24" Throw Rugs, \$6 doz.; Pillow Cases, \$3.25 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chat-tanooga, Tenn.

LATEST FROM HERMAN OF HOLLYWOOD -Ready tied Snake four-in-hand ties, 75c; Jumbo three-foot long ties, \$1; Jumbo bow ties, 12 in. wide, \$1; light up long or bow ties, \$1; Snake bow ties, 50e; Crying Glasses, 50e; Wormy Noses, 50e; Wormy Apples, 50e, Quantity prices to deal-ers, jobbers, cash with order, 1121 Vine St., Hollywood 38, Calif.

LOWER PRICES-LADIES' 7"x11" SADdle Leather Handbag, Shoulder Strap, beautifully tooled, hand laced, \$25 price tag; sample, \$7.70 cash postpald. Sample refundable. S. Kelley, 2302 Ontario St., Fort Wayne, Ind.

MAKE \$100 DAY SELLING NEW TECHNIcolor Filter Screens. Puts your television in colors. Send \$2.50 for sample. Jobbers wanted, Contact Moody Supply, 3026 Mes-quite Rd., Fort Worth, Tex. Phone Valley

MAKE MONEY QUICKLY! ADVERTISING! (\$2,000 profit three weeks reported!) No investment; use credit; details free. Sureway, Box 2248-BB, Asheville, N. Car. nol4

NATIONALLY ADVERTISED MERCHANdise at lowest wholesale prices! 25e brings large, new, illustrated catalog and wholesale price list. Includes famous brands such as Benrus, Helbros, Enterprise. Zell. Richelieu, Oxwall, Century, Hullcraft, Son-Chief, Spartus, Haddon, Regens, Cannon and many others, Quality Products, 58-B Second St. S. W., Massillon, Ohio.

NATIONALLY KNOWN BRANDS AT wholesale - Televisions, Appliances, Kitchenware, Jewelry, Sporting Equipment, Toys, Furniture and thousands of others. Send \$1 for large catalog. Money back guarantee. Manufacturers Sales Representatives P. O. Box 3905, Strathmoor Station, Detroit 27, Michigan.

NECKLACES, PINS, BRACELETS AND Earrings Discontinued line, good selec-tion, smart styles; set with first quality stones, highly polished and plated, limited quantity, \$24 gross; 6 dozen samples, \$14. Postage extra, cash with order, satisfaction guaranteed; excellent promotional jewelry. Debonair Manufacturing Co., 188 Whit-marsh St., Providence, R. I.

NEW "TAS" EXPENSE ACCOUNT RE-port and Income Tax Deduction Record sells on sight. Stores, individuals: profit 100%; salesmen's necessity: 30 second demonstration. Send name and address. Dept. 248. Box 9013, Houston 11, Tex. no14

NEW TELEPHONE INDEX ATTACHMENT -Retails 89c; hot advertising specialty item; sample 35c. P. P. Manufacturing, J. W. Coiflesh, 650 Burchett St., Glendale 2.

ORIENTAL MAGIC AGE CALCULATOR-Amazing, mysterious: developed in ancient India. Determines anvone's exact age in 1 minute: guaranteed absolutely accurate. Intriguing party game and conversation maker. Sells to any store with counter, 100% profit; sample and details, 25c. Heir, 455 E. 7th, Brooklyn 18, N. Y.

PERFUMES, INCENSE, DEODORIZER — Jeweled bottles, gift items, also Dime Store line; many exclusive territories open. Eastern Trading & Mfg., 3974 S. Vincennes, Chicago 15 III Chicago 15, Ill.

POCKET COMBS — ASSORTED COLORS, 100 cards 12's, \$16; with clip, 100 cards, \$20. Novelties, Notions, Specialties; over 200 items. Carleton House (BB), Texas City

PROFIT PACKED CHRISTMAS SALES— Famous brand French perfume, Eau De Cologne. Combination Perfume-Manieure Cutlery Gift Sets, wildfire sellers. Lowest factory prices. Giant profit and bonus plan Free testers with sample order. Write for free catalog. Lido Products, 126 Bleecker St., Dept. B-3, New York.

QUALITY TIES — YOUR PROFIT, 140%. Catalog free. Loren Specialties, 4351-H Flournoy, Chicago 24, Ili. no7

RHINESTONE FASTENER SET - ATtaches rhinestones to costumes, dresses, etc., complete with 300 brilliant crystal rhinestones and settings, \$3.95; size 20 rhinestones with settings, \$2 gross; size 16, \$1.75 gross, Amo-Lite Co., 21 Parsons, Columbus 15, Ohio.

See Our Display Ad Featuring "PLASTICKON"

Self-Adhering Changeable Letter Kits in this Section Modern Neon Sign Co., Huron, Ohio

SELL CHRISTMAS MERCHANDISE-XMAS Cards, Dolls, Cameras, Jewelry Watches and other gift items. Send for illustrated price list, Southern Supply Co., 420 Eye St., N. W., Washington 1, D. C. np

SELL 22 INGREDIENTS VITAMIN AND Mineral Tablets; 33 day supply for \$5.95 retail. Your cost 50e each. Minimum order \$10. Quaker Medicine Co., P. O. Box 1519, Cincinnati, Ohio.

TEN DOZEN MEN'S DRESS SOX, \$9.56; ten dozen Ladies' full fashioned Nylons, \$15; ten dozen Boys' or Girls' Sox, \$17.50, Imperfects. Nelson Hosiery Sales, Green-

TRADE JOURNALS SALESMEN - 90% commissions, travel anywhere; also farm publications division, shows, etc. Trade Press, 3100 Troost, Kansas City 9, Mo.

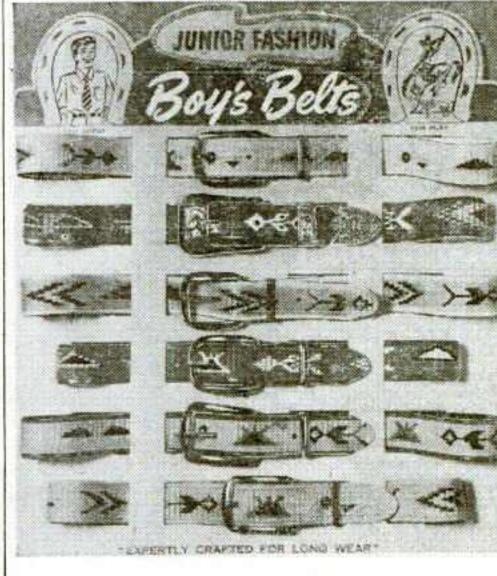
TRUE SKETCHES OF NAUGHTY LADIES 32 pages, illustrated; Wedding Night Card, both \$1 postpaid. Lou Corelli, 1914 Buchan-an, Hollywood-in-Florida.

WESTINGHOUSE XMAS TREE—15 LITE indoor set, \$2.50; Westinghouse 15 lite outdoor set, \$3.95. U. L. approved; money back guarantee; add 30¢ postage each set, Dept, B-10, George Magno, Caldwell, N. J. "WHEN PA GETS FRESH WITH MA," see what happens. Magnetic Novelty, \$1 postpaid. Lou Corelli, 1914 Buchanan, Holly-

wood-in-Florida. YOU MAKE MORE! ORDER "SCOTCHLITE"
Reflective Tape in 150 ft. rolls, \$18.56
postpaid. Order now from Teedee Enterprises, 5864-A Hollywood Bivd., Hollywood
28, Calif.

(Continued on page 68)





Boy's—Carded for Quick Sales. Men's-in Individual Gift Boxes.

FOR MEN

Sizes 32-42. The rage of the nation. Authentic indian designs in bead-like weavings. Comes assorted in colors and sizes.

DOZ. \$54.00 Gross

FOR BOYS

In All Popular Standard Sizes Wanted by every red-blooded American boy. Assortment also includes heavy western buckles in imit, western silver. Assorted colors and sizes.

DOZ. \$51.00 Gross

MINIMUM ORDER-\$10.00 PLUS POSTAGE

ANOTHER STERLING FIRST . . . your chance to cash in on the newest fashion trend for men and boys . . . costly Navajo Indian designs captured and reproduced at a record low, low price.

SAMPLES—2 dozen of your choice shipped for \$10 postpaid. State your choice.

NO FEDERAL EXCISE TAX

\$20 minimum on all orders from Canada and other foreign countries.

25% deposit required on all orders, balance C.O.D. Avoid Confusion-Order Immediately.

Phone Adams 4621

44 E. LONG STREET — COLUMBUS, OHIO Send for Catalog

Copyrighted male

Sterling Jewelers---Headquarters for Christmas Gifts Sterling Jewelers---Headquarters for Christmas Gifts PARIS-INSPIRED

PEARLS* Surrounded by Dazzling Rhinestones

Complete Ensemble in 24 Kt. Gold Finish

A FABULOUS CHRISTMAS GIFT PACKAGE . . styled after the most famous gems in the world. Large Sunburst design has been the sensation of the nation in the most costly jewelry and now all its regal beauty has been captured at this low, low price. The neck cluster may also be worn as a brooch. You're bound to multiply your Christmas profits with this outstanding value. Boxed for luxury . . . comes complete with satin lining and 9.95 price tags.

BOXED

Minimum order 1 doz. Same Set—OPAL Center—\$15 doz.

Set

Made to Retail for 9.95

- **EXQUISITE LEATHERETTE GIFT BOX**
- WANTED SUNBURST DESIGN-PEARL SET
- N TIME FOR FAST CHRISTMAS BUSINESS

The Most Beautiful Sets Ever Seen at These Unbelievable GIVEAWAY PRICES!



BRAND NEW, STUNNING RAINBOW OPAL "SEA-PEARL"

PC. NECKLACE & EARRING SET

A choice gift set! Glistening rainbow opal 'sea-pearls" dramatically set in 24 kt pl. highlighted with large gold sunburst multi-facet rhinestones. A real gleaming beauty! Dainty gold-link necklace with safety clasp. A thriller that will really sell!

ALL VITAL STONES HAND-PRONGED

These exclusive sets glisten with a radiant enhanced by the sunburst of glittering iridescence.

DOZEN Minimum order 1 dozen

Includes \$7.95 gold embossed price tags and satin-lined gift box. Sizzling with eye-appeal.

3 Asst. Samples Postpaid \$5.00



black and dubonnet.

'STARLIGHT ORIGINAL'' 4 PC. GIFT SET

Expansion Bracelet-Necklace-Matching Earrings

Our own Starlight Original, flashing with glamour . . loaded with Sales Appeall Quality expansion bracelet with a beauty that really pulls. 24 Kt. Gold Pl. link necklace, safety clasp, with earrings and matching expansion bracelet. This is a real find in any market . . ready to go like wildfire.

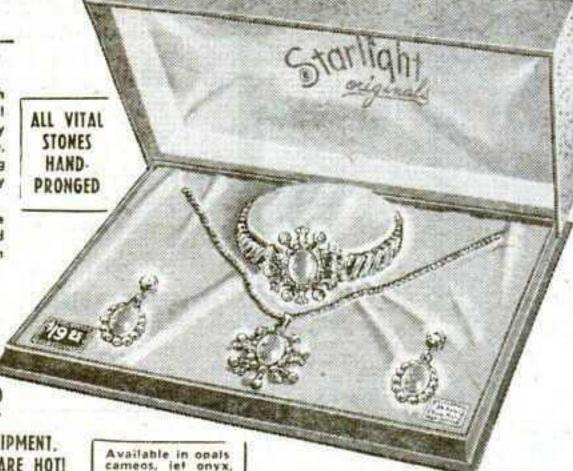
Complete with gold-embossed \$19.95 price tags . . smartly packaged in a felt-clad box, satin lined. Expansion bracelet on knob-rest display pad . . . an eye-catcher with selling impact!

DOZEN

4 Asst. Samples Postpaid \$10

DAZZLING CREATIONS . . . READY FOR SHIPMENT. GET READY FOR VOLUME BUSINESS! THESE ARE HOT!

Send for Free Catalogue





EVEN MRS. SANTA WANTS THIS

GIFT ... THINK OF HOW YOUR

CUSTOMERS WILL REACT!



Fast MOVING CHRISTMAS GIFT ITEM

BOXED

per doz. sets

Samples sent POSTPAID \$5.00

One of the most popular sets on the market. Priced low for quick-est sales. Made to retail for \$7.50 tags included. Available in color-ed centers (\$ assorted colors) also cloisonne or iris, also in black and white, brown and white imitation Cameo centers.

PLATED

hristmas

Ste

in

e

In assorted opals, black, chinese or fire opals, \$11.25 doz. sets boxed. \$10 price tags included.

coral resettes and

asst. colors.

44 E. Long Street Columbus, Ohio Phone ADams 4621

Sterling Jewelers---Headquarters for Christmas Gifts • Sterling Jewelers---Headquarters for Christmas Gifts

GREATER DEMAND THAN EVER!

Sensational Response

to OUR PREVIOUS ADVERTISING MAKES a "REPEAT PERFORMANCE" **NECESSARY!**

HINGED JEWELER'S TRAY

Complete With Assortment

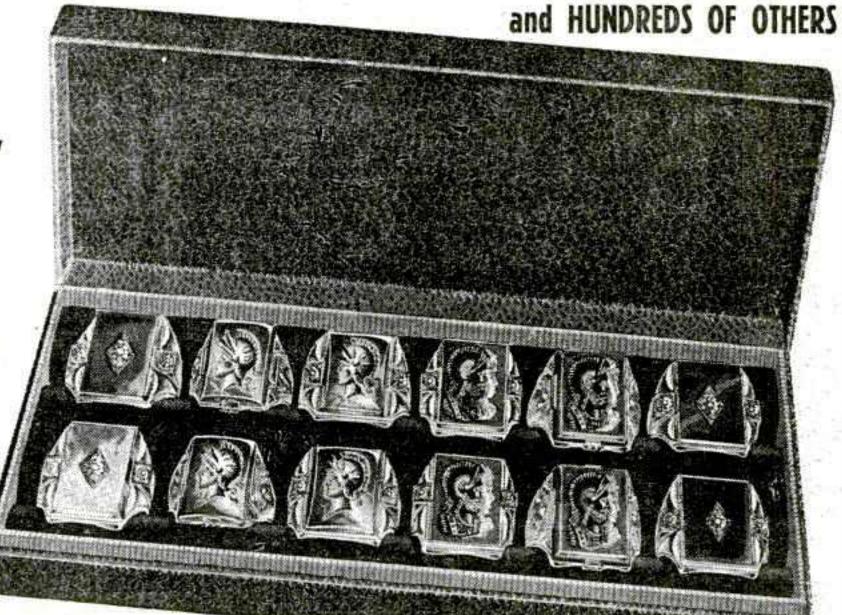
You get this beautiful velvet jeweler's tray with leatherlike lid PLUS a sensational assortment of 12 men's most wanted rings as shown all at one amazingly low price. Never before, maybe never again, a value like this. Order immediately . . . you can get a fortune in quick sales. If desired, same assortment in open-face tray — 50c less (\$3.75 dozen). (Also Ladies' assortment.)

in 3 Dozen Quantities

2 Sample Trays **\$10.00**

Postpaid One Gross Rings 12 Trays **\$45**

OTHER ASSORTMENTS AVAILABLE IN TRAYS



SIMULATED DIAMONDS—HEMATITE—ONYX—CAMEO—RUBIES

TRAY A-ASSORTMENT A



2 Sample Trays Postpaid

One Gross Rings 12 Trays

OPEN FACED TRAY

COMPLETE WITH ASSORTMENT

If you prefer this open-faced velvet-lined tray with 12 rings in tray, it's yours for a tiny price. The rings look like many, many times their low price. You can easily make sensational profits. Order now! If desired, same assortment in closed tray - 50c extra (\$4.25 dozen). (Also ladies' assortment.)

SAMPLE OF BOTH ASSORTMENTS

Sent for \$10.00 Postpaid—each containing 12 Rings as illustrated



Heavy with 2 sim. diamonds.

\$33 gross



3 BRILLIANTS, newest style fiery sim. diamonds.

3.50 dox. \$39.00 gross

(M-901)

ONYX with CHIP (Available also with ruby top and

dox. \$39 gross



TWIN FIRE, massive ring, fast

seller.

\$30.00 gross



Ruby stones, heavy ring. \$33.00 gross

(M-164)

MASSIVE BRIL-LIANT, Large center sim. diamond—

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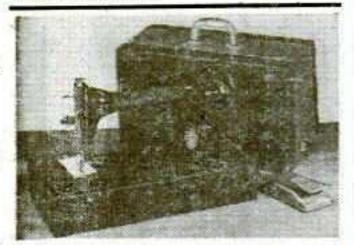
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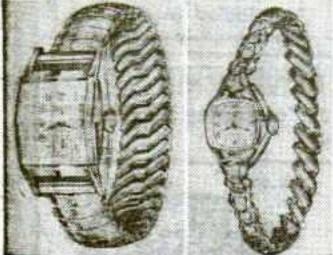
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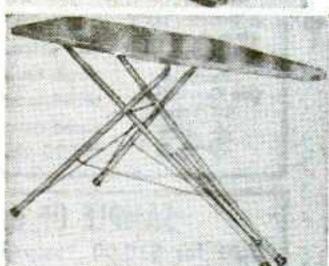
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Consists of Stylex candid-style camera with wide angle ground and polished lens with Tripod socket. Flash attachment; safety reflector guards; flash bulbs; roll of 620 film; gadget bag; instruction book. \$24.95 retail value. No. 21-1-18, \$7.95 ea., 6 or more, \$8.50 ea. single.



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ACENTS & DISTRIBUTORS

Continued from page 65

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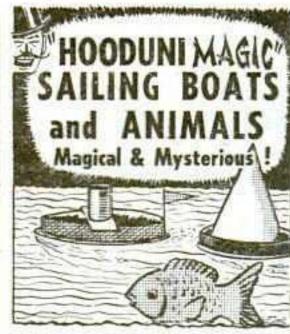
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(Continued on page 70)

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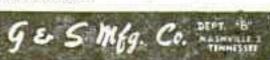




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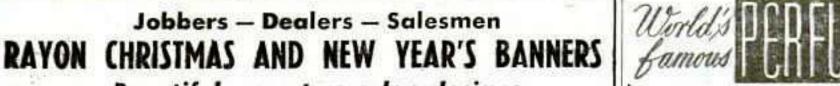
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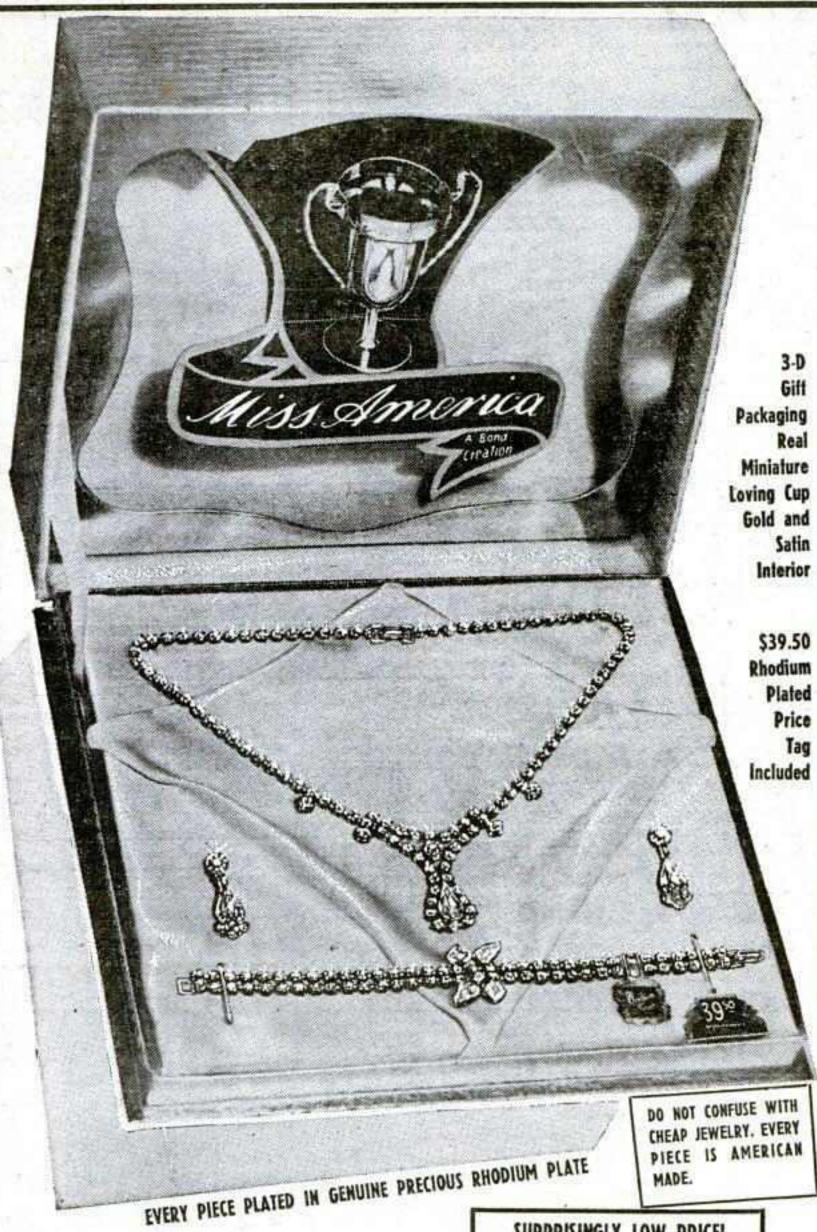
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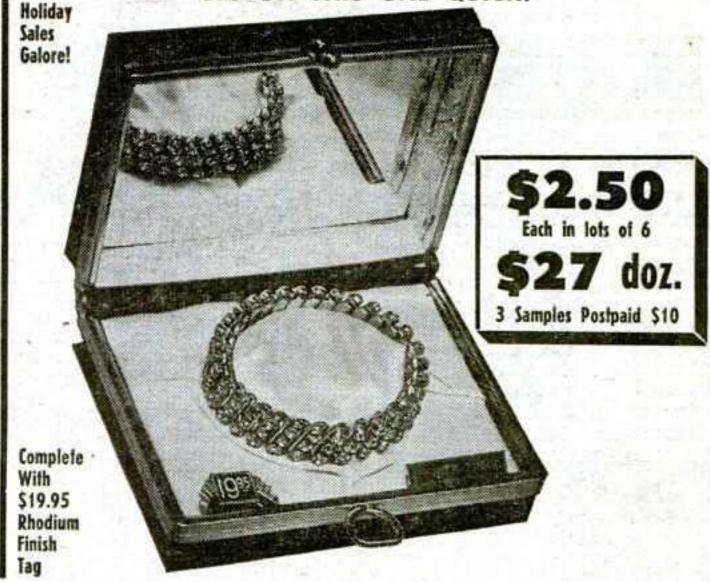
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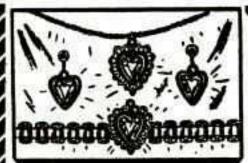
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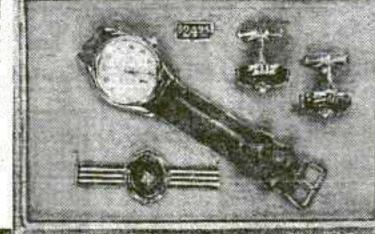
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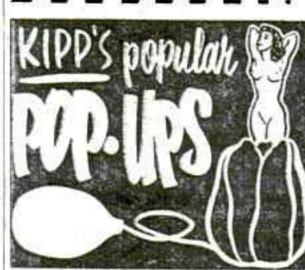
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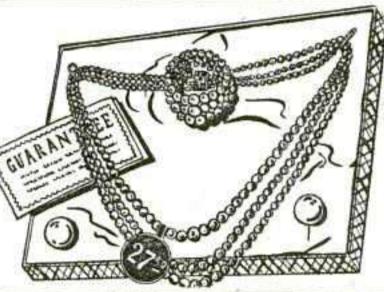
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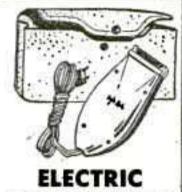


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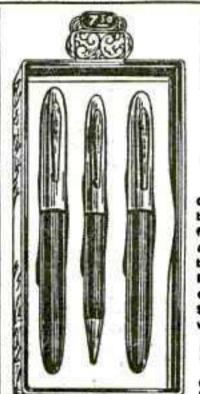
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EXACTLY AS ILLUSTRATED. HAS TREMENDOUS EYE AND SALES APPEAL.

CODE NO. R1998

\$24.00 DOZ.

IN GROSS LOTS

PROVIDENCE RING

49 WESTMINSTER ST. PROVIDENCE, R. I.



CHICAGO 16, ILLINOIS

lems. Stainless steel blades and one-piece Marbloid handles. Includes STEAK-CRILL SET-service for 6; 3-piece HOME CLEAVER SET, UTILITY SET and 3piece CARVING SET. Guaranteed quality. Mounted in attractive Display Case.

Knife Set. 16 matched pieces

for kitchen cutting prob-

WHOLESALE ONLY 16-Piece Cutlery Sets. List at STANDARD INDUSTRIES \$29.95. 2118 SO. WABASH AVE.

Lots of 12 or more. . . \$4.44 For Sample, \$5.50.

MEXICAN

Hand-tooled Ladies' Bags and Billfolds, Feather Bird Cards, Artistic Pottery and Clay Curios and Novelties, Miniature Leather Boxing Gloves, Baseball Mitts and Texan Boots; Saltillo Sarapes and Ladies' Typical Jackets, 100% wool; Bull's Horn Table Lamps, Wagons, Hunting Horns, hand-carved Bone and Wood Chess Sets, Convention Canes, Tule Decorated Baby Chairs; Wood Vases, Animals and Trays; Horse Hair Jewelry, Miniature Baskets and Hats. All kinds Mexican Merchandise.

F. L. de ARKOS, 904 Scott Street, Laredo, Texas

The Audit Bureau of Circulations audits and certifies The Billboard's

HELP WANTED DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustration or cuts can be used. RATE: \$1 a line-Minimum \$6.

Forms Close Thursday for the Following Week's Issue

ALASKA DIRECTORY — JOBS, HIGH
wages; Labor \$2.95 hr.: Plumbers \$4; Carpenters \$3.34; Truck Drivers \$3.37, etc.
Homestead facts, job list. Application blank with directory. \$1 postpaid, "Foreign Opportunity Directory." Foreign Job List, \$1 postpaid, c.o.d., \$1.87; air mail \$2 Specify isting. Alaskan Opportunities, Waseca, B-1, Minn.

TENOR MAN, IMMEDIATELY FOR MIDwest territory orchestra. Salary, no layout offs. Contact Jess Gayer Orchestra, 2023
N. Huston, Grand Island, Neb.

WANTED!—D A N C E MUSICIANS FOR radio dance band. Home every day. Six months' minimum contract with option; top salary. Cy Herting, 2420 Kenwood Manor,

DRUMMER—COMMERCIAL BAND; ONE-nighters out of Columbus; travel in cars; good salary and easy job. Bobby Mills, Columbus, Neb.

FOREIGN AND DOMESTIC JOBS-UP TO \$12,000; Alaska, So. America, Central America, Far East, U. S. Where, how to apply. Latest listings world-wide Jobs, red hot. "Foreign Opportunity Directory" gives civilian and defense construction, oil companies, aviation, transportation, oil com-panies, aviation, transportation, mining, steamship companies, employment agencies—all kinds of workers needed. Application blank included with directory, \$1 postpaid (c.o.d., \$1.87); air mail \$2. Alaska special job list, \$1 postpaid. Specify listing. Foreign Opportunities, Waseca, B-1, Minn. no7

GIRLS, GIRLS, GIRLS, GIRLS, Exotics, Strips, Singers, Musicians, Dancers. Write Southern Artists Bureau, 421 Godchaux Bldg., New Orleans, La.

MODELS NEEDED FOR MY ART—PHO-tography and TV Clients. Models available for legitimate enterprises, Write Cathers, 757 Corinthian, Philadelphia, Pa.

WANTED!—DANCE MUSICIANS FOR radio dance band. Home every day. Six months' minimum contract with option; top salary. Cy Herting, 2420 Kenwood Manor, Sioux Falls, S. D. oc31

WANTED—BOOKING AGENT TO BOOK 4
piece Western Novelty Band thru South
on percentage basis. Write 37231/2 State St.
Rd., "Michigan Knights," Bay City, Mich.

WRESTLERS—FOR SIX CITY WEEKLY circuit; Heart of Texas Wrestling Association. Send photos and mats. Contact "Dutch" Van Dee, Temple, Tex.

WANTED IMMEDIATELY — GUITARIST; work in quartet; must sing parts; \$80 salary plus room and union tax. Call or wire Billy Savage, 2350 S. Fifth St., Steelton, Pa. Phone 69180.

WANTED-ADVANCE MAN WITH CAR, capable of booking 2 hour show; theaters, auditoriums in South, including Florida. Good proposition to right man. Wanted two ladies harmonizing their own accompaniment on piano. F. Leffell, 814 St. Paul St., Baltimore 2, Md.

· BA!L PE'S

· FOUNTAIN PENS

· MOVELTY PEYS

We want quantity buyers

No reasonable offer refused

We will take your

order from 1-4000 gross

Prices reduced with

quantity. Items range from

9c to \$1.50

· 2-PIECE SETS

· 3-PIECE SETS

ORDER NOW! \$100,000 CLOSEOUT

PENS-PENCILS-SETS

Unusual Opportunity to Purchase

QUALITY MDSE. AT QUANTITY PRICES

All Items Are Excellent Sellers for:

* CHRISTMAS * PREMIUMS * PROMOTIONS

Previously sold at double the cost.

Tell us your needs.

Send \$2.00 for sample order of asst. items and complete price lists.

644 BROADWAY

NEW YORK, N. Y. OR. 4-6190

Each pair is carded, boxed and labeled. Each doxen is assorted. Retail to \$3 pair Wholesale price:

1 Doxen Pairs\$ 4.25 1 Gross Pairs\$44.00 6 Dozen Pairs 23.00 2 Gross Pairs 87.00

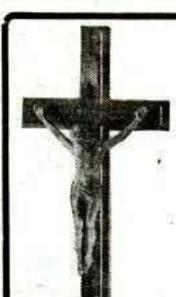
Knife and Cleaver Sets gift boxed:

5 Pc. (Retails \$ 3.50) Each \$1.30, Any quantity 10 Pc. (Retails \$10.95) Sample \$3.00; Dox. \$33.60

16 Pc. (Retails \$29.95) Sample \$5.00; Dox. \$54.00 ADD EXTRA FOR PREPAID SHIPMENTS. 25% DEP. WITH ORDER, BAL. COD.

FREE: Wholesale Catalogs on Watches, Costume Jewelry, Premiums, Very low prices. Fast service.

STAR SALES CO. 1521 Penn Avenue Pittsburgh 22, Pa.



NEW—MODERNISTIC—DIFFERENT!

The 3 DIMENSIONAL 12 Inch PLASTIC CRUCIFIX

In six different pleasing colors. Blue, green, ivory, gray, maroon, gold. There is nothing like it on the market. This is a three-piece crucifix. The back cross is colored, the front cross is transparent, with beautifully carved six-inch corpus. (To clean, remove rear screw and separate pieces.)

RETAIL FOR \$1.59. ONLY \$9.75 per doz. postpaid and ins., assorted or otherwise. Postpaid sample \$1.25. Check with order, no C.O.D.'s. Jobbers wanted.

MANISTEE PLASTIC PRODUCTS

8714 W. JEFFERSON AVE.

DETROIT 17, MICH.

ALL BRASS MINIATURE WINDMILL #6734 MADE IN HOLLAND

With movable blades, 2" high \$9.00 Doz. Packed 1/3 Dox.

GIFT SHOPS Send for our latest circular of other brass numbers from \$3.60 to \$33.00 dz, and ask us to put your shop on our mailing list for new import items always coming in from all over the world.

REPRESENTATIVES WANTED

Territories available to sell this line and other importations to Shoppes. Good commission on orders and reorders payable weekly.

REPRESENTATIVES WANTED

2353M EAST SEVENTY-FIFTH ST. IMPORTING CHICAGO 49, ILLINOIS

BOX 10248

SENSATIONAL BASKET EARRINGS & OTHER NOVELTIES Woven Straw Basket, Fruit Basket, Hat-Basket, Beaded Basket, real Coral Basket, Beaded Sombrero, Fruit Cornucopia, real Mother of Pearl, Rondelle Moonstone, Hoops, Abaione and hundreds other unusual Earrings, Collector's hand-set Seashell Salt-Peppers, Pitchers, Vases, Slippers, Ash Trays, Alligator Handbags, Alligator Wallets.

LASTUFKA PRODUCTS

TAMPA 9, FLORIDA

SPECIAL DEAL' FOR XMAS SHOPPERS



24" MAMA DOLL

Rubber arms and legs-stuffed bodyassorted colors and style taffeta dresses and hats -- closing eyes, Individually

\$40.00 PER DOZ. Send \$4.00 for each sample (postpaid),

28" PLUSH BEARS Assorted colors: Black-Red-Blue, Min, order one dox, \$25.00 per dozen

\$3.00 Ea. Sample Postpaid. OPEN SUNDAYS TILL 3 P.M. 25% deposit, balance C.O.D. F.O.B. Chicago, WRITE FOR NEW 1953 ILLUS-TRATED CATALOG.

carry a complete line of Xmas Toys, Ornaments and Gifts.

BELL SALES CO. 1107 SO. HALSTED ST. Chicago 7, III.





and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order - bal ance C.O.D.

in lots of three.

\$13.95 for sample.

222 Calumet Bldg. Miami, Fla. Phone: 82-6473

RED HOT! IT'S NEW BE THE FIRST TO HAVE IT "THE SPIDER GIRL"



Novelty All Rubber She shakes, shimmies, wiggles. Price \$17.50 Per Gross \$1.75

Per Dozen

Sensational

Milwaukee. No. 4995 BASHFUL MONKEY \$16.00 per gross. \$1.50 per dozen. No. 3927 SHAKE BOW TIE

\$16.00 per gross. \$1.50 per dozen Include postage with remittance will refund any difference. WISCONSIN DELUXE CO. 1902 N. Third St., Milwaukee, Wisc.

Gelatine printing from your photo FREE. 500 Asst. Cuties-Comics and your city-state imprinted on 20 General Scenes to

2,000 \$9.50 per M 8,000 \$7.50 per M 8,000 \$8.50 per M 36,000 \$6.50 per M THE MAYROSE CO. 923 Chandler Ave. Linden, N. J.



TERRIFIC SELLING TRICK! "4 NICKELS TO 4 DIMES" Cap changes 4 nickels into

dimes! SAMPLE-\$1.00 POSTPAID WHOLESALE—\$10.00 for 2 doz., postpaid. Jobber's price -\$48.00 gross, F.O.B. factory. Remit with order.

D. ROBBINS & CO.

127-B W. 17 St. New York 11, N. Y.

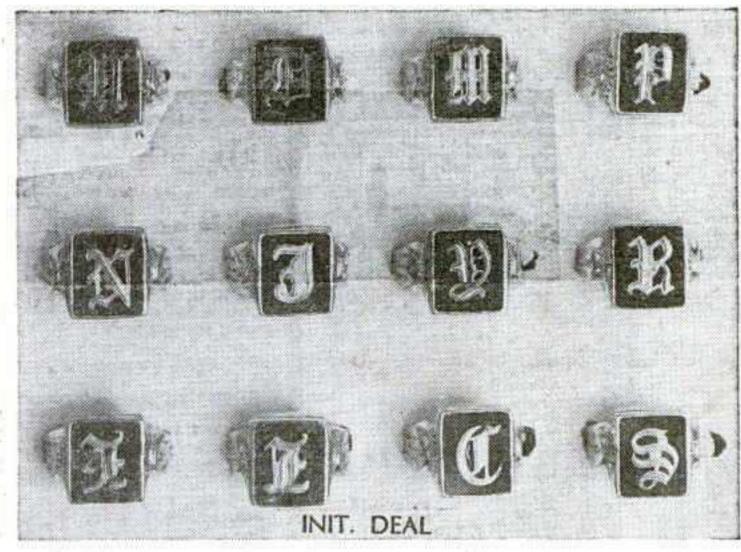
TAN'S RING MFG. CC

100 CATHEDRAL AVE.

PHONE DExter 1-0783

PROVIDENCE, R. I.

Skull, Snake, Indian Rings, Etc., \$9.00 Per Gross, 5 Gross Lots 14-Kt. RGP Gents' Ring Deals, assorted styles, with open tray or tray with cover incl'd, \$12.50 per tray Many other styles and items-SEND FOR CATALOGUE

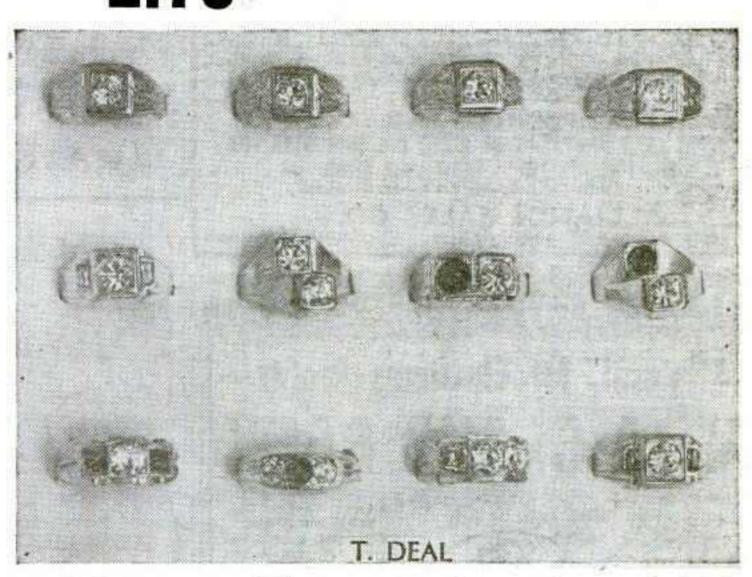


TO DE

S per tray as is or with cover tray Additional interchangeable initials, \$1.75 per dozen

T. DEAL

\$2.75 per fray as is or with cover fray



25% Deposit, Balance C.O.D., F.O.B. Providence, R. I.



SELLS ON SIGHT! New "BANK ROLL"*



IMPORTED CHINA COIN BANK Looks just like a fat roll of dollar bills . . . gets lots of attention, sells on sight! Imported china, realistically colored and banded.
Takes coins from pennies to
quarters, can easily be emptied
without breaking. Ideal for
Christmas promotion!

Individually Boxed-Immediate Delivery

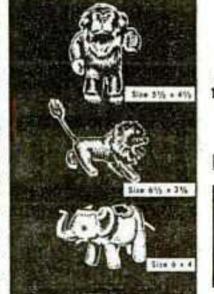
dozen in dozen lots

Send \$1.00 for Sample patent pending

STYSON ART PRODUCTS CO., 141 East 47th Street New York 17, N. Y.

CALENDAR CHRONOGRAPH Date Changes BRAND NEW Daily WHILE 1000 LAST! Automatically In The "OUR BEST SELLER" Window Also Round Cold-Plated Geo. Wash. model Jeweled Anti-Magnetic. A re al Flash! Now Special \$54 Also brand new thin Geo. Wash. Model, 7 and 17 Jewel watches. Close out (was \$60) doz. Price incl. prices. Box and price tag Price Inc. Wholesale Fancy Only Exp. Band FANNIN BLDG. CH 7427. HOUSTON, TEX.

LAST CALL FOR FAST-SELLING, BIG-PROFIT

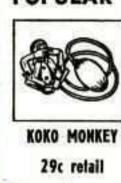


all guaranteed brand new

in perfect condition dozen asstd. \$ 3.95 6 dozen asstd. 23.00 12 dozen asstd. 45.00

Each toy individually boxed. Prices F.O.B. Chicago.

POPULAR NOVELTIES THAT SELL!



Press the bulb . . he flaps his hands and feet. A stopper!

Only \$1.75 a doz. \$19.00 a gross.

F.O.B. Chicago.

SHREWD HOVELTY

39c retail Squeeze the bulb the "shimmy" behind the sea shell. A sensa-

Only \$1.80 a doz. \$20.00 a gross.

Looks, wears like ordinary bow tie. Press the bulb and a worm wiggles out of knot!

Only \$1.70 a doz. \$18.00 a gross. F.O.B. Chicago. F.O.B. Chicago.

SHAKEY BOW TIE

29c retail

COMPARE: Our Prices Are Lowest in the Business!

Order now! Send 25% deposit with order, we ship fastest way possible for balance due, plus freight. Items illustrated are red hot . . . hard to get. Our big fall catalog contains 200 additional items at equally low prices that mean bigger profits for you! Catalog included with your order . . . or sent on written request.

PLETE stock of mechanical toys in all America! Once our stocks are gone . . . there is no more at any price! Available for immediate delivery in time FOR HUGE CHRISTMAS DEMAND!

We have the LARGEST, the ONLY, the MOST COM

KIDDIES' BOUDOIR SET 49c retail

Tiny sized for tiny tots. Comb, brush, mirror (attrac-tively gift boxed) teaches neatness. Everybody buys, Beautiful blue or red lifetime plasred lifetime plas-

Only \$2.10 a doz. \$22.00 a gross. F.O.B. Chicago.



STUFFED CLOWN DOLL \$1 to \$1.29 ref.il

Big, beautiful carnival-colored clown doll. 15 inches tall! Individually wrapped in plastic bag. A sure-fire Xmas Seller.

Only \$5.90 a doz. \$67.50 a gross.



Dept. B-8, 169 W. Madison Street

COMPARE PRICES Pocket Combs, gross\$1.25 D. E. Blades, 1,000 4.25 Ball Point Pens, full size, gross... 7.85

All prices F.O.B. Fitchburg, 50% deposit with orders, money orders or certified checks. This is all we sell, "None Free."

J. C. NOVE SALES 37 Southwick St.



To bars, stores, restaurants. New! Briliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature

ALL ART SIGN CO. 179 N. Wells St., Dept. 43, Chicago 6, III



Engagement Ring, \$3.00 Dox. Wedding Ring, \$1.63 No. 55 for Engravers, Demonstrators, Fair Workers, Also No. 70 for Jewelry and Ring Demonstrators.

Division of Mahren Ring Company.
Showing Over 750 Ring Styles.
Orders shipped same day at Providence prices plus 18%
discount. Consult catalog.

MeBRIDE JEWELRY CO.

1261 Broadway at 31st St. N. Y. I, N. Y.



FREE! MONEY-MAKING CATALOG BIG CASH PROFITS FOR YOU

Write today for our latest 32-page illustrated and Novelty line ever offered. Sell the year round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make

big money. Act NOW! STEPHEN PRODUCTS CO. 1947 Broadway, Dept. B, New York 23, N. Y.



ALLIANCE SALES OFFERS THEIR XMAS SPECIALS



carry a complete e of billfolds.



#101 Genuine TOP grain Cowhide zipper all around saddle wallet, Black & Brown, \$8.50 dozen.

Two-Piece Rhinestone Necklace and Earring Set. 18" Chain—all stones are hand set with Rhodium finish backs. Individually boxed in satin-covered boxes. 4 Different Styles. Mfrs.' Guarantee. \$21.00 Per Dozen Asstd. Sample \$2.50 per set prepaid.

carry a complete line of Watches-Benrus, Gruen, Helbros-Louis Electrical pliances—complete line of Toys and Gift Ware—Costume Jewelry—Handbags, ort Shirts, Hosiery—Dolls, Luggage—Dishes—Kitchen Appliances.

Open Daily Until 9 P.M.—Open Sundays Until 2 P.M. OUR PRICES CAN'T BE BEAT-YOUR PROFIT IS HIGHER WHEN YOU BUY FROM US. LET US KNOW YOUR NEEDS. 25% Deposit With Order, Balance C.O.D.-F.O.B. Chicago.

ALLIANCE SALES CO.

W. ROOSEVELT ROAD

NEvada 2-1535

CHICAGO 24, ILLINOIS

xclusive at UNIVERSAL

A "Natural" for Christmas Profits SANTA CLAUS BANK



- Large Chubby Size, 6x7½ and 7" tall
- Colorful, hand paint-ed red, black and white Santa in goldtoned lounge chair
- Slot for Coins in back
- Cork molded into base opens so bank
- can be reused Durable composition
- construction Individually packaged in sealed cellophane display bag and corrugated carton
- 12 in a master carton A \$1.98 Seller

F.O.B. Chicago,

25% with order, balance C.O.D.

Sample \$2 prepaid

Write for Catalog and Confidential Price List on Other Fast Selling, Big Profit Making Items.

UNIVERSAL DISTRIBUTING, Inc.

29 W. RANDOLPH ST., DEPT. B-31

CHICAGO 6, ILLINOIS



SEND FOR FREE 1953 CATALOG

Lowest possible prices on Gruen, Benrus and Dumont Watches, Also Diamond Rings.

←NO. S144—BARGAIN OFFER!

17 JEWELS . WATER RESISTANT . SHOCK RESISTANT . ANTI-MAG-NETIC . LUMINOUS DIAL . SWEEP SECOND HAND . CHROME TOP, STAINLESS STEEL BACK CASE . EX-PANSION BRACELET ALL STEEL.

YORMARK SALES CO.

NEW YORK 36, N. Y.

enton—Springfield—Des Moines—Lincoln—Bloomsburg racked them with this w giant blow-up parachute tube 18 inches long—all colors—beautiful white and ored real silk parachutes—every chute a worker.

ck now available for store demonstrations for Xmas. You can't miss on this new nt-sells 35¢, costs \$13.50 gross F.O.B. Immediate delivery. Stock in Chicago d New York waiting your orders. Send dollar for samples, will credit on your t order.

RRY LEVY-WELLINGTON NOVELTY CO.

180 S.W. 17th Ave., Miami, Fla.

PREPARE NOW FOR NEW YEAR'S PARTY Deal consists of 48 Paper Hats, 48 decorated New Year's Horns and 50 large Metal Noisemakers.

WRITE FOR NEW CATALOG-WE DO NOT PAY POSTAGE

EVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

AT LIBERTY—ADVERTISEMENTS

Remittance in full must accompany all ads for publication in this column 5c a Word Minimum \$1

No charge accounts Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

THREE PIECE BAND-ORGANIZED, EXcel in floorshows and dance music, all types; play long locations and reliable. Save money. Box C-438, c/o Billboard, Cincinnati

CIRCUS & CARNIVAL

CIRCUS DRUMMER - AT LIBERTY FOR Indoor Circus, Sober; union; can join on wire. James Johnson, No. Richhill St., Waynesburg, Pa.

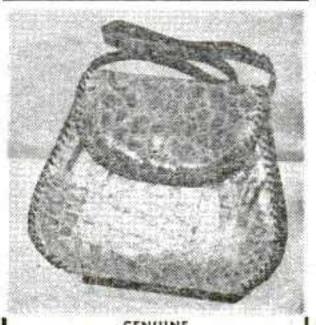
MISCELLANEOUS

AVAILABLE! MARITA DELORES, WORLD'S most sensational singing, posing originality artist and her new, magnificent metal portable theater; inimitable wonders of the amusement world! Available, co-operative basis, for winter season. Advertising or other special show management considered. Delores, Capitol Hotel, Richmond, Va.

GENTLEMEN. 49, HIGH SCHOOL GRADU-ate, has suffered financial losses in last two years. Will appreciate offer of job. Go anywhere. Box C-439, c/o Billboard, Cin-cinnati 22, O.

HOUSE BOY OR PERSONAL VALET FOR Radio, TV or Film Executive. Best of references. Bill Fisher, 1646 East 31st St.,

NEED CASH—GO ANYWHERE, DO ANY kind of work, Must be legitimate. Louis Taylor, 3974 Lorain Ave., Lorain, O.



CENUINE CUBAN ALLIGATOR HANDBAGS \$5.90 each

We also have Group 2, \$6.90; Group 3, \$7.90; Group 4, \$8.90

50 or more styles. No orders for less than 25 bags. Merchandise ready to ship from St. Augustine, Florida. Terms: 25% with order, bal. COD.

CASPER'S CROCODILE LEATHER CO., Inc. St. Augustine, Fla P. O. Box 720



PLASTIC 4'n-1 BAR-KIT

"A SPIRITED GIFT"

For Christmas, New Years and special accasions. Ideal for entertainers and travelers. Alcohol resistant. Only 31/4" high. Popular colors-Red and Ivory or Black and Ivory. All have ivory liggers. Size 11/2x31/2.



packed two dozen to a box-6 boxes to a container—weight 14 lbs. LEE PLASTIC MFG. CO.

SIGN ON THE LINE With our NEW RETRACTABLE

BRIDGEPORT, CONNECTICUT

At the low-Approved! Precision

est price **Push Button**

Action Smudge Proof! Leak Proof! per gross Sample doz. Assorted Colors \$2.50

A CHILD CAN WRITE WITH IT! **NEW FREE Catalog of** Tremendous Bargains BURKE 10 W. 27 ST., N. Y. C.

MUSICIANS

ACCORDIONIST - STROLLER FOR BAR, hillbilly band, Western act, or? Consider all everywhere. Box C-436, c/o Billboard, Cincinnati 22, O.

AVAILABLE FOR GOOD MUSICAL AND entertaining unit or show; girl team; trumpet, drums, vocals, novelties; smart wardrobe, own transportation. Box C-444, e/o Billboard, Cincinnati 22, Ohio.

BASS MAN-SOME VOCALS, AVAILABLE October 27. O. Woolsey, 1118 First St., Chillicothe, Mo.

DRUMMER AVAILABLE — FORMERLY with Lou Math's Orchestra; prefer small combo, will travel; commercial and jazz, play shows; non-drinker, steady and dependable. Write or phone: George Sloan, 1119 E. 11th St., Kansas City, Missouri. Harrison 5052.

GIRL TENOR-BARITONE-CLARINETIST -Name band and small combo experience with male and female groups. Will travel, union. Zena Latto, 2031 Bathgate Ave... Bronx, N. Y

PIANIST—UNION; MALE, SINGLE, AGE 39. Commercial Dance Band. Box C-433, c/o Billboard, Cincinnati 22, O. oc31 PIANIST-AVAILABLE; UNMARRIED; REliable, personable; jazz combo preferred. Call 3451 or write Jake Horton, P. O. Box

592, Kissimmee, Fla. PIANIST—READ, FAKE, ETC.; UNION; sober, ability; all essentials. Box C-442, c/o The Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

PIANIST—GIRL; DOUBLE ACCORDION; society style; experienced all lines; col-lege graduate, with excellent appearance; prefer hotel engagements. Box C-443, c/o Billboard, Cincinnati 22, Ohio.

PIANIST FOR DANCE, THEATER OR radio, Will consider only N.Y. territory—Local 802. C. B. Stone, 217 East 11th Street, N.Y.C. no21 STRING BASS-AVAILABLE NOVEMBER 1; experienced all styles; combo pre-ferred. Pat Greenwell, 1102 S. Clifton,

TOP-FLIGHT RINK ORGANIST AVAILable for year 'round operation, any loca-tion. Write Box C-441, c/o Billboard, Cincinnati 22, O.

PARKS & FAIRS

BAI.LOON ASCENSIONS. PARACHUTE jumping for parks, fairs, celebrations. Claude L Shafer, 1041 S Dennison. Indianapolis 21. Ind

NIFTY TRAPEZE ACT-AVAILABLE FOR Outdoor and Indoor Events. Feature act; flashy equipment. For full particulars, ad-dress Charles La Croix, 1304 South An-thony, Fort Wayne 4, Indiana.

1 TO 6 ACTS—PONIES, DOGS, MONKEYS, Acrobatics, Jugglers: literature, Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind. Phone H-37232.

VAUDEVILLE ARTISTS

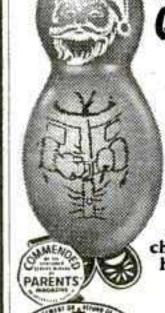
WESTERN RADIO, TV GIRL AND BOY Team: sparkling wardrobe, union. Rush best offer. Box C-437, c/o Billboard, Cin-cinnati 22, Ohio.



Free Price List.
TERMS: We pay postage
if payment accompanies
order or 25% deposit,
balance C.O.D.

instomorast Jewelry MFG. CO. 26 Custom House St., Providence, R.I.

Catch Christmas Shoppers



WITH PIONEER Qualatex Santa Toss-Up

and Christmas **Print Balloons** Stop the Christmas shopper. Cash in on the buying spree.

Order extra-durable Santa, Snowman toss-ups and heck other special holiday prints at your wholesaler today or write...

THE PIONEER RUBBER CO. 407 Tiffin Rd., Willard, Ohio

PRE-SEASON SALE POPULAR BRANDS 70% NEW WOOL

Colden Rust LARGE SIZE 72x84 Regal Maroon Forest Green Royal Blue

2" Satin Edge Lots of 6 Sample \$6.50 prepaid. Retails for \$19.50 70% Wool Blanket.....\$5.25

STEINBERG ROSS 628 W. Roosevelt Road Chicago 7, Illinois

\$200,000 STOCK ...

TO CHOOSE FROM

BENRUS WRIST WATCHES. We stock only their brand NEW best sellers. Assortment will more than double your money quickly. Direct Benfus distributor. Deal \$200.00

WRIST WATCHES. Jeweled

Gilt case. Leather strap. Doz-4.45 en \$48.00......Each RADIOS. Portables, clock and radio combination. Plain radios. Famous Emerson brand.

10 styles. State preference of styles. Deal 100.00 TOYS AND GAMES, Biggest assortment. 4 floors full with 1001 best sellers. Excellent holiday numbers. Have big toys to \$25.00 each. Visit

us when in New York...... 14.40 Dozen 3.75, 7.20 YOGI B'RDS. Climbs walls, 5.40 walks ceilings..... Dozen BALLOONS. Assorted colors. 10 .75

DOLLS. Best flash and value Dozen \$7.95, \$14.40, \$18,00, \$36.00, \$48.00. Each .80 4.45 1.45, 1.95, 3.45..... CHINA ITEMS. Ornaments, fig-

6.00 urines, ash trays, etc. Gross.. JUMPING RUBBER MONKEY. Also other fast selling streetmen's novelties. Gross assort-1.75

ed \$17.50...........Dozen BALL PENS. New retractable, New miracle ink Looks exactly like \$1.69 style. Sample 35c. Gross \$26.00 Dozen 2.40 REFILLS, For above pens. Gross 1.00 \$10.08 Dozen

SCATTER PINS. Big assortment. Gross boxes \$33.00. Sample 45c..... Dozen boxes J.WELRY SETS. Best buys. 37 years of value giving your guarantee. Dozen sets \$7.20, \$9.00, \$12.00, \$18.00,

3.00

9.60

28.80

\$24.00, \$36.00...each set 3.45 75, .95, 1.20, 1.75, 2.25, ... GIFTS. Novelties. 101 popular 12.00 items, 2 Deals, Dozen 7.20 FAUN PERFUME Nationally ad-9.00 vertised, by Ravel....Dozen

WALLETS. Genuine leather, with zippers. 2 best values. Sample 75c, \$1.00. Dozen \$7.20 10.20 NYLON HOSIERY, First quality. 51 gauge, 54 gauge, 15 deniers. Fine value.....

7.20 Dozen pairs DEALS. For auctioneers. Flash 50.00 merchandise. Deal RAZOR B.ADES. 5 to a box. 3.95 100 blades 45c, 1,000 blades NEEDLE BOCKS. Contains 115

threader in envelope. Dozen NEEDLES. In packages, English Big assortment 10c retailers. (Figures, your cost 2c each)1440 packages

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MAGNETIZED SCREWDRIVERS. 6-piece set. Retails to \$4.85 9.00 Sample 85c..... Dozen sets

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For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry. wood natural lacquer finished handles \$5.00 Per Dez Sets

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5 WAY CABINET SAW SET 1 19" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" C12 CA For dot. sets. \$13.50 For dot. sets. 6 Pc. MAGNETIZED Screw Driver Set. Self-display individual box unit. Overall lengths ranging from 11½" to 3½"—includes stubby recess and square shank. 75¢ Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D., F.O.B. Chicago. BROS. 916 So. Halsted St.

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Available in either the "Dancers" or the "Embroidered" Styles. In all sizes and colors. Dancers, sizes 34 to 49— \$7.75 ea. Embroidered, sizes 34 to 40— 40—60r extra. (Also available for children at different sizes and prices.) Special prices for quantity lots to jobbers. Accounts opened for well-rated firms. We also manufacture Mexican Brass Rings, \$3.50 doz.; \$4.50 doz. with side ornaments. Hand-tooled Ladies' Leather Purses and Men's Leather Belts and Wallets. We don't prepay.



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New MIRACLE Guaranteed

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LIGHTS THE WAY TO QUICK SALES

As a clock, it's amazing. As a TV lamp, it's a must. Now, the new, mystifying Magi Clock is a two-in-one buy that makes it twice as easy to sell. It teases folks into wondering how it works. It fascinates them into wanting to own it, to show it off. As an inducement to hypo your TV sales, the new, illuminated Magi Clock is just what the doctor ordered. Write, wire, call-right away for a quantity of businessboosting Magi Clacks for peak holiday volume. Immediate delivery.

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MODEL 246 (USES TWO 6-WATT STANDARD GE BULBS) MODEL 146

(Without Lights)

LIST \$16.50

MARVEL-ous Timepiece that's a Conversation Piece! IDEAL XMAS GIFT!

DIMENSIONS: 6%" WIDE, BY," MICH

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AT THE RIGHT PRICE

Magi Clock is beautifully styled to go in home or office. Satin gold finish; lustrous abony base. Unconditionally guaranteed for one year. Attractively gift packaged. A.C. only.

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#500 Indian Princess

#501 Indian Boy Chief

Hand-made and bead-ed, 71/2 inch, plastic, movable head, mov-able erms. Cellephane

\$13.50 per dez.

Sample \$2.00 Ea. Prepaid.

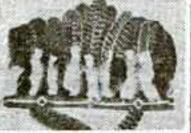
NOW ... MAGI CLOCK

SERVE BOTH AS A

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ILLUMINATED TO

#301 - 9-Feather Red Wool Felt Indian Head-\$3.00



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Indian Design Hand-Beaded. Selected one-piece top-grain embossed natural steerhide leather. Edges hand laced in white. Tapered ends. Width one inch.

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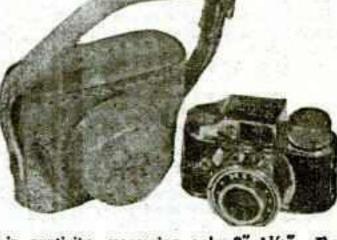
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A HIT! **\$1.40**

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One of the smallest cameras in captivity, measuring only 2"x11/4". The Hit is not a Toy but a precision made instrument, capable of taking clear and sharp candid photographs which can be enlarged many times the original size. It takes 7 pictures to a roll of film.

5 Rolls of Film, ONLY 60c

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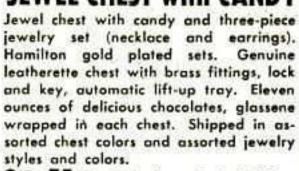
CEDAR CHESTS WITH ASSORT'D CHOCOLATES

A best seller for years. Always a welcome gift. Beautiful cedar chest filled with 2 pounds of delicious chocolates.

Chest fitted with brass - plated hinges, lock and key. Artistic scroll work top centered with multicolored painting. Full size mirror an inside lid. Four corner feet, lacquered finish, and sturdy construction all make this a sensational seller. Inside dimensions-10" long, 51/2" wide, 31/4" deep.

\$3.50 Each in Doz. Lots MACON Send \$5.00 in FULL for POSTPAID SAMPLE

JEWEL CHEST with CANDY



Send \$4.00 in FULL for POSTPAID SAMPLE

All Candy Chests Shipped in Dozen Lots, Railway Express. No Less Sold Except Samples. Minimum Order 1 Dozen (All Same Kind or 6 of Each).
One-Third Deposit Must Accompany All Orders.

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HOTTEST, SWIFTEST SELLERS from COAST TO COAST!!! FAMOUS "SMOKEY BEAR" BELTS

Every AMERICAN WANTS 'EM! Every AMERICAN BUYS 'EM!

The ONE and ONLY Authentic SMOKEY BEAR BELT!

Licensed by U. S. Forest Service, in co-operation with State Foresters and the Advertising

Promoted NATIONALLY on TV, RADIO, MOVIES, in

GENUINE COWHIDE TOP

Beautifully polished, and embossed throughout with foliage and "5 M O K E Y BEAR" himself, who says, "PREVENT FOREST FIRES!"...

Gorgeous B-I-G AN-TIQUED BRONZE Trophy BUCKLE with raised "SMOKEY" lettering!

INDIVIDUALLY CARD-ED on Eye-Catcher 5-COLOR SELF-DIS-PLAYER!

FREE

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Sizes: (Open Stock or Asstd. Dox.) JUNIOR—20-30. SENIOR—30-42. #150: 1 inch wide: JR., \$6.50 doz.: SR., \$8.60 doz. (Sample \$1 ppd.) #175: 11/2" wide: JR., \$9.00 doz.; SR., \$10.20 doz. (Sample \$1.50 ppd.) Hurry! Hurry! Order Early for FAST Delivery! We're Shipping "First Come-First Served" Send 25% Deposit With Order, Balance C.O.D., F.O.B. New York City.

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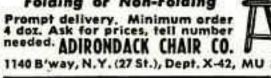
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1-16" Rip Saw

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blades are made of finest heat-treated

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\$1 2.00 DOZEN

IT'S SIMPLE AS A-B-C that the circulation of this business paper is PAID circulation and that the totals have been audited and certified by the AUDIT BUREAU OF CIRCULATIONS.

Texas State Gate Tops '52 "STRICTLY FOR LAFFS"

Continued from page 58

good barometers of attendance urday night (24), the last of three and appeal, also reflected the size such games on consecutive nights. of weekend crowd.

Saturday (17), was the best day for the Aquarium, for example, on this day. since the building was constructtotaled about 32,000, but the big 1953 Saturday drew exactly 33,859 people. Total thru Tuesday for the Aquarium was 118,789.

Museum Polls 70,000

Museum of Fine Arts drew 70,391 in the same 11-day period, with 17,927 clocked thru Saturday (17). This was about the best day for the museum in three years, since October 16, 1949, when 21,015 people came to see the Leonardo Da Vinci models. Museum has had packed house every time "Trip to the Moon" has been presented in the small 110-capacity planetarium. Total attendance thru Tuesday for this paid attraction was approximately 4,700.

Health Museum had its best day Saturday (17) with 18,276 against 12,000 for the corresponding day last year. Total for first 11 days was 50,352. Museum of Natural History reported about 62,000 for the same period.

Fireworks show in the Cotton Bowl on Kids' Day (16) drew about 25,000, and similar show Sunday night (18) pulled about 18,000 into stadium. East Texas Day show, starring Gordon Mac-Rae, Tuesday night (20) drew a good crowd of nearly 30,000. Negro Day football games Monday (19) had 4,500 for a high school game in the afternoon and 12,000 for a college game at

International Harvester averages 2,000 people for each of the daily three performances of the tractor square dance, exhibit offi-cials estimate. In the Electric Building, the Admiral television exhibit gave away about 60,000 toy cardboard studio kits. Friday • Continued from page 58 (16) the booth had to be closed to keep the kids from creating a good date for thrill shows. Tickets mob scene. Sunday (18) the exhibit opened at 10 a.m. with 3,000 kits and ran out at 11:15

The model home in the General Exhibits Building, exhibited by National Homes, Inc., of La Fayette, Ind., was drawing turnaway crowds daily. Lines can head was the biggest ever for move thru the three-bedroom house at a rate of only 14 persons per minute or 9,000 daily aver- of the swine show. All exhibit Interest in the exhibit is hypoed Flowers, with Mother Goose as

ends. High School football was dates as October 11-16.

Fairground's museums, usually skedded in the Cotton Bowl Sat-State Baton-Twirling Championships also were due to be run off

Long-range weather forecast ed for the Texas Centennial in was for cloudy and mild weather 1936. One Centennial day crowd with scattered showers. Fair has had perfect weather all 16 days the last two years.

Light showers Wednesday night (20) choked off evening crowds and the weather outlook was poor for the final weekend. A trace of rain at 6 p.m. was not enough to collect rain insurance, and a heavier shower later came after the hours insurance is in effect. Church Fete

The fair ends Sunday (25). Gate admission charge will be lifted at 6 p.m. and there will be a free gate the rest of the evening. Reason is Religious Festival in Cotton Bowl at 8 p.m. A 700voice massed choir will sing; Baylor University a cappella choir will be featured; Dr. Edward L. R. Elson, pastor of President Eisenhower's Washington, D. C., church, will be the speaker. In the third year, the festival is considered by the fair to be a prime public relations tool and excellent goodwill builder with church groups.

Fair drew 2,387,140 last year for the largest attendance in the U.S. for any annual exposition. The fair has increased the attendance each fair since 1930. Net profit for year-round operation in 1952 totaled \$397,677. James H. Stewart, executive vice-president and general manager, said late this week that the 1953 fair to date definitely looked better moneywise than the 1951 fair, when the net was \$320,063, and with a little help could conceivably come up to the phenomenal 1952 take.

Spartanburg Hits

in the stands go for \$1, and general admission at the fair gates is 65 cents.

A top crowd of 7,000 spilled onto the infield after jamming the stands for Saturday's (17) stock car racing.

This year's cattle show of 700 Spartanburg, and numerous tributes were also paid to the quality age, hence potential is limited, space was taken. The House of by good newspaper ads run daily. the theme, contained thousands The final weekend was ex- of blooms exhibited by garden pected to be light, in comparison clubs in the fair's six-county area. with the middle or first week- | Black announced next year's fair

Mineola Draws 500,000

Continued from page 59

games and other attractions from Bochert. being operated on Sunday. Altho the problem was known in advance, it was hoped that the fair could win a variance, but such was not the case. A hearing will be held with the aim of getting next year.

There were no paid grandstand attractions on this inaugural year, and no charge is contemplated. But there is talk of putting on free professional variety acts in 1954. The stands seat 7,500 but more than that number can see comfortably from afoot, on the deep, sloping area between track and stands. Several thousand spectators turned out for a free talent show Sunday (11) at which Guy Lombardo donated his band's services for two hours. Also put on before the stands were sheepdog herding, horsemanship demonstrations, square dancing, ox pulling, sports clinics, parades and nightly fireworks.

Other problems before the fair directors will be topped by the transportation dilemma. Virtually all of this year's attendance SUBSCRIBE NOW was auto traffic, as there were no arrangements made to run special busses from the nearby Hemi stead terminal. The old Mineola grounds were serviced by several bus lines. Another subject will be whether to shorten the run, as

The general feeling on the mid- ers to be much too long a fair. way was that much business Hours are also up for discussion, would be gained if it could be as the 1 p.m. daily opening was spotted in, or adjacent to, the too late for most of the farm parking area. In mid-week the folk, who jammed the roads for fair had several rides shifted over two hours before the opening, to the exhibit area. Another car- thereby discouraging many ponival problem was that both Sun- tentials from getting in line. The days were lost, due to a Town of display space needs concentra-Hempstead law prohibiting the tion, and that will be tackled by

The publicity budget of \$10,000 was held too low with which to encourage people to visit the new location. Most publicity consisted of newspaper advertising in Long Island dailes. There were some permission to operate the midway 3,000 auto bumper strips made up. No advance TV advertising was used, altho this area is served to the saturation point by

television outlets.

GAG TIES

Our Artists are the Creators and Painters "GAG" and "Art STUDIES" ties. Over 100 designs.



Caption on this tie reads: "Goodbye, Cruel World."

25% Deposit, Balance C.O.D.

\$0.00

JOBBERS, WRITE. ARTIST COLONY OF GREENWICH VILLAGE

N. Y. C. 12, N. Y. Studio 9B

NEW SENSATION! Cigarettes

So realistic most feel the heat and see the smoke. A terrific gag . . . a great volume seller. Each cellophane, heat - sealed package contains 5 of these "makebelleve"

glowing eiga-



Packages cigarettes)

20" PLUSH BEAR

Asst. Colors \$11.50 doz.

Send 25% with order, balance C.O.D. Write for FREE Novelty Catalog

BENGOR PRODUCTS CO. 18 W. 23rd St. New York 10, N. Y.





ATTENTION! To all our customers: Due to a recent factory fire, operations were held up these past few weeks, We are now ready for immediate deliveries on

immediate all orders.
Those who have not received their orders—please notify us immediately.
Thank you. 25% dep. bal. C.O.D.

48 West 20th St. New York 11, N. Y.



"20-in-1" Kitchen Necessity does the work of 20 necessary kitchen utensils. Over 8" long. Year's best seller. Sample and Sales Plan, 25¢. NEW METHOD MFG. CO., BB-10, Bradford, Penna.



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$10.

Occupation

City..... Zone.... State.....

Farmoniani, production and a second contraction of the contraction of

Low subscription more than 20% on the newsstand price.

nine days was felt in some quart-

EVERY WEEK

Births

• Continued from page 50

KELLEY-

A daughter to Mr. and Mrs. Bill Kelley In San Antonio recently. Pather is an account executive on the staff of KEYL-TV in that city.

KRENGEL-

A daughter to Mr. and Mrs. Nat Krengel October 3 in Jefferson Hospital, Philadelphia. Mother is the former night olub singer and band vocalist known as

LABOE-

A son, Arthur John, September 12 in Santa Monica Hospital to Mr. and Mrs. Jackie Laboe. Pather is KGPJ deejay.

LOCKETT-

A sen, Gerdon Shane, to Mr. and Mrs. Raiph Lockett at Petersburg, Va., September 24. Pather was secretary of the old Johnny J. Jones Shows for several years and this season was on the road with the John H. Marks Shows. Mother was formerly on the public relations staff of the Cook County Fair, Chicago.

MARTIN-

A son September 20 to Mr. and Mrs. Dean Martin in St. John's Hospital, Santa Monica, Calif. Pather is of the Martin and Lewis show team.

McKENNA-

To Mr. and Mrs. Carroll McKenna, October 14 at Temple Hospital, Los Angeles, a son, Michael Carroll, Pather Is head of sales promotion-research, ABC network, Hollywood.

MILLAR-

A daughter, October 14 in St. Joseph's Hospital, Burbank, Calif., to Mr. and Mrs. Lee Millar. Pather is a radio-TV actor and son of Verna Pelton, radio-TV actress.

PALMER-

A son to Mr. and Mrs. Don Palmer September 30 in Our Lady of Lourdes Hospital, Camden, N. J. Pather is personal manager of Charlie Ventura, orchestra leader and night club owner in Lindenwald, N. J.

PERON-

A daughter, Robin, to Mr. and Mrs. Frank Peron, September 16 in Philadelphia. Father is planist with Del Lucas Orchestra in that city.

A daughter, Kathy Dawn, to Mr. and Mrs. Johnny Portemont Jr., at Clay County Hospital, Brazil, Ind., September 6. Pather is co-owner and manager of Johnny's United Shows.

To Mr. and Mrs. Tyrone Power (Linda Christian; a daughter in Cedars of Lebanon Hospital, Los Angeles, Septem-

A son to Mr. and Mrs. Jack Pyle September 24 in Philadelphia. Pather conducts a disk jockey program on Station KYW, that city.

ROSS-

To Mr. and Mrs. Don Ross September 8 in Los Angeles a daughter. Pather is staff announcer at KGPJ.

ROWAN-

A daughter October 2 in Hollywood Presbyterian Hospital to Mr. and Mrs. Roy Rowan. Father is announcer on KNX-CBS radio's "People Are Funny."

SALKOW-

A daughter, Laura, to Mr. and Mrs. Lester Salkow September 12 in Cedars of Lebanon Hospital, Los Angeles. Pather

SCHWARTZ-

A son to Captain and Harriet Schwartz October 22 in the Army hospital at Fort Lee, Va. Mother is the daughter of Gertrude Berg, known on the airwaves as Molly Goldberg.

A son, John Thomas, to Mr. and Mrs. Joe Sciortino, September 36 in Dallas.

A daughter, Jamie, September 2 in Los Angeles to Mr. and Mrs. Joe Seideman. Pather is Hollycod account exec for KBIG, Senta Catalina Island.

SINGER-

To Mr. and Mrs. Noel Singer, a daughter, October 7 in Cedars of Lebanon Hospital, Los Angeles. Pather is a business

STANLEY-A daughter to Mr. and Mrs. Dick Stanley September 14 in Philadelphia, Pather is

a nitery comic and mimic. STANSELL-

A son, Dan Preston, to Mr. and Mrs. Dan P. Stansell September 20, Parents operate the cookhouse on the World of Pleasure Shows.

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e printed cloth e plastic face e cotton stuffed 16"-\$5.50 Dz. In Gr. Lots \$5.25 19"-\$7.50 Dz. In Gr. Lots \$7.20 22"-S9.60 Dz. in Gr. Lots

\$9.25

BOY OR GIRL

All packed in cellophane bags. No extra charge for Sample. 36 pieces\$22.60 FOB N.Y.C. 25% dep., COD if not rated. Send for FREE 32 pg. catalog with over 150 stuffed toys and dolls.

Toy Mfg. Company 122 W 27th St. N.Y. 1 N.Y.

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#4092B ELECTRIC

PERCOLATOR This beautiful all aluminum electric percolator, made y Enterprise Aluminum Co., features the latest in electric coffee making. Special heating element insures quick percolation. Streamstyled Bakelite handle.

.60 ea. in doz. lots

sides, Special Xmas price:

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\$5.00.

Sample: \$4.00





and key. Special promotion price: \$4.50

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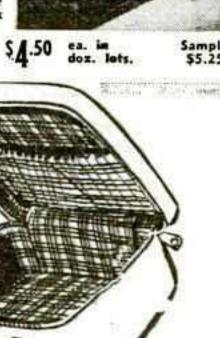
CLUB

BAG





Sample:



#10928 FLORENTIME

An ornate statuesque 22 kt. gold plated swirl of curves, standing 12 inches high on a gracefully curved hand rubbed mahogany finished bese. Patterned after an early talks art piece. Italian art piece. Pendulum swings gracefully back and forth as clock runs. Self-starting electric move-

es. in

Sample \$10.00



#1095B

VENETIAN

Now this famous artistic mas-

terpiece authentically repre-

duced by United. Two female

figurines gracefully support this petite clock, All 22 kt, gold plated, figurines, case and base, Mounted under

crystal clear unbreakable

styrene dome. Pendulum gracefully swings back and

Precision engineered United

self-starting clock movement,

with Westinghouse - designed

ea. in

Sample

forth as clock runs.

#6022B INSTA-FLASH PHOTO KIT

#148

LADIES' VANITY CASE

Beautiful Ladies' Vanity Case made from

genuine Texon. Comes in assorted colors.

Scotch plaid cloth lining. Zipper around three

Twin Lens reflex camera, nationally famous for quality and performance. Flash attachment-with hot bulb ejector, a feature usually found in only the most expensive cameras,

Takes 12 21/2"x21/4" clear, distinct pictures that can be enlarged to any size. Highest quality color pictures. Highest quality vinylite Gadget Bag with Double Zippers and Over-the-Shoulder Strap. Guaranteed for one full year.

IMPERIAL FLASH PHOTO KIT

Complete with everything needed to take Flash Pictures: Camera, Synchronixed Flash, Batteries, Flash Bulbs, Film, Gadget Bag with two zippers and carrying strap; uses standard film, produces 12 21/2"x21/4" clear pictures. Also

#60238

beautiful color pictures.

Sample: \$6.50.



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Prices per dozen. Real Conch Shell Planter (ILLUS-TRATED) with ceramic flowers, Inde-structible, Washable, Also made into TV Pottery Planfers. Ass'td novelty bases with ceramic flowers. Also made into Television Lamps \$21.00 to \$45.00

Hand made Shell Vases, Candy Dishes, Wall Plaques, Salt and Peppers\$7.20 to \$18.00 Hanging Bamboo Wall Planter\$15.00 Indian Tom-Toms, Real cowhide, Hand

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ferent funny characters \$9.00

free goods, from our first quality line of catalogued items. You'll be pleased.

COST. ORDER TODAY!

Assortment: (A) \$ 25.00 (brings you \$ 65.50) (B) 50.00 (brings you 131.00) (C) 75.00 (brings you 196.50) (D) 100.00 (brings you 262.00)

Per Dozen Cork Coasters that hold tall glasses.\$2.40 Coconut Paim Tree Candy Dish, Hand carved\$9,00 Coconut Frond and Bamboo Planter\$15.00

SPECIAL CHRISTMAS OFFER! FREE GOODS INCLUDED IF YOU ORDER NOW! We will carefully select an assortment of our fastest sellers. Every item, including

YOUR PROFIT IS 160% ON YOUR Order, Just tell us which assort-ment you want. C.O.D. 1/3 deposit with order, F.O.B. Miami.





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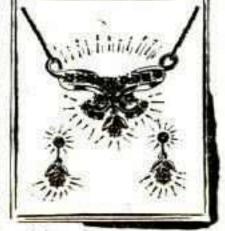
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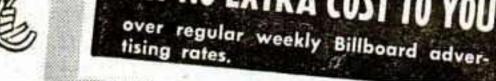
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Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Croton Industries Corporation, New York, is in the process of launching a new spot and stain remover, said to be unique in that it is a twin package containing two different solutions-one for removing grease, tar, etc., and the other for stains that can not be removed by conventional solvents. The product was de-veloped for Croton by a large and reputable research house and is said to have proven its worth thru the usual consumer acceptance and test sampling methods.
. . . Thunderbird Products Company, Chicago, manufacturer and distributor of Indian products, announces many attractive Indiandesign beaded belts. Assortments of hand-loomed beaded stripes are sewed on full top-grain, embossed, steerhide saddle leathers. The ends taper in Western style. Quality gift hardware is also featured. The belts are boxed one dozen in assorted sizes.

Busiest Year In Store for Major Arenas

NEW YORK, Oct. 24.—Major arenas will be busier this season than ever before, judging by the solid bookings reported to date. The Arena Managers' Association, which represents 30 spots, has have been signed for hockey, boxing, rodeos, ice shows, circuses and variety productions, with no successive dates remaining.

Roller Derby Plans Season; **Push Leagues**

NEW YORK, Oct. 24.—Two 20 - skater Roller Derby teams will launch their winter season at the Chicago Coliseum November 12. The other two teams in the Roller Derby Associates organization play two weeks in Los Angeles.

Eastern Manager Ken Gurian said that the teams scheduled for Chicago have just returned from Europe where, he said, they drew capacity business for 17 days at the Palais de Sports, Paris. They also did well in Lon-don, Marseilles, Valencia and Barcelona, he said.

Gurian said plans are to minimize barnstorming dates in favor of developing local franchised derby leagues. He said the organization's two units have grossed slightly more this year than last.

Vancouver

Continued from page 49

already placed a deposit on the land.

Meanwhile Pacific National Exhibition board has renewed its fight for inclusion of a \$2.5 million arena coliseum in the city's proposed \$35 million five-year development program.

Allocation for the 10,000-seat arena was dropped from the plan by the city's technical planning board in an attempt to cut appro-priations down to the \$35 million maximum.

PNE directors pointed out that the exhibition board will finance the debt charges on the structure out of revenue, but needs the city's borrowing power to raise the capital funds. As a compromise, they suggested the alloca-tion be reduced to \$1.5 million, and undertook to try and raise the remainder from other sources."

an "essential requirement" at the ings in Kansas, Nebraska, Oklapark. Exhibition Forum, which homa, Missouri and Texas. now houses professional hockey Peebles said the agency will hanand other sports and entertain-ment events, can seat about 5,000 Spike Jones, Rudy Vallee, "Big-and is not large enough to accom-modate, present day, arounds modate present-day crowds.

A new type machine, now available for specialty salesmen, which sharpens and serrates knife blades quickly and easily is announced by the Cutter-Craft Manufacturing Company, Pasadena, Calif. All that the operator of the machine must do is guide the knife during the process. The firm claims that a specialty man can easily net \$20 per hour with the machine.

. . . African Dancer is a new decorative item announced by Magidson Bros., Chicago. Coming in two models, male and female, the dancers are mounted on a natural wrought iron frame and are in third dimension—14 inches in height, mounted to leaf-shaped open wrought iron frames 20 inches in height and 13 inches across the center. The figures have flowing headdress, loin, wrist and calf adornments, together with tambourine and rattles in grey, gold and coral to provide striking contrasting color combinations. They retail at \$9.95 a pair.

Adding to the mystery of what enables it to keep time, since there is no visible evidence of works, the Etalage Magi-Clock, manufactured by Sonic Datom Corporation, New York, now comes equipped with two six-watt standard GE bulbs to make it a combination electric clock and TV lamp. The see-thru dial provides the unique feature of excellent visibility, viewed from front or back, and the mystically suspended hands make the timepiece a conversation piece. The new Model 246, which serves as clock and TV lamp, is priced to retail at \$17.95. Model 146, without lights, lists at \$16.50. The clock is styled for home or office. Its satin gold nothing open except a few dates finish frame is mounted on a lusfor one-nighters, according to John trous ebony base. It operates on Hickey. Long stretches of dates AC and is attractively gift

Portland Arena Put Up for Sale

PORTLAND, Ore., Oct. 24.— Shipstads and Johnson have offered their Portland Ice Arena for sale as a warehouse, ending a 30-year period that the structure has been used as a show site. The ice show producers bought the building in 1943 and have used it for their annual icer appearance here.

Building Manager Harry Shipstad will move to Los Angeles. The closing was decided upon when city officials ruled the building was not adequately equipped to handle large crowds. The owners decided it was not used frequently enough to warrant the necessary alterations.
The city permitted the building to complete its scheduled events before insisting on the changes.

Paterson Leading **AOW Speed League**

ELIZABETH, N. J., Oct. 24.— Paterson (N. J.) Arena, of the American on Wheels chain of rinks, has taken the lead in the

rinks, has taken the lead in the AOW's inter-rink racing league in the Northern division with a total of 22 points. Next meet is scheduled for tonight at Boulevard Arena, Bayonne, N. J.

In second place is the Reading (Pa.) Rink with 8 points; Mount Vernon (N. Y.) Arena, 6; Boulevard Arena, 4; Capitol Arena, Trenton, N. J., 2; Twin City Arena, Elizabeth, 2; Florman Park (N. J.) Rink, 0, and Peekskill (N. Y.) Arena, 0.

News Nuggets

▶ Continued from page 49

pared to handle more shows by the end of this season.

KANSAS AGENCIES

PLAN AUD LOOP ... WICHITA, Kan. - Harry Peebles agency here and H and H Attractions have affiliated to Directors said the colliseum is promote shows in about 50 build-

Hutton and others. Copyrighted materia

Pipes for Pitchmen

- By BILL BAKER

WILLIAM CARR . . . mark by only two short years, if you can get it. says he knows many of the ancient lads who got out of the ballyhoo business and became millionaires. This column refrains from mentioning their names lest they become prey to the internal revenue

RAY HARRIS . . .

pens the following note of thanks: "A few months ago I found myself in dire need of financial aid. My situation became known to Fred Hudspeth, Eddie Hoar, Charles Finklestein and Glenn Hosberg. four of the greatest guys I have ever met. They got together at all the shows and took up a collection for me. Now I would like to thank everyone who contributed and the only way I can do this is thru our medium, The Billboard." Ray P. S.'s his note with "For greater understanding among pitchmen."

THIS COLUMN'S . . missing persons department has been very successful recently in locating some of the lost, strayed or stolen brethern. Here's a report for Bob Posey as filed by private eye Hank Frederick from Cincinnati. Speedy Hoskall and his wife hit, the jackpot at the Confield Fair with a car polish. Tom Kennedy is now president of the F.O.F.W.O.A., and all his time is taken up looking for shade. Madalain Ragan is busy counting the long green she picked up working the Great Allentown Fair. It's also reported that all the other characters who worked the spot are doing pretty much the same thing. The last time that Eddie Gillespie was seen he was playing it cool in a brand new Cadillac and was framing a new gizmo, which is

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designed to help a guy get out of one of the real patriarchs of a hotel in case of fire. It's kinda pitchdom, pencils the names of tough on the arches jumping out some of the boys he has met while of these lofty floors, so that gadget night shows only, and plans to traveling around Detroit. Dr. Wil- should really go over like a tent. liam Meter and Bill Portman, on Hank says that the past fair season med; Bill Ellis and Harry Thomp- put him in the clover, so around son, on knife sharpeners: Harry the first of December he's takin' Mayors, on inhalers, and Bill La- off like a big pelican for the boe, working scopes. Old Bill, who Virgin Islands and do nothing but admits he's missing the four score sit on his keester. That's nice work

HERE'S A VOICE . . .

out of the dim past of pitchdom. Prof. Jack Scharding infos that he has been resting in retirement for the past couple of years in Long Beach, Calif., which, according to him, and the local Chamber of Commerce, is the retired pitchman's paradise. It will be recalled that the old professor was a lecturer, of no mean ability. on the subjects of astrology and healthology. For a number of years, he owned and operated his own carnival and, during his lengthy stand in the ballyhoo business, sold everything from collar buttons to health books and horoscopes. Now Jack says that he's had enough of this "lifeof-Riley" racket and if conditions look pretty good next season he's going to take the road again with a new show. Always of an altruistic nature, Jack issues a storm warning to those who might be thinking of going to California, Says he, "will say Los Angeles is closed and there is no more pitch store here on the pike in Long Beach. Doc Paul Hunt and I were the last ones to have one and there is no location at present. About the only spots open are the auctions."

JOHN L. SULLIVAN . . reported from Maryville, Kan., a few weeks ago that he had a crippled friend who was interested in picking up a gadget pitch so he serve as a profitable stop-gap for could work some spots near his Kansas home, Hank Frederick hagen to spots in Sweden and says that if brother Sullivan will have his friend contact the Popiel Company, Chicago, they will send set-up are veterans in the Scan-

PROF. LYNDON O. BOWIE . . . pens from North New Portland, Me., that while he was traipsing around Canada some few weeks ago he visited the Three Rivers Exposition and while in the manufacturers building he ran across the veteran pitcheroo, W. S. Hockley, passing out chef tools to big crowds. According to reports, Hockley had a pretty sharp looking layout and a p.a. system that was tops. He was ably assisted by one of the fastest talking tool men in the business, Byror L. Bowie. The professor says that he and the boys engaged in a lot of chin music about the old times and they told him that they intend putting a cake decorator in local stores for the Christmas trade.

New Ride Bow

Continued from page 52

parks, and that one mobile unit was ordered from the Long Island

Dominated by a brilliantly-lit centerpiece, the ride features a gondola at the end of each of 12 booms. While the "jet" cars are aerial dancing; three-unit ironrotated as the centerpiece turns, control sticks enable the riders to raise and lower the car at will. tickets selling for 30 cents, a 90second ride was offered at Mineola, altho the duration is variable and controlled at a master panel.

6-8 Hours to Erect Wedemeyer gave these statistics weighs 350 pounds, and each act. car 250. Centerpiece weighs two tons. The mobile unit, transported on two 25-foot trailers, can be set up by a crew of four men in six to eight hours, and requires the same length of time to dismantle it. An area of 60 square feet is required in which to operate the ride. The ride takes a 220-volt wire, and some time was lost on opening day Saturday (10) at Mineola, due to the electric company furnishing only 110

voits. Permanent installations take two 15-hp. compressors. At Min- tor. Deane Chapin is the vocal eola a 30-hp, mobile compressor soloist and David Murphy will was rented. Each gondola has a

headlight. The Roto-Jet has been set up by Fred Moran's Thunderbolt Coaster on Coney Island, at 15th

Tex Carson Show Plays Louisiana; Woodcocks Join

OAK RIDGE, La., Oct. 24 .-Tex Carson's Jamboree & Circus is playing in Louisiana, giving stay out as long as weather

Mr. and Mrs. William Woodcock have joined with Miller's Performing Elephants. Carson's animals and Mr. and Mrs. Reuben Ray also are with it. Owner is Jack Moore, who formerly had the Jack & Kelly Bros. title. Winter quarters are Hugo, Okla-

Show has been doing well in the cotton country. It carries a Side Show, Pit Show, concert, main show, 12 people and six

Work for Yanks

Continued from page 52

addition he can usually line up dates for Liseberg Park in Gothenburg, Sweden, and other good spots in Denmark, Norway, Sweden and Finland.

Work for Americans

Sahlstrom will continue to operate his booking agency and retain his posts with Tivoli and the National-Scala. As assistant he will have his son, Albert, who is at present playing Hamid fair dates in America with his juggling act, the Virginians, but will return here shortly to work with his father. New set-up will enable Sahlstrom to offer nearly two years of work in Scandinavian countries, ranging from split weeks in some parks, to six months' contract with the circus. This will be the bait offered to Americans.

Most park and cabaret engagements are for a full month. Exceptions are the Lind brothers' parks, which offer split weeks but acts making jumps from Copen-

All members of the new circus dinavian amusement fields and are fully acquainted with all the routing and transportation problems which are involved in routing alien acts thru the four Scandinavian lands.

New Quarters

Recent death of Mrs. Meta Belli, owner of Circus Belli, resulted in the sale of the circus title and equipment to liquidate the estate. New owners did not purchase the circus winter quarters in Glostrup, suburb of Copenhagen, as new quarters will be located in Aalborg in a large building recently purchased by the Lind brothers. One stable of the Circus Belli winter quarters has been sold to Circus Schumann and remainder of the buildings were acquired by a margarine firm. Circus equipment taken over by the new owners is valued at about \$43,500, including onering big top, horse and animal tents, motor trucks, trailers, wagons and other items.

Packs Names Acts

med from page 56

jaw ensemble.

Les Arrigonis, aerial; the Goetschis and the Cycling Kirks, uni-Each car seats two riders. With cycle acts; the Flying Zacchinis and Flying La Vals, returntrapeze; Wallenda Family, highwire; Poodles Hanneford Troupe, bareback; Norbert, gorilla parody: the Van De Velde Company, acro-novelty act; Rietta, high pole; Bob Top and Laureen, aerfor the Roto-Jet: Each boom ial skating; Les Kimris, airplane

Clowns, Fireworks

In clown alley will be Carl Romig, Jackie Le Claire, Jeff Murphree, Jack Harrison, Grover O'Day, Dick Dowd, Billy O'Dell, Charles Ed Lewis, i rden Beecher and Billie Burke.

The Natchez and Baton Rouge outdoor dates will be climaxed with a fireworks display Loren Wisdom is the Packs pyrotechnician.

Alfred J. Vernon, Jr., is Packs' newly appointed musical direcbe announcer. Karl Wallenda will be in charge of layouts and John Manko will head the rigging and prop crews.

Coaster on Coney Island, at 15th
Street and the Bowery. It will charge, assisted by Jack Leontini be taken to Tampa in February. and C. W. Hoeber.

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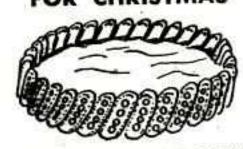
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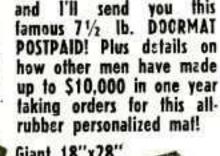
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Stewart Plans United School In Salt Lake

Thoelke, Sheldon **Tutor Coast Ops** At Advance Qtrs.

SALT LAKE CITY, Oct. 24.—A service school for operators of United games will be held here under the sponsorship of the Dan Stewart Company Tuesday and Wednesday (27-28).

Al Thoelke and Ken Sheldon, of the firm's top engineers, will direct the program which will feature a refresher course on trouble shooting, preventative maintenance, schematics and related wiring diagrams. Dan Stewart, head of the local firm, expects operators and servicemen from all parts of the State to

Thoelke and Sheldon conducted terminals. similar sessions in San Francisco and Los Angeles. These were sponsored by Lou Wolcher, Advance Automatic Sales, United's California representative with headquarters in San Francisco. These schools attracted operators and service personnel from all parts of Northern and Southern

Chi Coin Reps **Begin Showing** Shuffle Bowler

CHICAGO, Oct. 24. — Advance Bowler, a six-player shuffle game featuring new scoring ideas, was introduced to the trade this week by distributors of Chicago Coin Machine Company. It can be played as a five or 10-frame game. Advance Bowler is equipped a hanger counts as four points. with giant pins and has an average

scoring, spares counting 20 and the ing in the fourth, fifth and sixth played and paid for. frames tallies 60 points while the spares are also doubled at 40 points. In the seventh, eighth and

plays are tripled—thus strikes count 90 points and spares jump to 60 points. In the final frame, strike and spare plays register on a quadrupled basis — 120 for strikes and 80 points for spares.

The backglass on Advance Bowler not only has the individual dial scoring but also four types of strikes and spare flasher boxes. Among the service highlights of the game are its hinged pin compartment and a hinged front door with protected coin box.

Miami Election Set

MIAMI, Oct. 24.—Willie Blatt, president of the Amusement Machine Operators' Association of Dade County, announced this week that the group's annual election meeting would be held Thursday (29).

Empire Coin Ups Delivery On Changers

CHICAGO, Oct. 24. - Empire Coin Machine Exchange, national distributor for the Coinway Change Maker, has stepped up its deliveries, Owner Gil Kitt announced this week. The firm also is appointing territorial distribu-

The Coinway Model 52 holds 500 nickels and accepts quarters and dimes. It is 10 inches wide, 13 inches high, 3 inches deep, and weighs 10 pounds. The mechanism on the Coinway can be removed in five seconds.

The new change maker has separate dime and quarter hoppers, a National slug rejector and a theft-proof bell lock. It is finished in red baked enamel.

Howard Freer, manager of the division which handles the Coinway, stressed that the unit had received rigid location tests in such representative spots as Arcades, adjacent to batteries of pay telephones and transportation

Nat'l Bank-It Game Uses Play Control Idea

ORANGE, N. J., Oct. 24.—The National Shuffleboard Company is now making regular deliveries on its Bank-It with a play control

Bank-It is a bank shot shufflepoard game with an electric scoreboard on the side and can be played by up to eight persons. It is designed for dime play.

Object of the game is to get as many shots as possible in the onetwo and three-point scoring zones after banking the puck off the side area. As in regular shuffleboard

The play control feature is a field. playing time of 45 seconds per barrier in the center of the play-

Co-Operation Seen Key To Dime Play Pin Click

Stern Feels Five-Ball Routes Will Rise Or Fall With New Move; Receipts Climb

approaching the stage with some Casola and other operators with Williams Manufacturing Compa- stops to the 10-cent level at the ny indicated this week that in beginning of the year and two areas where the operator and months later (The Billboard, Feblocation were co-operating, re- ruary 21) the project was comgame with dime chutes for general location following a long test period in representative markets.

Sam Stern, Williams vicepresident, flatly stated this week that more than ever the play reports indicated the future of the months. In the end, he said, those five-ball game may hinge on the which were hardest to convince success of dime play. Reviewing became the biggest boosters of the Philadelphia situation, an dime play.
area where the primary tests Stern said he believed the bigwere conducted, Stern said in all gest single obstacle in the dime instances where the operator was play move was getting more able to change his locations to operators to understand the need dime play for as long as two for the higher rate in more than weeks, play held at about the revenue terms. same levels and receipts were naturally up sharply. Despite understand that if play stays at the anticipated early complaints the same ratio and the price per by some pinball fans-few mate-play goes up the gross will rialized, most locations reported double," he said. "But it is sur-

CHICAGO, Oct. 24. — Now on the potential of dime play. substantial facts at hand, the headquarters in the Rockford continuing dime play survey by area started converting their sults were successful. The survey pleted. Casola told Stern that the began a week after the firm in- results in his area were so controduced its Army-Navy five-ball clusive that he actually wondered why operators all over the country were not converting. The Rockford coinman said that even those few locations, which had originally balked at the idea, were on the dime rate for several

"Naturally every operator can Early this week Stern conferred prising how many do not realize with Louis Casola, Rockford, Ill., the competitive angle involved."

One of these angles, he pointed out, was the location which has a dime music machine, a dime shuffle game and a nickel pinball. He explained that it would be quite clear that the spot could handle dime pins and it was up to the operator to get the point across with a well laid but simple sales campaign. He added the location would soon have greater respect for the earning power of the five-ball game once the receipts started to climb.

Auto-Photo Co. To Intensity **Export Trade**

Baker in Far East To Set Up Branch Office, Distrib

LOS ANGELES, Oct. 24.—The Auto-Photo Company is expanding its overseas business. The firm manufactures a coin-operated automatic photo machine.

I. D. Baker, Auto-Photo president, left for the Far East this week on a trip which includes stops in Manila, Tokyo and other key cities. He also will arrange the establishment of a branch office and a distributing company

The machine made by Auto-Photo takes four pictures and delivers them on one strip in two minutes. They have been widely used in such locations as variety, department and drugstores, transporation terminals, fun centers and by firms which make a business of making photos for identification and license purposes.

Mallegg Finds Pins feature which guarantees payment for each game played. Bank-It is a bank shot shuffle-

Sees Rosy Future for Shuffle Games, Jukes in France; Rides on Upgrade

Mallegg, exporter of all types of and were working along well coin-operated machines, returned established lines. from an extensive tour of Europe this week with encouraging news on the expansion of the pinball

player. The multiple scoring on field which appears after the com- business has progressed generally the game applies to strikes and pletion of a game and indicates in several European countries, spares and is on a progressive players are to deposit additional Mallegg pointed out, the most asis.

dimes to start a new game. Ac- noticeable growth was in the afternoon and many play for section of Switzerland where the several hours. Some really eager the one sure way the operator can French speaking population is strikes 30 points. The strike scor- keep tab on the number of games centered. He stated that operators had overcome many ob-

CHICAGO, Oct. 24. — O. O. stacles to improve their business

In discussing the pinball development, Mallegg also touched on Arcades. He said: "I saw several Arcades in Switzerland. While the amusement game They are surprisingly modern and often feature as many as 50 pinball games. The people usually start playing in the early fans play as late as midnight. In other words the Arcade field is a big help in making the pinball business good."

Mallegg also stated he had een many games as well as Indiana Rep seen many games as well as juke boxes in taverns, restaurants and dance halls in Geneva and other major cities in Switzerland.

Mallegg disclosed that juke box distribution had not progressed rapidly. He felt that the reason for the comparative inactivity was the lack of understanding of the music machine's potential. Mallegg said it would take some-CHICAGO, Oct. 24.—All H. C. ager of the games division, stated one who knows both the industry Evans & Company policies gov- the firm was making increased and Europe to handle the busi-

> After a comprehensive tour of be some time before some of the cities. Among those contacted in details on Evans top management Paris were C. H. Brument, who could be worked out. In addition handles new and used music mato making a wide variety of chines made by Seeburg, Rockamusement equipment, Evans also is in production on complete active in operating pinballs, owner of the distributing firm, shooting galleries, shuffle games and kiddie rides.

Mallegg feels that shuffle games and juke boxes have a great future in France as both types of equipment have already built

Name Calderon . Of Keeney Co.

CHICAGO, Oct. 24. - The Calderon Distributing Company was appointed distributor of J. H. Keeney & Company products in Indiana this week.

Calderon has headquarters at 450 Massachusetts Avenue, Indianapolis. The firm is now showing Keeney's Pacemaker Bowler, Switzerland, Mallegg visited a new type six-player shuffle Shriver explained that it might Paris and other principal French game with giant pins. A key on a new type six-player shuffle the front switches it from regular to match play at the discretion of the operator.

Paul Huebsch, sales manager

Minthorne New Williams Rep

CHICAGO, Oct. 24.—Williams Manufacturing Company this week appointed the Minthorne Music Company distributor in Southern California and Arizona, Sam Stern, vice-president, an-

Minthorne has offices at 2116-20 started working with the com-pany as a young man. When his the Southern Music Distributing Phoenix. The firm is headed by father died 30 years ago, Dick Company, Orlando, Fla., has been Jean and Dolores Minthorne and Hood became its chief executive. appointed exclusive Photomat disalso represents Seeburg in the

Williams is now in production Ron W. Rood is president of on Army-Navy, a new type fiveleading, manufacturers of coin- Southern, which is also a Rock- ball game designed for dime play.

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BOARD MEETS SOON ninth frames all strikes and spares

Evans to Continue Regular Policies

erning the production and sale deliveries on the club model of ness profitably. of amusement games, music the Saddle and Turf spin table machines and equipment associ- game. ated with outdoor show business preceding the passing of Dick Hood, owner and president (The Billboard October 17), will be continued.

Rex Shriver, acting head of the firm pending a meeting of the board of directors, made the

Meanwhile, Fred Morris, man-

LEST WE FORGET DAY YET GIFT DRIVE OPENS

CHICAGO, Oct. 24.-For the seventh straight year, the A. L. Sachar Lodge of B'nai Brith will sponsor a "Lest We Forget Day" for hospitalized veterans.

 Funds collected make certain all veterans receive Christmas gifts at a typical seasonal fete. Many of the members of the lodge are manufacturers, distributors, operators or executives of advertising firms affiliated with the coin machine industry.

The chairman is Fredric R.

Kleiman, agency head, who is using his headquarters at 203 N. Wabash as a center for packaging and receiving gifts. He has asked that all gifts be sent as soon as possible to provide ample time for the processing work entailed. Last year 1,100 gifts, with a gross value of \$8,000, were distributed to 500 bed ridden veterans.

One of the co-features of the big day is a floor show headlined by the top recording, dancing and comic stars of stage, radio and TV, plus music by major bands.

be some time before some of the Century and a 40-choice machine, the Jubilee. (See story in music machine section.)

Repeat Play

In pointing out the high rate large followings. of demand for Saddle and Turf, Morris stated that the club model features a repeat-play stimulator. This is in effect when all seven of the game's selections are activated either by one or more players. When all seven are each game.

The Evans firm was organized firm continued to prosper and and South Georgia. expand and became one of the equipment and carnival games.

Southern Music players. When all seven are played one of the seven selections registers two or more replays Mufoscope Rep

NEW YORK, Oct. 24.-Herb in 1892 by Edwin C. Hood, father | Klein, sales manager of the Interof the late president. Dick Hood national Mutoscope Corporation West Pico Boulevard, Los Ange-As under the elder Hood, the tributor for Photomat in Florida music machine field.

Ola distributor.

Communications to 188 W. Randolph St., Chicago 1, III.

10 MFRS. SIGNED

Expect NAAPPB Trade Show To Hypo Coin Ride Field

Hotel Sherman for four days, few years ago. While he did not beginning November 29.

At least 10 firms signed up for exhibit space will display wares of major interest to ride operators. These include Bally Manufacturing Company. Exhibit Supply, and Chicago Coin Ma-chine Company, all of Chicago; Capitol Projectors, Mike Munves Corporation, Riteway Sales of New York: Scientific Amusement Machine Corporation and Meteor Machine Corporation, Brooklyn; the Bert Lane Company. Miami. and King Amusement Company. Mount Clemens, Mich.

retary of the NAAPPB, indicated there was a strong possibility more ride firms would be signed up in the next few days. As

Capitol Full Line Readied For Trade Show Riteway Sets

Goldsmith and Leo Willens will man the Capitol Projector booths, November 29 thru December 2, when the New York kiddle ride manufacturer exhibits at the Booths 132-135.

Capitol rides as well as Midget at the show. and 3-D Movies will be disbe exhibited.

zons for the coin-operated kiddie out this might require some firms sole factor in building up the ride business are visioned as the sharing booths but he said that ride field. Huedepohl said he felt result of the trade show held every attempt would be made to certain its popularity was spurred in conjunction with the National accommodate them. He also re- by participation in the trade show Association of Amusement Parks, ferred to the spectacular growth of the past three years. Pools and Beaches. The 35th an- the coin ride field since it became nual event will be held at the a part of the trade show but a

Meteor Rides To Be Shown At NAAPPB

Himmelbaum and Al Blendow operated amusement equipment Paul Huedepohl, executive sec- will represent the Meteor Ma- has had a featured part. Events chine Corporation at the National formerly sponsored by the Coin Association of Amusement Parks, Machine Institute and the Ameri-Pools and Beaches convention, to can Coin Machine Manufacturers' be held at the Hotel Sherman, Association have been discontin-Chicago, November 29 thru De- ued. The only other national ex-

> that Meteor will also exhibit chandising Association. another coin - operated devicenot a ride-to be announced at the show.

NEW YORK, Oct. 24.—Sam Nat'l Showing Of 3-D Movies

NEW YORK, Oct. 24. - N trade show held in conjunction Cohn, Riteway Sales, will exhibit with the annual convention of his 3-D Theater at the annual con-National Association of vention of the National Association Amusement Parks, Pools and of Amusement Parks, Pools & Beaches at the Hotel Sherman, Beaches at Hotel Sherman, Chi- ment park and Arcade rides, this Chicago. Capitol will occupy cago, November 29 thru December week announced it is entering the 2. Cohn will also exhibit a coin- coin-operated kiddie ride field. Goldsmith said the full line of operated game, to be announced

Cohn says the 3-D unit will 13 played. He added that at least mass produced in about two for about \$250 each. Dimensions two new rides, both in the weeks, with monthly production for the rides will be the same—medium - priced class, also will set at 100. Riteway will occupy the base will be 3 by 4 feet and Booth 1 at the NAAPPB show.

CHICAGO, Oct. 24.—New hori- virtually all space has been sold claim that the convention was the

Own Area

This year the coin-operated equipment exhibitors - 26 in all out of the 74 signed - will have an area of their own. One of the reasons behind the centralization stems from the experience at last year's event. Then so many operators and distributors attended, especially to see the latest in coinequipment, that it was decided all interests would best be served by decentralization.

One of the influences, which has built up the NAAPPB trade show as an attraction for coin- Chicago men, is the fact that it is the only NEW YORK, Oct. 24.-Max national event at which coinhibit of coin equipment is limited Meteor will occupy Booths 117 to vending manufacturers and aland 118, and will exhibit its full lied suppliers. This is sponsored kiddle ride line. Blendow said by the National Automatic Mer-

Buffalo Firm Enters Kiddie Ride Market

BUFFALO, Oct. 24.—The Buffalo Outdoor Specialty Company, manufacturer of amuse-

Robert F. Clapp, manager, said the firm's first two rides would be a tank and a boat. They will sell the body 5 feet long by 2 feet

Both ride bodies will be red white and blue. The base will be of plywood, with the body of plywood and aluminum. Coin mechanism will be National Rejector, giving a one-minute ride for a dime. Motion on the tank will be that of a figure 8, while the boat will move up and down.

Clapp said he expects to be in production before the end of the year. He is looking for distributors.

KIDDY RIDES-GUARANTEED!

Bally & Exhibit Horses Meteor, Atomic, Bally, Scientific, Exhibit, Deco. Nylco Space Ships.

Midget Racer & Hot Rod Automobiles, Pete Rabbit, Deer, Small Horse, Miss America, Scientific, Exhibit Boats, Bert Lane, Lee Manufacturing Co.

Merry-Go-Rounds Our Stock Largest in the World! ALL MACHINES SOLD WITH A MONEY BACK GUARANTEE! SEE OUR LARGE AD, PAGE 98

DISTRIBUTING CO., INC 298 LINCOLN ST. ALLSTON 34, MASSACHUSETTS AL-4-4040

Use The Billboard classified pages for RESULTS!

Calendar for Coinmen

October 27-Western Vending Machine Operators' Association, monthly meeting. Unique Restaurant, Los Angeles. November 1-5-Annual convention, exhibit, Theater Owners of America and Theater Equipment & Supply Manufacturers' Association, Inc., Conrad Hilton Hotel, Chicago.

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, Ill.

November 9-12-Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, November 13 - Music Operators of Northern Illinois,

monthly meeting. Place to be announced. November 29-December 2-National Association of Amusement Parks, Pools and Beaches 35th annual Convention and

Trade Exposition, Hotel Sherman, Chicago. December 5-6-Music Guild of Nebraska, quarterly meet-

Coinmen You Know

conferences with Kurt Kluever, sentative at the gathering was assistant sales manager for Rock- Frank Mencuri, Chicago Coin Ola, about the showings of the sales manager. Mencuri also at-Comet 120, which were held last tended the showing of Chieago week, were B. D. and J. D. Lazar, Coin's 'Round the World Trainer of B. D. Lazar & Company, Pitts- at the Lieberman Music Compaburgh; Frank Fabiano, of Fabiano ny, Minneapolis. Amusement Company, Buchanan, Mich.: Joe Brilliant, Brilliant Music Company, Detroit, and Al Katz, S. K. Distributing Company, Philadelphia.

ing, Evans Hotel, Columbus, Neb.

The Chicago area factories again had a steady run of out-oftown visitors, indicating business has stepped up since Labor Day. One of the biggest reasons for the traffic was the distributors' meeting held by Genco at the Bismarck. Many representatives staved over to complete orders for equipment.

manager, made a two-day trip to new gift catalog. ... Purveyor Dis-Richmond, Va., to help Frank

Page and Jack Bess celebrate the grand opening of their new head-In town this week for quarters. Another game repre-

> Ed Levin, Chicago Coin's director of sales, reports the trade has given ready acceptance to the "Trainer" game. . . . Billy Cohen's older son, Jess, who recently graduated from Harvard Law School, is now an ensign on the U.S.S. Mississippi. Billy is the former owner of Silent Sales, Minneapolis, a pioneer distributing organization. He is now retired.

Over at First Distributors sales of new and used games continu**e** at a fast pace. The firm also is Paul Huebsch, Keeney sales getting a lot of action from its (Continued on page 83)



- 1. Flashiest Eye-Appeal

- 4. Sturdiest Construction



Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



Copyrighted male

Last Chance for 1953 Xmas Season!



First Orders Will Be Given Preference

EXHIBIT SUPPLY

THE BILLBOARD Index of Advertised Used Machine Prices

Arcade Equipment

Equipment and prices listed below are taken troth advertisements in The Billboard issues as Indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is Indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders,

Ace Bomber (Mutoscope)	Issue of Oct. 24 \$195.00	Issue of Oct. 17 \$149.50 195.00	Issue of Oct. 10 \$195.00	Issue of Oct. 3 \$145.00 195.00
Air Raider (Keeney) All Star Baseball (Williams) Astroscope, 10c	90.00 95.00	90.00	100.00	125.00(2
Atomic Bomber (Mutoscope). Atomic Jet Space Ship	175.00	175.00	450.00 175.00	125.00
Bank Board (American) Barrel Roll (Jennings)	125.00	NAMES OF THE PARTY	10000000	85.00
Baseball (Scientific) Basket Ball (Scientific) Bat-a-Score (Evans)	79.50	79.50 165.00 275.00	79.50 165.00 199.50	75.00 79.50 75.00 95.00 165.00
ig Bronco (Exhibit)	525.00 135.00	524.50 525.00 135.00 150.00	275.00 525.00 140.00 150.00	275.0 525.0 140.00 150.0
oat (Scientific) olascore (Supreme)	550.00	95.00	95.00	95.0
oomerang uild Up (Exhibit)andid Camera	40.00	40.00 45.00 125.00	40.00 45.00 29.50 125.00	40.00 45.0 125.0
hallenger (ABT)	20.00 27.00 29.50	27.00 29.50	27.00 29.50	27.00 29.5
hicken Sam (Seeburg)	95.00 60.00 65.00 94.50 95.00	95.00 105.00 39.50 59.00 60.00 65.00(2)	95.00 105.00 59.50 65.00(2) 94.50	95.00 105.0 59.00 65.00(2 94.5
efender (Bally)		94.50	125.00	125.0
(Mercury)	95.00		Se.	
(Williams)erby, 4 Player (Chicago Coin)	175.00	175.00	175.00 175.00	75.00 175.0
ouble Double (Edelco)	195.00(2)	195.00(2) 35.00	195.00(2) 100.00	195.0
lectricity Is Life (Mills)	35.00 129.50 75.00	129.50 75.00	129.50 75.00	129.5 55.00 75.0
lying Saucer (Mutoscope) leld Goal (Scientific) illder (Genco)	•	150.00 175.00 45.00	150.00 175.00	150.0 165.00 175.0 45.0
oalee (Chicago Coin)	85.00 95.00 119.50	85.00 95.00 119.50 125.00	85.00 95.00(2) 119.00 125.00	85.00 100.0 110.00 119.5 125.0
un Patrol (Exhibit)	175.00	175.00	175.00	175.0
(ABT)	600.00	650.00	650.00	650.0
leavy Hitter (Bally)	35.00 60.00 69.50 89.50	35.00 60.00 65.00 69.50 89.50	60.00 65.00 69.50 89.50	65.00(2) 69.5 89.5
lockey (Chicago Coin) lockey (Mutoscope) et Gun (Exhibit)	55.00 200.00 210.00	55.00 75.00 185.00 200.00	55.00 75.00 200.00 210.00	55.00 75.0 85.0 210.00 215.0
ungle Joe	150.00	210.00 225.00 150.00	225.00 150.00	225.0
C. O. Fighter	18.50 99.50	18.50 99.50	99.50	175.0
Love Meter (Exhibit) Metal Typer (Harvard) Midget Movies	39.50 365.00 295.00	39.50 365.00 225.00 295.00	39.50 365.00 195.00 225.00	295.00 365.0 125.00 225.0
Midget Skee Ball (Chicago	150.00	115.00 150.00	295.00 114.50 150.00	# barrer
fiss America Boat	65.00	Par =	475.00	125.0
anorams (MiHs)	225.00 250.00	225.00 275.00	225.00 275.00	
Phila. Toboggan Skee Ball Photomatic (Mutoscope)	400.00	120.00 400.00 250.00(early) (2)	120.00 450.00 225.00	120.0 250.00(ear)
	600.00 650.00(late)	350.00(early) 595.00 625.00(late) 650.00(late)	250.00(early) 250.00 595.00 625.00(late) 650.00(late)	250.00 400.0 600.00(lat
Pistol Pete (Chicago Coin) Pitch 'Em & Bat 'Em	80.00 95.00	75.00 80.00	75.00 90.00	650. 75.
(Scientific)	175.00 195.00	185.00 85.00	185.00 85.00	85.
Podette Pool Table (Edelco)	75.00	60.00 75.00 75.00	60.00 75.00 50.00 65.00 75.00	75.
Quizzer	95.00 95.00 125.00	95.00 95.00 125.00(2)	95.00 125.00 95.00 125.00(2)	/SEGSBI
Recordio (Wilcox-Gay)	95.00	R	125.00 95.00	125.000
locket Patrol	149.50 200.00 44.50	149.50	149.50 325.00 49.50	J 1750
Shoot the Bear (Seeburg)	195.00 199.00 199.50(2) 225.00 229.50	185.00 195.00 199.00 225.00	195.00 199.00 199.50 225.00(2)	89.00 185. 195.00 199.
Silver Builet (Exhibit)	139.50	# agrating an agrant	229.00 249.50 79.50 125.00 139.50	229.50 249. 125.00 139.
Silver Gloves (Mutoscope) Six Shooter (Exhibit)	195.00	0 0000000	135.00 165.00	
Shocker (Acme) Skee Bail (Wurlitzer) Sky Fighter (Mutoscope) Solar Horoscope	24.50 150.00 125.00 195.00 100.00	150.00 125.00 195.00	150.00 125.00 195.00 100.00	145.00 195.
Space Ranger (Deco) Star Series (Williams)	60.00 85.00 139.50	60.00 85.00	575.00 59.50 60.00 85.00 100.00	90.00 100.
Sub Gun (Keeney)	90.00	90.00	90.00 120.00	120.
Super Bomber (Evans) Target Skill (Genco)	175.00 200.00 50.00 90.00	50.00	275.00 50.00	
Target Master Team Hockey (United) Telequiz	85.00 165.00 169.00	85.00 125.00 165.00	85.00 125.00 165.00	125.00 165.
Ten Strike (Evans) Three Little Meters (Exhibit)	159.50		169.50 75.00	
Three of a Kind	18.50 79.00		79.00	19.
Tommy Gun Deluxe (Evans). Voice-o-Graph (Mutoscope).	425.00 495.00	95.00 495.00 525.00	95.00 495.00 525.00	95. 495.00 525.
Western Baseball Undersea Raider (Bally)	525.00	85.00	85.00	

Undersea Raider (Bally)

Coinmen You Know

Continued from page 82

tributing Company, Herb Perkins reports, is making a lot of progress with shuffleboard and shuffle games. He says activity is brisk.

Cole Products Corporation has dropped plans to add an ice cream vender to its line of cup drink machines at this time. Richard Cole, vice-president, said his firm would concentrate on beverage units including its coffee vender. The Cole-Spa machine was the first to be approved by the Chicago Health Department after the company put together a new conversion kit for units in the field, according to Cole.

Mills Industries, Inc., has been busy putting finishing touches on an ice cream vender division. One of the units being considered for production under the Mills banner is the Arctic Vendor model. A former official of a local company that had distribut- Fine, Montreal, and Sam Solway, ed the Arctic unit was approached to head the Mills division, but he is now heading a home improvement company of

Tom King and Paul Crisman, partners in King & Company, are all for the "Vend Nites" pro-Club. More of same will be a distinct aid to both vending and candy fields, they contend.

New York

Ray Knoss, Arrow Music, moved into his new home in River Edge, N. J. His old home there was bought by his manager, Sol Rappaport. . . George Holtzman, partner with Willie Levey, Miami, in the Automatic Operating Company, changed the name of the firm to the Supreme Automatic Music Company. . . . Ernie Levine, Pacific Music, has moved to new offices at 195 Avenue O, Brooklyn.

The daughter of Joe Rosenberg, Ace Vending, is in the hospital after an appendicitis operation.
... Mr. and Mrs. Barney Sugerman are on a two-week combination business-pleasure tour of the country. Currently on the West Coast, they are celebrating their 25th wedding anniversary.
... Dave Stern and Bob Slifer are busy setting up the parts and service department for 10th

Avenue's new Rock-Ola outlet.

. . . Al Simon is showing a new Genco Shuffle game this week.

Drew Calland, Local 1690 official, is vacationing in the Poconos. . . . Gus Calandrello, T&G Amusement Company, is in the hospital with a broken leg. . . Albert Ainbinder, Meadowbrook Amusements, is on a sixweek auto trip to California. . . George Tillotson is back at work after an operation.

George Ponser, executive secretary of the Associated Amusement Machine Operators of New York, is in Chicago on business. . . . Lou Goldberg and Al Israel. Queens operators, were on 10th Avenue buying equipment. . . . Marvin Leibowitz, who had been operating music only, is now operating games as well. . . . Out-of-town operators on 10th Avenue this week included Joe Gambino, New Orleans; Moe Quebec.

Abe Rechtschaffer, Reliable Coin Machine Company, Hartford, Conn., and Max Lobo, coin machine distributor in Belgium and Germany, were in New York last week. . . . Dave Stern and Bob Slifer, Seacoast Distributors, have moted by the Chicago Candy a new secretary, Fran Lo Mauro, in their New York office. . . . Mickey Wichansky was in from up-State New York last week. . . . New members of the Coin Ma-

chine Employees' Union are Charlie Walker and Stan Obornick, Bell Amusement Company, and Joe Kennelly, Kenovan Amusement Device Company. . . . Harry Berger, West Side Distributors, is coming out with a new triple-score conversion for Shuffle Alleys and new pucks.

Herman Silver, Empire Music, is in the hospital for a check-up. . . John Diamond is a new member of the Associated Amusement Machine Operators of New York. . . Jack Tashman has bought Barnet Tennenbaum's route.

Vital Statistics Births

A son, Arthur Henry, was born to Dr. and Mrs. Wilbert A. Heyman in Doctor's Hospital, New York, October 5.

Dr. Heyman who with his family resides in Lawrenceville, Long Island, is president of the Heyman Process Corporation, manufacturers of coffee extracts for the vending machine trade.

Marriages

William Fitzroy Frederick, owner and operator of Frederick Vending Company, Bridgeport, Conn., and Elspeth Alice Krueger, in Hackensack, N. J., October 16.

KIDDIE RIDES METEOR-The Profit Line

Designed for profit * Built to satisfy

1 Year UNCONDITIONAL GUARANTEE UL Approved ★ FREE INSURANCE

METEOR MACHINE CORP. 75 W. 45 St., N. Y. 36, N. Y.

WATCH FOR Circle 6-2241 TUNG-GO

MAIL THIS AD FOR DETAILS



experienced coin machine salesmen

high earnings.

Leading manufacturer of 1. Texas 2. Eastern Pa., Maryland & Delaware Kiddie Rides has the 3. Western Pa., Ohio, West Virginia & Michigan. following blocks of lucra- 4. Tennessee, No. Carolina & So. Carolina

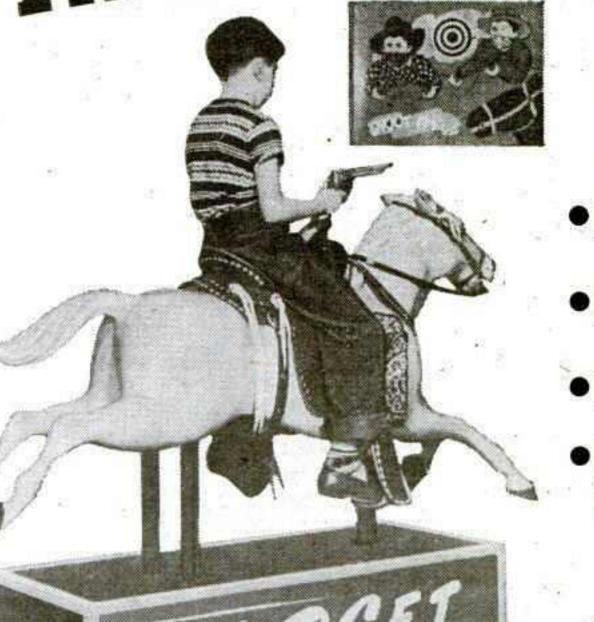
live wire factory sales. 5. Wisconsin, Minnesota, No. Dakota & So. Dakota men with records of 6. Northern Illinois, Missouri, Arkansas & Iowa 7. New Jersey & New York

Write fully outlining experience, giving references and enclose photo. Our sales force knows of this ad.

BOX D-80 c/o The Billboard Cincinnati 22, O.



A THRILLING RIDE AND A PISTOL PACKIN' GUN DUEL ROLLED INTO ONE!!!



THE NEW TRIPLE ACTION, MORE-FOR-YOUR-MONEY HORSE! A SURE-FIRE NEW LOCATION GETTER AND A BIGGER PROFIT PRO-DUCER ON OLD LOCA-TIONS.

FULL SIZE HORSE

54" Long, 30" Wide, 48" High, Weight 200 Lbs. (Approx.)

VARIABLE SPEED

Trots—Canters—Gallops at a Tug of the Reins.

ELECTRONIC PISTOL In Holster (securely attached).

FLASHING ELECTRONIC TARGET

Junior has a make-believe gun fight while chasing the gun-firing outlaw on the target. Bell rings for "Bull's-Eye"

BETTER EARNINGS, BETTER CONSTRUCTION, BETTER PRICE .

Than any "quality" horse on the market. COMPARE and be Convinced!! Delivery-NOW!

Write—Wire—Phone PLaza 7-8725 (at our expense, of course) CAPITOL PROJECTOR CORP.

556 WEST 52ND STREET

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Communications to 188 W. Randolph St., Chicago 1, Ill.

Ops Crowd NAMA Meet in Colorado

51 Members Hear Kaplan, Osmond, P-M Exec Talk Direct Sales, P-R, Sanitation

P-M, Benson-Hedges

Merger in Process

New Firm Called Philip Morris & Co.;

Move to Accelerate Parliament Growth

NEW YORK, Oct. 24.—Probably new corporation for each share the best-kept secret of the year held. There are currently 2,448,121

of the two companies have, in Holders of Philip Morris 4 per

Morris & Company—will bring identical preferred stocks in the together the nation's fourth and new corporation. There are 185, seventh largest cigarette companies (according to a joint repreferred and 127,996 shares of

lease by the two firms) and will 3.9 per cent series outstanding.

probably accelerate the already Current PM board members, rapid growth of the B&H product, along with Joseph F. Cullman

the flat-pack, filter-tip Parlia- III, B&H executive vice-president,

new corporation, with common and O. Parker McComas, PM

stockholders of PM and B&H re- president, will continue as chair-

NY Times, Mirror

Test News Venders

NEW YORK, Oct. 24.-Circu- working with Frank Finneran,

Samuel Lashin, New York, holds Newman said the vender aver-

up to 60 copies of a 48-page aged between 50 and 60 papers

a day.

that area.

All assets and liabilities of the ration's board of directors. Alfred two firms will be assumed by the E. Lyons, PM board chairman,

The new corporation-Philip per cent series stock will receive

By BOB LATIMER

National Automatic Merchandising Association area meeting to be held in Colorado drew double the attendance anticipated when 51 operators flocked to the Cosmopolitan Hotel here Sunday meetings: locate and help solve

and Wyoming, in addition to of direct-sales, need for greater Colorado, overflowed available capacity venders and the facilities at the first business importance of sanitation. session, led by area chairman A resume of NAMA's packaged Charley Kaplan, P & M Vending cost-accounting system was also Company. National Vendors' given by Osmond, followed by color movie showing preparation presentation of sample books. of its equipment for operation and proper repair procedure, Elaborating on direct - sales, opened the meeting. Kaplan Osmond cited the method to officiated for Tom Hungerford, combat such selling used by a who had been scheduled to head group of West Pennsylvania the first session. The latter had

Inc., and Benson & Hedges an- ing.

nounced that plans for a merger

ceiving one share of stock in the

lation executives of the New

York Times and the New York

Mirror said this week that initial

results of an experiment to vend

newspapers in subway stations

paper; estimated cost on a mass-

production basis is about \$100.

The vender is 40 inches high, 22

inches deep and 26 inches wide.

circulation promotion manager of

The Times, Monday thru Friday

sales have averaged about 60

papers at the Brooklyn Museum

subway station, where the vender

has been on location since May.

The Times owns the vender,

it was acquired thru Union News,

with Times circulation personnel

According to William Pike,

Weight is about 50 pounds.

The vending unit, designed by

are promising.

principle, been approved.

to return to St. Louis following DENVER, Oct. 24.-The first the death of Ike Gordon, National representative (The Billboard, October 24).

Bernard Osmond, NAMA membership director, took the rostrum to describe the purpose of area the operator's problems at the Operators from New Mexico local level. He discussed growth

Hit Direct Sales (Continued on page 85)

Even Swap

cent series preferred stock and 3.9

will comprise the new corpo-

Union News vending head.

A. Newman, assistant circula-

tion manager of the Mirror, said

that Union News has operated a

Mirror vender at the Fulton

Street station of the Lexington

Avenue subway for four weeks.

He pointed out that this rep-

resents plus circulation, as the

vender was placed in a station

with no newsstand. He added

that late in the evening it is

difficult to buy a newspaper in

tial for coin-operated news ven-

ders is great, as many subway

stations have no newsstands. He

added that post offices and fac-

tories with late shifts would pro-

operated newspaper venders.

Newman feels that the poten-

(Continued on page 85)

'Vend Night' Sponsored by Chi Candy Club

See Need for More Sales Promotion On Industry Level

CHICAGO, Oct. 24.—"Vend Nite," sponsored by the Chicago Candy Club Monday (19), was the first in a series of monthly meetings designed to promote greater attention to automatic merchandising. Approximately 50 candy salesmen attended the session at the Como Inn.

Speakers included Smith Cady, sales promotion manager of the Schutter Candy Company; Syd Hoffman Jr., president of the Western Confectionery Sales-men's Association, and Tom King, of King & Company. Program chairman was Gene Vogler, candy broker.

King declared that candy manufacturers should place greater stress on the word "candy" in their radio and TV commercials. Currently, such pro-

(Continued on page 85)

Cole Schedules **Bottler Clinics** November 9-12 was made public Thursday (22) shares of Philip Morris and when the boards of directors of 438,428 shares of Benson & Philip Morris & Company, Ltd., Hedges common stock outstand-

CHICAGO, Oct. 24.—Cole Products Corporation will hold special bottlers' clinics daily during the American Bottlers of Carbonated Beverages convention here November 9-12.

Decision to hold the clinics this year, instead of a separate boardwalk display at the ABCB meet in Atlantic City in 1952, was made in recognition of mounting bottler interest in cup vending, according to Richard Cole, vicebarred cup vending equipment from its exhibit floor at its annual conventions.)

The 1953 ABCB meeting will be held at the International of the city. Cole will conduct the bottler clinics each day of the convention at its La Salle Street expected within two weeks. headquarters from 1 to 4 p. m.

functions of cup machines, told how cup units can be integrated in current cooler and bottle he stated. operations.

Apco Service **Division Moves**

NEW YORK, Oct. 24.-Apco, Inc., this week moved its customer service division into new and larger quarters at the Sofia Building, 43 W. 61st Street. The division will occupy 6,500 square feet.

According to Mel Rapp, Apco vice-president in charge of the operation, the move was made to provide faster, more effective and more complete customer parts and

engineering services. Phil Newman is in charge of vide excellent locations for coin- the parts and services operation, and Joe Bendas is in charge of (Continued on page 85) service engineers.

Bunte, Chase to Merge; NY Group to Buy Stock

syndicate is arranging the merger Bunte and the estate of Theodore of Bunte Brothers, Chicago, and W. Bunte. the Chase Candy Company, St. Louis, which sell about \$20,000,- buy all other outstanding shares

The syndicate, consisting of F. S. Yantis & Company, Inc., H. M. | company has not been decided Byllesby & Company, Schereck, upon. W. A. Yantis, president of Goldberg has been Florida distributor for the past year of PX cigarette venders. He will handle the Parliament attachment in adsubject to certain conditions. retained, he added.

The name of the merged

Santa Fe Expands Vending Service

Figure Coffee Mach. Save Road \$2,000 Per Month; Placed by Independent Op

CHICAGO, Oct. 24.-Santa Fe sive short-run dining service. The the installation of coffee vending equipment. Unlike the recent placement of a multi-item hotcold food unit purchased outright by the railroad (The Billboard, September 26), this week's vender installation was made by an independent operator.

Vending at a dime per cup, the first coffee machine was placed on a two-car train running between San Diego and Los Angeles. First results on the two and three-quarter hour trips: An average of 85 cups of coffee each run.

Santa Fe officials said the placement of the Bert Mills Coffee Bar saves the railroad expen-million.

Railway broadened the scope of vender eliminates need for an automatic merchandising on its attendant, supplies and equippassenger trains this week with ment costing an estimated \$2,000 a month necessary to provide over-the-counter coffee service.

Last month, Santa Fe installed its own Lunch-O-Mat vender on a three-car train running between El Paso and Albuquerque, N. M. Fred Harvey restaurants are supplying the food for the machine, consisting of hot sandwiches at 35 cents, cold sandwiches at 25 cents, milk, juices and pastries

at 15 cents and coffee for a dime. The food-beverage vender was installed when it was decided not to include a regular diner on the six-hour run. The road's dining car service, it was revealed, produces an annual deficit of \$5

USED EQUIPMENT:

Cup, Candy Venders **Dominate Market**

CHICAGO, Oct. 24.—Cup-type group, this spot is shared by hot beverage venders are top-demand equipment on the used machine market, both in the "wanted" and "for sale" cateincreased each year since 1947, offered field. and includes both hot and cold | Popcorn venders, altho trailing section).

and cold cup drink and ice cream equipment.

While cigarette machines share third position with coffee units as most wanted used equipment, gories. This is a continuation of cigarette venders currently occuheavy sales activity which has py this position in the equipment

drink units (see table this on the used machine market, for the first time in several years are Candy venders hold second putting in a consistant appearplace as most wanted used ma- ance in both the equipment want-chines, but in the "for sale" ed and offered categories.

Expect Ruling on Chi according to Richard Cole, vice-president. (Since 1949 ABCB has barred cup vending equipment Cig Vending in 2 Weeks

CHICAGO, Oct. 24. — Ald. Daniel Ronan, chairman of the committee in the City Hall Octo-City Council subcommittee con-Ampitheater, on the South Side sidering licensing of cigarette 17), the decision was made to venders in Chicago, announced contact other cities on their ex-Friday (23) that a decision was

Ronan said he would call the During the clinics, Cole said, subcommittee together shortly to rector of the Juvenile Protective bottlers would be shown the settle the question. "We may Association, Jessie Binford. license the venders if the purpose is for regulation and inspection,"

Final decision of the committee, Ronan declared, would rest on results of a questionnaire sent to six large cities where cigarette machines are now licensed. The questionnaire requests information on two main points:

1. Under what authority were the cigarette venders licensed, for tax or regulatory purposes? 2. What has been the enforcement experience with minors patronizing the machines?

The questionnaires were sent to New York City, Philadelphia, Detroit, Pittsburgh, St. Louis and Los Angeles.

NAMA P-R FILM PROJECT HYPED

CHICAGO, Oct. 24. - National Automatic Merchandising Association's industry motion picture program is being stepped up. Richard Cole, chairman of the special movie committee, this week reported that all NAMA area chairmen had been appointed to the committee as a whole.

The area chairmen will become active in promoting the sound, color film to operators in their regions, while Cole and the 14 central committeemen directly under him will continue to contact vender manufacturers and suppliers on the executive level.

Tuesday (20) a form letter urging operators to partici-pate in supporting the NAMA film project went in the mails, Cole said.

At the last meeting of the subber 14 (The Billboard, October periences with licensing eigarette equipment. The move was suggested by a former executive di-

Miss Binford, taking the floor at the hearing, declared: "I can't believe (cigarette) machines have increased smoking among minors." She said she believed venders would provide better detection if minors attempted to purchase cigarettes than normal over-the-counter sales.

9,000 UNITS

New Bert Mills Plant to Boost Output 100%

LOMBARD, Ill., Oct. 24.—With the completion of its new \$750,000 plant in November, The Bert Mills Corporation will undertake the first production increases on its Coffee Bar that will result in a 9,000 unit year in 1954, Bert Mills, president, stated this week.

Realization of this goal will double the firm's anticipated 1953 output of 4,500 venders. In its first production year, 1948, Mills turned out 500 machines. Currently, it is building 425 units a month in its present plant here.

Mills figures that the 13,000 units produced by his company constitute 65 per cent of all coffee machines now operating. He figures further that Mills units will serve one-half billion cups of coffee this year and that all operators of its equipment will gross, together, \$25 million.

H & G Named Modern Distrib

PORT CHESTER, N. Y., Oct. 24 -Modern Tobacco Company, Inc., announced the appointment of Harry Goldberg, H & G Vending | 000 worth of candy goods a year. | at the same price. Company, Miami, as Florida dis-tributor for its Parliament cigarette vending unit.

dition to PX venders.

NEW YORK, Oct. 24.-A local Seller would be Ferdinand A.

The group has also offered to



CHARMS!



send 35¢ Complete

FINISHES

Sample Kit False teeth · Silver tipped bullets · Ship · in · a · bottle · Light bulb · Camea rings · Record albums IMMEDIATE DELIVERY



PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

BACK AGAIN! VICTOR'S



TOPPER The world's inest bulk and charm vendor

\$50.00 per 4, less than 25

18.00 per 4, 25 cases or

We stock the com-plete line of Victor vendors.

Contact us today for a complete list of charm, gum and bulk vending supplies.

BIRMINGHAM VENDING CO. 540 Second Ave., No., Birmingham 4, Ala.

OPERATORS!

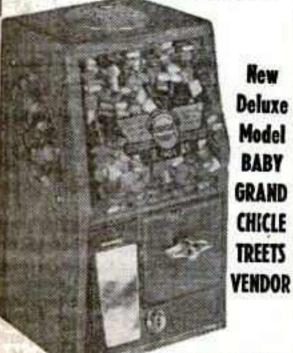


Send for illustrated list and prices of

PEERLESS PERSONAL WEIGHING MACHINES

Reconditioned Like Nese! Poerless Weighing & Vending Mach. Corp. 12-02 11th St., Long Island City 1, N.Y. Phone: STillwell 4-1620

IN STOCK VICTOR'S



ORDER TODAY **VEEDCO SALES CO.** 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

3 Cup Venders At Movie Meet

CHICAGO, Oct. 24.—Multi-flavor theater models by three cup vender manufacturers will be featured exhibits at the November 1-5 convention of movie owners and suppliers at the Conrad Hilton Hotel.

Occasion is the 1953 meeting of the Theater Equipment & Supply Manufacturers' Associa-tion, Inc., and the Theater Owners of America.

Displaying cup vending ma-chines will be APCO, Inc., Cole Products, Inc., and Spacarb, Inc.

P-M, Benson

Continued fro n page 84

man and president, respectively. Joseph F. Cullman Jr. will be chairman of the executive com-mittee on which Lyon and Mc-Comas will be members. Joseph F. Cullman III becomes a vicepresident in the new company.

Benson & Hedges will operate as a separate division of the new company, with the present PM sales organization adding Parliament cigarettes to the line of tobacco products it distributes and promotes.

The pending merger points up the feeling in the tobacco industry, based on previous per-formance, that filter-tip, premiumpriced brands will eventually account for a sizable percentage of the cigarette market.

In a recent statement, Mc-Comas pointed out that filter-tip sales more than doubled in 1952 over 1951, and that filter-tip sales now account for 3 per cent of the market.

Rapid Growth

McComas predicted that the filter-tip rate of growth will be even more rapid than that of king-size brands, which was 18 per cent of the market last year and will be an estimated 25 per cent this year.

Parliaments, generally retailing for 35 cents, have been one of the fastest growing of all brands. The firm's records disclose that 1952 sales were 40 per cent over 1951; 1951 sales were 38 per cent over 1950; 1950 sales were 46 per cent over 1949, and 1949 sales were 45 per cent over 1948.

Parliaments' strength has been in the Northeast and in metropolitan areas thruout the nation. Little sales penetration has been attempted in rural and small city

It is probable that with the PM sales and distribution organization behind it, the flat-pack brand will expand its territorial market. In that event, cigarette operators will have to pay more attention to multiple-price and flat-pack

vending.

Manufacturing, research and leaf facilities of both firms will be continued by the new company. PM has plants in Richmond, Va.; Louisville and New York. B&H has facilities in New York and Yonkers, N. Y.

The merger gives PM the filter-tip it needed to round out a diversified line of cigarettes. The line now includes Philip Morris regular and king-size; Dun-hill, king-size, plain and cork-tip; premium-priced Marlboros and English Ovals; Mentholated Spuds, and of course, Parliaments,

both regular and king-size. During the last month, B&H has introduced king-size Parliaments in four test markets— Hartford, Conn.; Rochester, N. Y.; Milwaukee and Washington. Plans are under way to widen the distribution.

N. Y. Times

Continued from page 84

Biggest drawback, said Newman, is vandalism, particularly in the early morning hours.

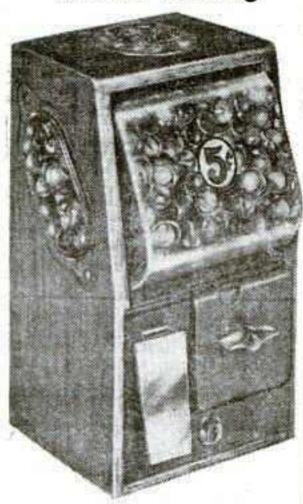
Biggest incentive for newspapers to promote coin-operated venders would be the tremendous number of possible locations in a metropolitan area like New York and the fact that many of these sales would never have been made had not a vender

been handy. As newspaper advertising rates are based on paid circulation, the total profit resulting from these plus sales, could far exceed the

revenue derived directly. renders are its limited capacity (only 60 48-page papers and a lesser number for larger editions) and its inability to handle the bulky Sunday editions.

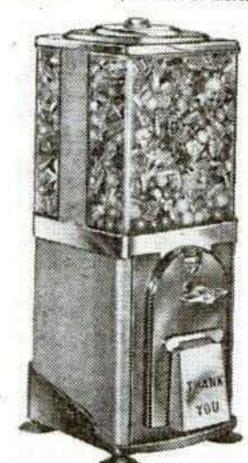
They're ALL VICTORS

The Finest in Bulk Vending



BABY GRAND DELUXE ROCKET CHARMS

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 5 Super item Rocket Charm mix. \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.



TOPPER DELUXE

Twin Window Style \$59.00 per case of 4, in lots of less than 25 cases, \$56.00 per case of 4, 25 cases or more.



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE) \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.



TOPPER DELUXE HALF-CABINET STYLE \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more. Some of the drawbacks to the write for complete charm and merchandise price list.

We carry 40 novelty items, 8 to 10 series plastic charms.

GRAFF VENDING SUPPLY CO. 2841 W. Dayle Dallas, Texas | Volume, etc.

NABV to Mull Semi-Annual Conventions

NEW YORK, Oct. 24. - The advisability of holding semi-annual conventions will be ex-plored during the National Asso-ciation of Bulk Vendors' directors meeting at the Congress Hotel in Chicago November 2.

The proposal to hold two conventions and exhibits each year will be advanced by Samuel Eppy, a member of NABV's three-man 1954 convention committee. He declared that one meeting could be held in early March, the second in August.

Since its formation in 1949, NABV has scheduled its annual conventions during or immediately preceeding that of the National Automatic Merchandising Association.

Eppy contends that with new developments in the servicing and display of bulk venders, operators would benefit from the opportunity to confer with manufacturers and suppliers twice a year.

Ops Crowd

Continued from page 84

operators. After setting up their own distributing organization, they sold machines at cost until direct-sales agents had left the

Service contracts and good public relations proved valuable ammunition against direct selling in many other parts of the country, Osmond declared.

A national legal committee, made up of NAMA operatormembers, had been instrumental in winning favorable tax decisions on the local level, Osmond announced.

Final speaker was George Weissman, assistant to the president of Philip Morris, who spoke on "Facing Facts and the Future Together."

P-M Plugs P-R

Weissman reviewed the growth of vending and of Philip Morris from 1930.

He emphasized the need for top-notch public relations on the route, broke down p-r aids to develop good will and respect thru:

 Character. Appearance.

Personality.

Methods.

Weissman declared that attention to the sanitary appearance of equipment, firm names on uniforms and route vehicles, and good traffic manners played a vital part in building public confidence and approval.

"Public relations is not a fire department to be called in after the damage has been done," Weissman said. "Rather, it should be a continuing effort deserving of as much attention as the upkeep of the machines themselves."

Philip Morris hosted a cocktail party following the regular business session.

Vend Night

Continued from page 84

motion is built around individual bars and does not help industry as a whole, he said.

"One cigarette company is doing as much or more to promote candy thru point-of-sale pieces than do many confectionery firms," he declared.

Need Promotion

Much more promotion can be developed by the candy industry, King maintained. For instance, he pointed out how the coffee trade has gotten behind the idea of "coffee breaks" for industrial and office workers. "The same idea can be applied to the candy bar," he said. The two could be combined, promotion could mention a "coffee and candy break," he pointed out.

Hoffman stated that candy salesmen should make more contracts with operators. "Don't bypass the small operator, he most likely will be a bigger volume outlet for your product tomor-

row," he said. During a discussion period following the talks, salesmen posed questions on operator contacts, vending equipment, sales





precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell loca-

tions with OAK's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

Convert your Acorns-vend tab gum!





BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL

715 Ensor St.

New LOW factory prices

Copyrighted material

Bubble Ball Cum, 140-170 Clor-o-Vend Chicks, 275 & 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.

Isue of

Oct. 10 \$7.45

6.50

7.45

750.00

250.00



VENDING MACHINES

Mind you, these are different from LUMINOUS VARSITY LETTERS that glow-in-the-dark.

These FLUORESCENT LETTERS "bend-light." That means the edges of each letter has a ray-of-light, like it was LIT UP. You have seen signs in windows like it, that make their own light.

Well—that's what these FLUORES-CENT LETTERS are like—and they are something wonderful.

F.O.B. Jamaica, N. Y. Or: At Your Distributor

We are ALWAYS ALERT to bring you new PLASTIC MATERIALS. These FLUORESCENT LETTERS are new, different, wonderful and another EPPY SCOOP.

Now you SCOOP your competitors and BE FIRST to put them into your

SAMUEL EPPY

& CO., INC. Jamaica, New York

IT'S BACK!!!



Write for complete charm and merchandise lists and all bulk vending supplies GRAFF VENDING SUPPLY CO.

Dallas, Texas 2841 W. Davis Telephone Ya-8323



50 West 57th Street, New York 19, N. Y.

350.00 350.00 Orlnk-0-Mat 1,000 Cup..... 475.00 475.00 Drink-O-Mat 3 Drinks..... 49.50 49.50 49.50 DuGrenier Candyman..... 97.50 DuGrenier Champion (6 col.). 97.50 DuGrenier Champion (11 col.). 85.00 85.00 85.00 DuGrenier S (7 col.)..... 97.50 125.00 97:50 125.00 125.00 DuGrenier Champion (9 col.). 115.00(2) 125.00 115.00(2) 115.00 125.00 DuGrenier Model W (9 col.) Eastern Electric (8 col.).... 15.00 15.00 Exhibit Card Vendor 1c..... 85.00 85.00 85.00 Foot Ease (Exhibit) 150.00 Hot Snack Bar, 5 col..... 250.00 250.00 Hupp Cold Drinks 49.50 49.50 49.50 Kleenix 5c or 10c..... 125.00 125.00 Lehi PX (8 col.)..... 135.00 135.00 Lehi PX (10 col.)..... 89.50 89.50 Marion Scale 7.95 7.95 7.95 Master 1c & 5c 7.45 7.45 7.45 Master 1c 7.45 7.45 7.45 Master 5c 89.50 89.50 89.50 Mills Candy (5 col.)..... 16.50 16.50 16.50 16.50 Mills Tab Gum 115.00 95.00 65.00 95.00 National Candy, 9 M..... 95.00 95.00 National Electric 130.00(2 130.00 95.00 National 930 95.00 130.00(2) 130.00(2) 145.00(2) 145.00 125.00 125.00 National 950 145.00(2) 145.00(2) 7.95 7.95 7.95 Northwestern 33 Ball Gum. Northwestern Deluxe 13.95 13.95 13.95 13.95 lc and 5c..... 7.95 7.95 7.95 Northwestern Model 39, 1c. 7.95 69.00 69.00 69.00 Northwestern Stamp..... 69.00 49.50 Pop Corn Sez..... 150.00 evco ice Cream Vendor 10c Revco Ice Cream Vendor 2 col., 10c..... 85.00 85.00 85.00 Ruwe Candy (8 col.).....

175.00

155.00

135.00

145.00

85.00

170.00

155.00(2)

325.00 335.00

THE BILLBOARD Index

Machine Prices

Oct. 17

\$7.45

95.00

7.45

Vending Machines

750.00

250.00(2)

Advance Model D Ball Gum...

Advance No. 11 Mdse.....

Atlas Nut 1c.....

Coca-Cola Cup Dispenser....

Coles 3 Drinks.....

Columbus 1c

5c & 10c

Craig Ice Cream Vender

New Eppy Charm

Rowe Crusader (10 col.)...

(8 col.)

Rowe President (8 col.)....

Rowe President (10 col.)...

Vendor 3 Drinks

Rowe Diplomat Electric

JAMAICA, N. Y., Oct. 24 .-Samuel Eppy & Company this week released its latest charm item, Varsity Letters in fluorescent plastic, made from plexiglas and lucite. List price is \$5 a thousand.

BABY GRAND DELUXE and ROCKET CHARMS (Trade Mark)

That fabulous money maker
... vending Rocket Charms
with the special wheel at 5¢
per play ... featuring all
the earning power that can
be built into a bulk vender.
Equipped with two locks
... one for efficient loading and one for money compartment. Capacity approximately 500 ROCKET
CHARMS (trade mark).
Less than 25 cases.

Less than 25 cases, \$57.00 per case of 4. 25 or more cases, \$54.00 per case of 4.

BABY GRAND DE LUXE also available for vending CHICLE TREETS and CHLORO TREETS. All machines packed and sold 4 to the case. F.O.B.

See Your Nearest VICTOR Distributor. VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, III. Mfrs. of the Famous TOPPER Line

Canada Dry Wins 7th Trade Oscar

155.00

175.00

155.00

135.00

7.45

335.00

125.00

87.50

75.00

85.00

49.50

119.50

155.00(2)

175.00

145.00

135.00

155.00

175.00

155.00

7.45

7.45

87.50

75.00

85.00

135.00

87.50

49.50

119.50

135.00 155.00

NEW YORK, Oct. 24.-For the seventh year, Canada Dry Ginger Ale, Inc., has been awarded top honors in the carbonated beverage industry's annual reports of individual firms. Occasion is the yearly survey of stockholders' reports conducted by Financial World Magazine.

The award, an "Oscar of Industry" trophy, will be presented to Canada Dry at a banquet in the Hotel Statler Monday (26). The report was prepared jointly by Canada Dry and its ad and public relations agency, J. M. Mathes,

Over 5,000 reports are entered in the annual survey which began 10 years ago.

Kelly New Chase V-P, Sales Head

Candy Company appointed William H. Kelly vice-president and director of sales last week. The move, according to president W. size concentrated distribution and intent to defraud or mislead. improved service.

Kelly, who joined Chase in 1947, was previously associated with the wholesale grocer, cor. c-

tionery and tobacco trades. Chase also announced the releases of its 1954 Valentine and Easter lines, featuring a number of new candies and packages.

Coin Lavatory Firms Charged of Advertised Used With Monopoly

WASHINGTON, Oct. 24.—The Federal Trade Commission this week charged five coin lavatory lock companies with conspiring to create a monopoly. The companies were given 20 days to answer the charges and a hearing was ordered December 2 in New York before Examiner James Purcell.

Charged with the monopoly complaint were the Nik-O-Lok 57.45 Company, Indianapolis, and its 5.95 subsidiary, Pacific Nik-O-Lok Company, Los Angeles; General Service Company, Inc., and its subsidiary, General Service Coin Lock Company, Inc., both of Boonton, N. J., and American Coin Lock Company, Inc., Pawtucket, R. I.

Each of the firms, engaged in the production, leasing, installation and maintenance of coin locks in public rest rooms, were charged with "combining and conspiring to restrict competition, to fix prices and to establish terms and conditions for leasing and maintaining the locks."
The FTC complaint also

49.50 charged the companies "have refused to sell the locks, divided customer territories among them-89.50 selves and to use their trade association, Coin Lock Manufacturers' Association, to carry out their monopoly plan and to impose penalties for violations."

CANNED POP

Soft Drinks In-the-Can **Show Gains**

SHERIDAN, Wyo., Oct. 24 .-Canned soft drinks are gaining in several areas of the coun-85.00 try (The Billboard, October 17). Following their introduction in June in New York by Cantrell 155.00 & Cochrane Beverages, Sheridan 135.00 Brewing Company here last 155.00(2) month bowed its own version of the tinned pop.

Sheridan uses flat-topped beer type cans; Cantrell uses the capped top can. Former is made by Continental Can, latter by Pa-cific Can Company. To date, both beverage firms are canning cola, ginger ale, root beer, orange, 75.00 cherry and grape drinks.

Sheridan, which also brew beer, reported that its original estimate of 4,000 case per week production of canned soft drinks was short; it is now turning out 16,000 cases a week and has not yet caught up with demand. The new goal: 25,000 cases of canned pop a week.

Belfast Beverages, Inc., San Francisco, entered the canned pop field last week with root beer, also using the flat top Pacific can.

But the use of cans to package soft drinks is not altogether a recent innovation. A little over three years ago, Pepsi-Cola Bottling Company of Alton, Ill., began using the Continental capped can in limited quantities, a drop in the bucket compared with the over 6 million per case annual rate of canned beverage production by Cochrane.

Canada Dry, altho not reporting any definite moves, is said to be testing its beverage in several types of cans in its own laboratories. Said an official: "When we find a can that will work for our beverages, and public demand warrants it, we will co-operate with bottlers of canned drinks."

WASHINGTON, Oct. 24.-The Federal Trade Commission has approved a new advertising act adopted by the Curtiss Candy Company. Latter formerly stated its Baby Ruth and Butterfinger ST. LOUIS, Oct. 24. - Chase bars contained more dextrose than sucrose and that dextrose was the only fuel or energy sugar.

FTC approval is in accordance with its policy of encouraging law A. Yantis, is part of an intensified observance thru co-operation in sales program intended to empha- cases where there has been no

20 BRAND NEW 5c Hot Nut Machines

Slug proof, white ename! \$12.50 Each finish. 6-lb. capacity \$12.50 Each Terms: 1/3 deposit, balance sight draft.

Seacoast Distributors Elizabeth, N. J.

THE HIT OF THE NABY CONVENTION GUGGENHEIM'S latest action charm!



MINIATURE PIN-BALL GAME

that actually works!

per thousand

Order from your distributor or from . . .

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393

FAVORITE MONEY-MAKER



VICTOR'S Standard 1c Topper 100 or more \$12.00 each

Less than 100 \$12.50 each VICTOR'S 1c

DELUXE TOPPER \$57.00 Case

complete line of Victor vendors. For 5¢ mechanism add 25¢ per ma-chine (either model).

All machines packed and sold 4 to All machines packed and sold 4 to the case, f.o.b. shipping point. Im-mediate delivery on all Victor models. Time Payment Plan Avail-able. Trade-Ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandising list.

Pioneer Vending Service 590 Albany Ave. Brooklyn 3, N. Y. Phone: PResident 4-5358

SILVER-KING "GIANT ACE"



SILVER KING BALL GUM AND CHARM VENDORwith 7 lb. globe and extra targe top. Offers greater earnings and simtion. (Giant Ace conversion sets available to convert all standard endors-

\$3.00 per set.)

charms! It's

the new

VENDOR-TODAY'S SENSATION

(Vends 210 Count)
"CHARM KING"—BALL GUM
A CHARMS (Time-tested and proved) 54 PISTACHIO OF MIXED NUTS

(The busiest nickel snatcher)

14 "SUPER-VENDOR" KING SIZE
BALL GUM (To wake up
"sleepy" locations)

14 CANDY BAKED BEANS VENDOR

(Fine companion for ball

gum machines)

54 SILVER-KING "HOT NUT"

(For that "Extra-Special" spot)

16 or 54 SILVER-KING NUT VENDORS

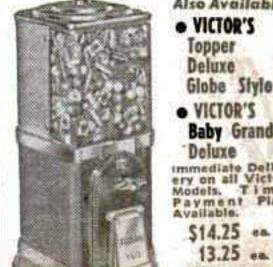
(Best bet for bars) Vendors for All Foreign Coins

Immediate Delivery at Best Dealers Everywhere

SILVER-KING CORP. 622 Diversey Parkway

Chicago, Illinois

TOPPER DELUXE HALF-CABINET STYLE Also Available VICTOR'S



Baby Grand ery on all Victor Models. Time Payment Plan Available.

\$14.25 13.25 ea All machines packed and sold

Copyrighted material

4 to the case. ROY TORR-LANSDOWNE, PA.

MANDELL GUARANTEED **USED MACHINES**

N.W. DeLuxe Ic & Sc Comb\$1	3.95
N.W # = 39 1¢ Porc	7.95
N.W. =33 1c Porc B.G	7.95
Master 1¢ Rulk Porc	7.45
master of both Potes	7.45
master it a st bolk role:	7.95
COLOURDOS IF DOIN	7.45
SHITEL ICHIE IL D.O. OF HISSEL	7.45
Dillact brilla ne	5.00
Exilial Last Cara fulcial	7.45
	5.95

MERCHANDISE & SUPPLIES	ş
Cashew Whole	61 61 61 61 61
Mixed Nuts	35
Hobby Mix Jelly Beans Licorice Lozenges M.&.M.	21
Rain Blo Ball Gum, all sizes, 200 lbs, minimum, Prepaid, per lb \$	21
Hershey's Chocolate, 200 ct 1.	

Complete Tine of Parts, Supplies, Stands, Globes. Brackets. Charms Everything 1/3 Deposit, Balance C.O.D.

SALES AND SERVICE CO.

MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOnguere 4-6467



Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs, Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You

Cigarette Machines, All Models in Stock. Want more information? Write today to . . .

SCHOENBACH' Factory Distributor Of Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. PResident 2-2900

ORDER TODAY!



Victor Deluxe Model BABY GRAND CHICLE TREETS VENDOR

The

New

BIRMINGHAM VENDING CO. 540 Second Ave., N., Birmingham 4, Ala. Phone: 54-7526

> NATIONAL SENSATION! WE'RE SHIPPING MILLIONS

OF THEM-HAVE YOU ORDERED YOURS?

Beautiful JEWELLED RING with BIRTHSTONE



ly. A Ring that anyone will treasure. Real 10¢ value. NICKELPLATED \$15.50 Per M GOLDPLATED

with good sub-stantial plating that DOES NOT \$16.50 Per M

PAUL A. PRICE CO. 55 Leonard St., New York 13

Used Machine Trends

Trends in the used vending machine market based on analysis of The Billboard's and its sister publication Vend's Market Place. Vender types appear in order of highest demand in the "for sale" and "wanted" categories.

Wanted to Buy

September, 1953 October, 1953 Cup Drink Cup Drink Candy Candy Coffee Cigarette Coffee Cigarette Ice Cream Popcorn Bulk Nut Popcorn

October, 1952 Cup Drink
*Coffee—Candy
Cigarette Ice Cream

For Sale

October, 1953 Coffee Cup Drink Cigarette Candy—Ice Cream

Juice Bulk Nut Popcorn

*Indicating Ties.

September, 1953 Cup Drink

Cup Drink *Coffee—Ice Cream Cigarette *Candy-Bulk Nut Milk

*Juice—Cookie— Popcorn

October, 1952 Candy

*Cigarette—Coffee Ice Cream *Juice-Bulk Nut

Popcorn

COFFEE TREND

Instant Brew

CHICAGO, Oct. 24. - Instant coffee continues to win new advocates from the ranks of those quaffing the roasted product. Vend-ers in industrial spots are an important factor in this trend. Latest industry figures show that instant coffee was used by 10.8 per cent of coffee drinkers in 1951; in 1953, almost 21 per cent of all coffee users favored the instant product.

Citing one brand as an example, an industry survey showed that the purchase of Maxwell House Instant Coffee increased from 3.1 per cent in 1952 to 39.2 per cent at the present time.

CHICAGO, Oct. 24.—William-son Candy Company has expanded its TV Oh Henry cartoon commercials for this fall and winter to 811 stations. The move, said Vice-President James Dickens, means that over 90 per cent of the 27 million television homes in the nation would now be reached by stations carrying the commercials.

Nat'l Vending Use Doubles Delays 20 Col In 2½ Years Cig Unit Debut

LYNBROOK, N. Y., Oct. 24.-A public showing of National Vending Corporation's 20-column cigarette vender originally scheduled for November has been postponed until early 1954.

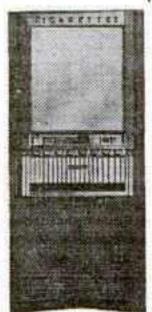
Bob Hirsch, sales executive, said the firm is currently producing 50 pilot models, which it expects to have completed in late December. The units will be thoroly field tested prior to mass production, he stated.

Hirsch said the unit would be Williamson Ups TV Ads shown to operators before volume production gets underway.

The electrically-operated vender is 491/2 inches high and 14 inches deep. Two of the 20 columns will accommodate Parliament-type packs, with all other columns taking either kingsize or standard-size packs. Different prices can be set for each column and the unit will take up The firm continues to advertise to \$1.65 in any combination of on radio with music commercials. nickels, dimes or quarters.

CIGARETTE MACHINES

All machines vend King Size and Standard Brands in all columnsincluding matches. Can be set for either 25c or 30c operation.



SPECIAL!

Uneeda Monarch, Vends All King or Regular Size, 6 Cols... 380 pack cap. \$87.50

(\$5.00 additional for 30c vending.) Model S, 7 Cols., All King Size, 210 Cap.\$85.00 KING SIZE CONVERSIONS FOR ALL MODELS

CIGARETTE MACHINES. WRITE! Rowe Candy Machine, 120 Bar Cap., 8 Cols.\$85.00 DuGrenier Candyman, 72 Bar Cap. 49.50 We carry a complete line of all makes of Candy Machines—Write!

Our Paints Are VENDERIZED Prevents Peeling, Flaking and Rusting.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Deposit, Balance C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW ... RECONDITIONED LIKE NEW 250 Meserale Street, Brooklyn 6, N. Y. • HEgeman 3-6295





WHEN YOU BUY FROM RAKE

No machine leaves our shipping dept. before it is checked. That holds for new as well as used equipment. Used machines are thoroughly reconditioned and refinished inside and out! It's service like this that has made RAKE the Institution it is today. SEND US YOUR NEXT ORDER FOR NEW OR USED EQUIPMENT, CHARMS, SUPPLIES & PARTS; OR STOP IN TO SEE US. WE GUARANTEE YOU SATISFACTION BECAUSE A SATIS-FIED CUSTOMER IS OUR BEST ASSET.

. SEND FOR CATALOG "B-V" TODAY!

RAKE COIN MACHINE EXCHANGE Phone: LOmbard 3-2676





HOROSCOPE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE . . . A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

> SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST. CHICAGO 14, ILLINOIS

Money-Making, Money-Saving IDEAS FOR OPERATORS!



Valuable Information Can Be Yours Every Month ... Without Cost!

This breezy little newspaper has made a big hit with operators the country over . . . not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.



FREE! 1000 PIECES!!



1000 pcs. free with EVERY 5M ordered with

Fits bulk machines A FULL LINE OF NEW

VICTOR ROCKET ITEMS. Distributors Welcome.

JET NOVELTY CO.

1613 51st Street Brooklyn, N. Y.

Copyrighted material



... PAID CIRCULATION PROVES READER INTEREST WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW

MANY READERS BUY THIS BUSINESS PAPER

Communications to 188 W. Randolph St., Chicago 1, III.

LOUIS HE PROPERTY

Quick Switches in Okla. Distributors Make Trade Dizzy

Copeland Now Handling AMI While Thomas Walfe Represents Seeburg

line (The Billboard, October 24). Until October 11, Copeland represented the J. P. Seeburg Cor-

But last Sunday (18) Copeland held a showing of the AMI phonograph line and the AMI factory announced it had appointed the firm its distributor Friday (16). In Chicago, Kurt Kluever,

Laine-Song Contest Judges **Near Decisions**

TV Disk Shows In 6 Cities Aid In Promotion

NORTH TONAWANDA, N. Y., Oct. 24.—In 40 cities, judges for the Laine-Wurlitzer Contest are listening to the transcribed voices of thousands of young contestants. With the closing of the contest last Monday (19), local judges began making their selections which are to be passed on to a national judging council. The final winner of the event will be awarded a \$1,000 scholarship and the opportunity to make a Columbia recording.

During the contest, a considerable number of entries were received at the Wurlitzer plant here instead of being sent to local radio stations.

Foreign Entries

(Continued on page 91) could not be learned.

OKLAHOMA CITY, Oct. 24.- assistant sales manager for Rock-A fast switch of music machine Ola Manufacturing Company, distributorships had trade circles confirmed that Copeland was no thruout the State dizzy this week. longer representing his company. Last week it was announced Kluever said Rock-Ola was talkthat Copeland Distributors would ing distributorships with two Oklahandle the Rock-Ola phonograph homans but had not yet signed est contribution toward pushing any one.

Dolph to Operate

AMI was formerly represented in Oklahoma by H. W. Dolph Distributing Company. Dolph, whose association with AMI began as a franchise operator 26 years ago, had been AMI distributor since 1946. Both the AMI factory and Dolph said the decision to end the distributing arrangement was "amicable." It was understood Dolph would start a music operation in Tulsa.

To replace Copeland, Seeburg appointed Thomas Wolfe, formerly associated with S. H. Lynch. Wolfe held his first showing of the Seeburg hi-fi and Model W phonographs at the Biltmore Hotel here Sunday (18).

Copeland's appointment was announced by E. R. Ratajack, Western regional manager for AMI. The distributorship covers Oklahoma, the Western counties of Arkansas and the Texas Panhandle area.

Copeland Personnel

President of the company is Wayne Copeland, also a former employee of the S. H. Lynch organization. Other members of the Copeland organization include Le-Roy B. Kitch, service manager; Haskell Dill, sales representative; Mary E. Gee, secretary and treasurer; Ross Brink, technical department; Harry Brown, service; John Bocock, parts sales, and Allan Dixson, general utility and maintenance.

Copeland is a graduate of Temple University in Pennsylvania, was in the investment banking business in Philadelphia prior to coming to the Southwest to make his home.

Wolfe, the new Seeburg distributor, was this week conclud-One such recording presented a ing the formation of his new problem. A quartet known as corporation. At press time, the "The Counts" sent in a disk from corporate name of the company

TOURIST MUSIC

4-Year Juke Turnover Helps Build Fla. Route

FORT LAUDERDALE. Fla., monthly cleaning and oiling job, Oct. 24. - Gordon F. Williams, is an unbeatable combination. It owner of the Broward Music results in high collections and a Company, has built one of the satisfied location owner." largest music routes in Florida on the twin cornerstones of ser- ing ritual constitutes a full-time vice and top equipment.

Strictly a music operator, Williams has about 500 pieces on location thruout Broward County, a tourist Mecca on Florida's Gold Coast. Broward adjoins Dade County, wherein lie the twin resort cities of Miami Beach and Miami.

The Fort Lauderdale operator depreciates his route at the rate of 25 per cent a year, which means that none of his equipment at any time is older than four years.

"I have found that this pays dividends," says Williams. late model machine, along with a good service in the form of the best records, prompt attention to service calls, and a regular

Wurlitzer-Union Suit Withdrawn

The monthly cleaning and oil-(Continued on page 95)

Disk Firms in Opposition to McCarran Bill

Continued from page 14

performances for profit. But, they say, the theory should also apply to the artists who recorded the composition and the record manufacturer who combined the artists and songs, dressed them up and promoted them.

Often, the manufacturers feel, the record firm makes the greata song into the hit status. Without the efforts of the diskery a.&r. men the raw song material could remain raw song material.

Cite Disadvantages Altho in accord with the theory of copyright protection for composers and authors, the record manufacturers claim that it would be economically unsound to tax the operators for a performance or licensing fee. The diskers claim that such an action

would cut down the sales of rec-(Continued on page 91)

Copeland Shows **AMI** Models in Oklahoma City

OKLAHOMA CITY, Oct. 24.-Copeland Distributors, newly appointed distributors for AMI, Inc., held its initial showing of the Model E phonograph this week.

On hand to assist the Copeland staff in explaining the juke box to operators was Ed Ratajack, Western regional manager for AMI.

Operators who attended the showing included: Don J. Dawson, Tulsa; Mike Rice, H. O. Bussy, Charles O. Malone, Bryce Fletcher, J. Crawford Butts, Mr. and Mrs. W. B. Atkins, Mr. and Mrs. James C. Burge, Sol Davis, L. W. Drennan and W. S. Cox, all of Oklahoma City; Mr. and Mrs. Olen V. Lowther, Davis; Mr. and Mrs. A. J. Prickett, Canton; Bob Toma and W. H. Gugg, (Continue on page 91)

HOBBY HOUSE FOR BURGLARS

MIAMI, Oct. 24.—Burglars are making a hobby of robing the Hobby House Restaurant here.

They broke into the place late last night for the fourth time in three years, and on this trip confined their activities to a juke box which they wrecked with a cleaver and then looted it of \$5. Somehow, said owner Jack Birt, the intruders overlooked a cigarette vending machine which held more change than the music box.

LONG, SLOW PROCESS

Dime-Minimum Policy Gains Ground in N. J

trons to dime play is making could sell him two tunes for a Runyon Operating Division sales executive.

Last winter, North Jersey operators launched an unsuccessful attempt to install dime play by the most direct of methodsmerely charging a dime for the tune instead of the customary nickel. It was difficult to gauge the extent of consumer resistance -particularly in view of the fact that most locations wouldn't give the operators the opportunity to find out.

Even an extensive public relations and advertising campaign, including newspaper advertisements and placards, failed to help. The location owners wanted no part of straight dime play.

Runyon Experiment

Four months ago, the Runyon Operating Division, one of North Jersey's largest operators, launched an experiment of its own. It's theory was that, while

P-R Plans Set For Cleveland Jubilee Party

CLEVELAND, Oct. 24. - The Jubilee Hit Tune Party, cosponsored by the Cleveland Phonograph Merchants' Association and the Cleveland Press, will be staged November 1 in the Cleveland Arena.

Cleveland area has been promheld for teen-aged record fans and is one of four yearly events sponsored by the merchants and the newspaper.

tion to its participation in the Hit Tune Party, will celebrate its Club of Cleveland and the Cleve-Jubilee Party, November 2.

NEWARK, N. J., Oct. 24.—The one could not convince the localong, slow process of condition- tion owner or the customer that ing North Jersey juke box pa- dime play was justified, one headway, according to Ed Burg, dime instead of one for a nickel.

Runyon maintains that the most important obstacle is the reluctance of patrons to pay the increased price. Hence, the firm reasoned it was better to sell two tunes at 10 cents, than to double the price.

Once the dime minimum is established, the price increase can be put thru with much less resistance.

2 Scales

The new Runyon price policy is two plays for a dime and fivefor-a-quarter, or one play for a dime and five for a quarter. One of the two scales is applied to all new equipment. Naturally, Runyon salesmen try to convince the (Continued on page 95)

Evans Board To Map Output, Management

CHICAGO, Oct. 24.—The board of directors of H. C. Evans & Company will meet next week to discuss details of management and production, following the passing of Dick Hood, owner and president. Rex Shriver, acting head of the company, said that it might take some time before Front page publicity in the details could be worked out.

Les Rieck, sales manager of the ised and possibly a spread in phonograph division, said that Life magazine. The party will be present production would continue unchanged. The company entered the music business in 1948 with the purchase of Mills Industries, Inc., phonograph divi-The Cleveland Press, in addi- sion. The Evans Constellation phonograph was put on the market in 1949 and was produced 75th anniversary. Entertainment, thru 1951. It was a 40-selection planned for the anniversary, in- machine and played 78's only. In cludes: "Page One Ball," annual February of 1952, Evans unveiled dance sponsored by the Press its Jubilee model, equipped for either 45 or 78 speed records. land Newspaper Guild, October Present production is concentrat-30; Cleveland Press Employees ed on the new Century 204, a Party, November 1, and the Press 100-selection unit for 45 r.p.m. play exclusively.

Chicago Operators In 'Red Feather' Drive

CHICAGO, Oct. 24.-Ten thou- Cunliffe and Phil Levin, who sand juke boxes will carry the head the association, said that sign of a Red Feather to nearly every effort was being made to a million people thruout Chicago, carry the message to the public. reminding them to donate to the Red Feather Community fund.

Decals were sent out by the association to its members and For the second consecutive co-operation is nearing the 100 year, the Record Music Service per cent mark. Last year every Association will go all-out in operator in the association had backing this annual drive. Ray backed the effort by putting Red Feather signs on machines and distributing posters to locations.

Kits put out by the Red Feather organization were enclosed in all mail going out from the association. The first mailing to operators was made over two weeks ago and nearly all operators have the decals on display today.

Phil Levin said the promotion will continue until the drive is over. Operator donations are sent to the association's headquarters, saved until all have been received, and then passed on to the Red Feather Community fund.

Runyon Awards TV Set at Fair

NEWARK, N. J., Oct. 24.-Runyon Operating Division, local juke box operator, recently awarded a 21-inch television set to the win-

trical Workers, CIO, has been the other, thereby putting particular operators at a competitive argued, "It has been estimated that "the handicap with their fellow operators, and perhaps driving those records to fill all the juke boxes (Continued on page 91) the other, thereby putting particular operators, Levine and juke box operator, Levine argued, "It has been estimated that "the handicap with their fellow operators at a competitive argued, "It has been estimated that "the handicap with their fellow operators, Levine argued, "It has been estimated that "the handicap with their fellow operators, and perhaps driving those records to fill all the juke boxes (Continued on page 91) the other, thereby putting particular operators at a competitive argued, "It has been estimated that it takes over 12,000,000 writers and publishers receive the organization of the other, thereby putting particular operators at a competitive argued, "It has been estimated that it takes over 12,000,000 writers and publishers receive the organization of the other, thereby putting particular operators at a competitive argued, "It has been estimated that it takes over 12,000,000 writers and publishers receive the organization of the other, thereby putting particular operators at a competitive argued, "It has been estimated that "the other, thereby putting particular operators at a competitive argued, "It has been estimated that "the other, thereby putting particular operators at a competitive argued, "It has been estimated that "the other, thereby putting particular operators at a competitive argued, "It has been estimated that "the other, thereby putting particular operators at a competitive argued, "It has been estimated that "the other, thereby putting particular operators at a competitive argued, "It has been estimated that "the other, thereby putting particular operators are also particular operators at a competitive argued, "It has been estimated that "the other, the other operators are also particular operators are also particular op

Juke Interests Tell Position In Hearing on McCarran Bill

Continued from page 14

of the 1909 copyright law, said operators who have fallen into in this country only once. A whose benefit this legislation is operators." ostensibly being sponsored."

of a copyright on any basis or unwitting violators, and argued records are changed with great variety of bases that one or more that the exception provided for in frequency and it is obvious that

that the McCarran bill would be disfavor out of business. This royalty of 2 cents for each side 'unworkable, oppressive, con- would result in the creation of an goes to the publishers and songfiscatory, inequitable and would alien master of the juke box writers, or a total of 4 cents a destroy the juke box business industry who could virtually de- record. That means that approxiwithout aiding the songwriter for cide who should or should not be mately \$480,000 in royalties will

go to the publishers and song-Levine also asserted that the writers if all the juke boxes in "The operator would be com-pelled to deal with ASCAP, BMI, "vague" that penalties for copy- during a year and a record was SESAC or any individual owner right infringement might fall on never changed. But, of course, BUFFALO, Oct. 24. — The damage suit filed in Federal Court by The Rudolph Wurlitzer Company against Local 350, International Brotherhood of Electronary against Local 350, International Brotherhood of Electronary against Court by The Rudolph Wurlitzer Company against Local 350, International Brotherhood of Electronary against Constant of the bill for owners of a single juke box operators through the total records purchased by juke box operators through the total records purcha

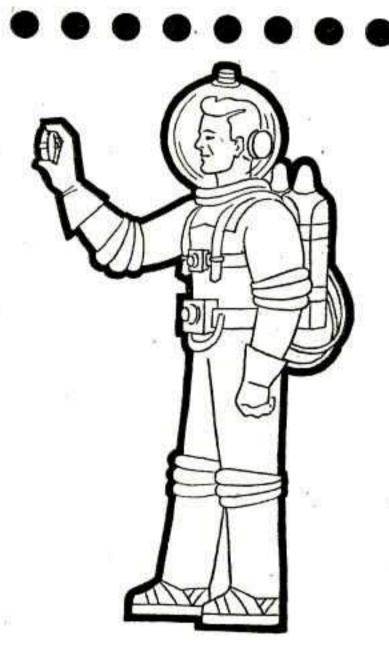
Yesterday's

standards of dependability and craftsmanship...

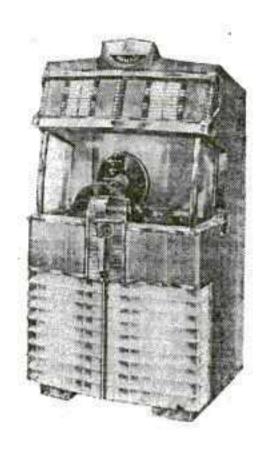


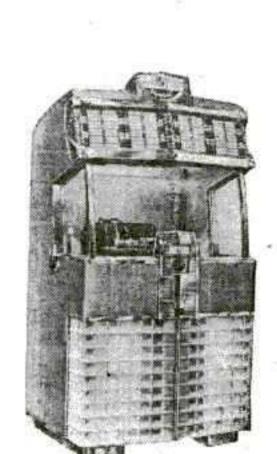
tomorrow's

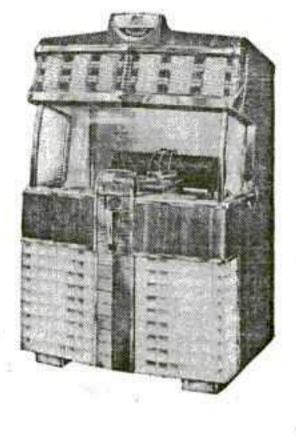
achievements in design, style and engineering...

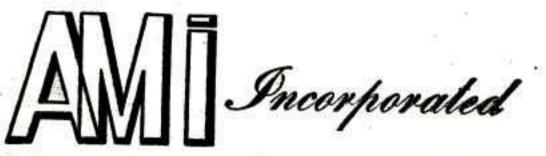


HERE NOW in the Model "E"









ENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND PARIDS 2" MICHIGAN

Music Route Management

How to Cut Service Calls

By JIM WICKMAN

The number of service calls made in a week's time often spells the difference between making a profit in the music business and going in the red. The time a serviceman spends on his way to a location, the time it takes to fix the machine and the return trip, can cost as much as \$4.50 or \$5 in a metropolitan territory.

The problem is not how to step up the speed with which calls are made, but how to cut the number of calls required during a week.

"Years of effort and a lot of experimenting went into the forming of our service depart-ment," said Frank Padula, who heads Melody Music Shop in Chicago. "But we've cut service calls 50 per cent, and the system each machine into the shop once we use certainly proved worth a year for this preventive repair the time and effort."

Catch Trouble Early Padula worked out the details even holds true to of the system, manages the machines."

department. a business in itself. It operates of the first steps is making out

equipment coming into and leaving the shop. Originally, the shop was just big enough to allow two men enough room to clean and repair machines. Today the building has been extended to accommodate four good sized workrooms and a staff of five regular employees.

Each of the four workrooms has a different function. When a juke box is brought into the shop, it is disassembled then passed thru these rooms. A different phase of the reconditioning is done in each room, and this accounts for the speed with which boxes are returned to locations.

Pirard said, "We try to get work. In some instances where a machine is being replaced by a Melody Music's service depart- new box, the time between rement eliminates service calls by conditioning is considerably less. reconditioning machines before We never place a box on a they reach the trouble-making location which has not passed point. Rene Pirard, who with thru our check-up system. This

When a machine starts thru Melody's service department is the reconditioning process one

apart from the main offices and | a check-up card. Here are listed keeps separate records of all the date the machine was brought into the shop, the date it was repaired, who checked the machine, where it will go next, the serial number and the model (see illustration). The card also lists all the parts to be checked, the cleaning needed, the electrical and motor tests to be made and other pertinent data needed to be gone over before the machine is considered reconditioned.

The check-up card is then filed at the service shop to furnish permanent record for fast reference. The cards are filed according to the date the machines were shipped out, giving a true followup system for machines that are in line for reconditioning next.

When a juke box comes into the shop it is first disassembled and tagged so that no parts are mixed with parts from other machines. In the first room, all electrical components are checked: Wiring, tubes, motor and speakers. Here, too, the machine goes thru a trial operating run, after it has been assembled it is played for hours and continually checked for operating performance.

Parts Storage

One whole wall is taken up with a small parts filing cabinet. In addition, there are bins containing larger parts and cabinets for storing electrical equipment. There are three work benches in the room and horses for mounting the mechanism to allow easier accessibility. Small tables with two trays are easily moved from one room to another and help keep the parts from each machine together.

Machines to check ohms, tubes, plugs and wall boxes, make the job of checking the tone and volume amplifiers, pick-ups, fuses and speakers a fast process.

In the second room, small parts are washed by hand in a vat containing a Soilax solution. Machines which might have been in a restaurant, or other locations where grease and dirt might have been in excess, are washed carefully with benzine and ammonia. Parts which were damaged are replaced. Shelves along the walls are well stocked with equipment for all types of juke boxes. In one corner, there is an infra-red lamp for quick drying parts, and in another a bench has been set up with an electric drill and brushes for cabinet repairs. Sanding cabinets and re-finishing is also done in this room.

How Collectors Check Machines

A collector at Melody Music is not expected to be a mechanic who knows all there is to know about servicing machines. However, time is taken to show the collector what he can do in the way of cleaning and keeping the machines on locations in good working condition. New machines are explained and changes are pointed out. Bringing all the collectors together at one time and holding a short schooling period proves to be the best method we have tried so far, said Rene Pirard, manager of the service department for Melody

Here are some of the Melody collectors' basic duties: Change records.

Clean windows and exterior of machines. Change bulbs and clean

around them. Check coin rejectors for slugs and bent coins. Report any damage to ma-

Oil the mechanisms. Title strip maintenance.

Act as a salesman (good will can not be over em-

Keep in contact with the service department. Keep accurate count on

money collected. Ventilating screens kept clean from clogging dust (checks overheating).

Meet Frank Padula

Building an organiza-tion that started with three locations into one that now boasts more 400 certainly places Frank Padula, who heads Melody Music Shop, Chicago, among the top music operators in the coun-

Before entering the music business, Frank worked in a factory



FRANK PADULA

making parts for gas meters. It was a three-day-a-week job, but at that time, with the depression in full swing, any kind of work was good. After listening to a juke box serviceman one day, he began to think about the future that might be had in the music machine business. With a \$300 loan from his father, he bought three machines and opened Melody Music Shop, October 26, 1937, in one small room of an old building in the neigh-

borhood. The money was just enough for the down-payment on three

machines at that time. Frank recalls, "The money taken in from the three locations wasn't enough to keep a quarter-person alive so with my 1930 Ford I began working parttime delivering packages for a firm in the Merchandising Mart. Week-ends, I worked at a local gas station

servicing cars." Over the years, the money that could be saved went into new boxes and soon the room that was used for an office, a work shop and a display room was outgrown.

Today, Melody Music has a new building for its main offices. Across the street is another building used for the service department, and down the block a third used for displaying and storage. The firm has 17 employees and machines in over 400 locations.

Frank belongs to two operator associations: Recorded Music Service Association, of which he is secretary and treasurer, and Music Operators of Northern Illinois.

His company has a complete record buying and library department, headed by Sam Faruggia, one of the best equipped service departments in the country with Rene Pirard as manager, and a finance company to help location owners get a start.

Prior to 1946 all parts and the | operates as good as new." These cabinets were cleaned by hand. A boxes are placed in the showroom bucket was used, and new solu- down the street from the main oftion had to be made up about fice, and fixed for home use-the every fifteen minutes. In 1946 Melody installed a vat, which is still used for small parts, and thus cut down the time previously taken to wash the machine. Still the operation was done all by hand. A year and a half ago a steam unit was installed in the third room. Today, under steam pressure a machine can be cleaned in less than 15 minutes, and the finished product is as spotless as the day it came off the showroom. The machine takes up only a small portion of the third room, no more space than a juke box itself, leaving ample space for moving around the juke box with the steam hose, In the back room, there is a

dock where trucks can be backed up to avoid extra lifting of jukes ready to be shipped out on location. Here there is space for two trucks and for storing machines ready to go thru the reconditioning process.

Pirard, in charge of ordering all parts needed to replace worn and damaged equipment, said that Melody eliminates many service calls by replacing worn parts before they have a chance to cause trouble. Saves Abuse, Too

Padula explains this reconditioning program not only saves money by cutting service calls but reduces abuse that might come from a location where a juke box might have a dirty appearance or some trouble in the mechanism. "The only time we are forced

to take a machine out of circulation is when it is outmoded and then the box still looks and

coin mechanisms are removed.

Altho collectors for Melody Music work out of the main office and have no direct link with the service department, there is considerable co-operation on the part of both to cut service

Collectors are in the best position to pass on information on developments in a location: if business is increasing there may be need for improving the type of box. By talking to the location owner, the collector sometimes finds out that another type of box is desired. Finally, the collector will probably be one of the first to hear that a machine is acting up. It is his responsibility to report to the service department any physical damage which he can not fix.

The service department will talk with the collector and explain the parts on a machine that he can service while on his route. In the event of a new machine coming onto the market, the service shop holds school for all collectors to show them the changes and spots to watch. (Points checked by collectors are listed elsewhere on this page.

Melody Music has two 34 ton trucks, equipped with automatic lift gates to ease the operation and lighten the load for the men in the perpetual maintenance program. One of the trucks is an open type, which allows easier loading, and the other closed, which is a necessity in case of bad weather. The automatic gates make it possible for one man to (Continued on page 91)

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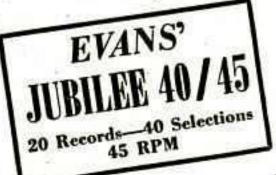


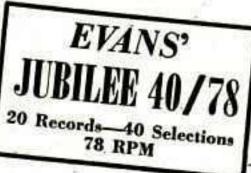
TO SERVICE A MACHINE before trouble begins, Frank Padula (left) has set up a service department that operates like an assembly line. Here he talks over one step of the system with Rene Pirard, manager of the

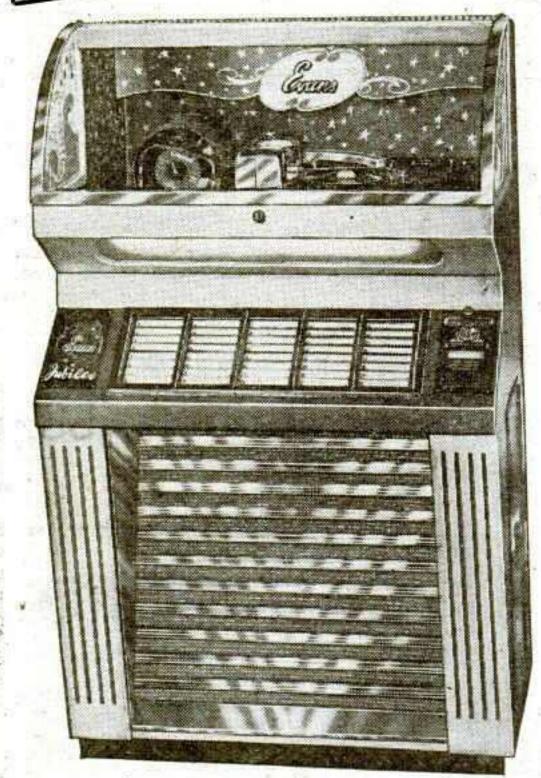
Let the Record tell you!

Whether it's for your 45 or 78 RPM spots, the Jubilee you select is bound to be right-in the groove! Jubilees are designed to take good care of your disks and keep them at top reproduction performance levels throughout the life of their popularity!

This is just one of many money saving, money making advantages in operating Jubilee Phonographs!







Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR EVANS' CENTURY 100/45

50 RECORDS-100 SELECTIONS 45 RPM

EXPORT INQUIRIES INVITED

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1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

JUKE DISKERY CALLS IT QUITS. This week the erstwhile juke box operators' diskery, Nickelodeon Records, suspended operation (Music department).

SCHOOL BAND TWIST. Major music publishers are now reaping the benefits of the increasing interest in marching

bands in schools (Music department). DECCA MAPS DRIVE FOR "SEVEN DREAMS." Tho Decca is mapping a strong promotion campaign behind "Seven

Dreams," the strategy is to restrict air play of the extended work (Music department).

BIBLETONE SETS 1-CENT SALE. Bibletone Records is running a 1-cent sale on all its regular-stock LP platters from now until Christmas (Music department).

And many other informative news stories as-well as the Honor Roll of Hits and pop charts.

Juke Interests Tell Position

Continued from page 88

sold, which is commonly divided recordings of their works; the on the basis of 2 cents to each. collateral benefits which result Thus, the juke box operators pay from their popularization by the lems in the country today is judirectly to the songwriters and juke box are significant." publishers the sum of \$2,000,000 each year.

Rolfing said that juke box manufacturers "have the same opportunities and the same problems as most other industries which produce capital and consumer durable goods, and we also have some problems that are peculiarly our own. One of the atter is presented by the fact that to the public who play the juke boxes, the eventual consumers of our product, the price of music is still (with a few exceptions) 5 cents per selection, as it has been thruout the period of my association with the business, even tho during that period the cost of everything which goes into the production and maintenance of a phonograph has doubled, tripled or even more disproportionately increased." Rolfing went on to

music, and we acknowledge our of special interests to destroy the debt to the artists and composers status of the automatic phonowho originate or arrange it. But graph industry which Congress the artists and composers owe carefully preserved in the 1909 something to our industry and also legislation, largely in reliance on to the record industry. We, too, have inventors and engineers of creative genius without whose initiative and energies (and without the investment and risk of our capital) the artists and composers would never receive the substantial royalties which they

LIKE NEW Ready For Location LOW PRICES

Rock-Ola FIREBALL 120 Selection-Model 1436.

Seeburg M-100 Models B & C WRITE Also All Other Makes and Models

Seeburg 100 SELECTION WALL BOXES . \$69.50 Ea.

Terms: 1/3 deposit, balance sight draft AUTOMATIC MUSIC SERVICE 1200 North Ave. Elizabeth, N. J.



SEEBURG M100A, \$485.00 W. B. Distributors, Inc. ST. LOUIS, MISSOURI

GET MORE PLAY

NET MORE MONEY

sum of 4 cents from each record now receive for the sale of

Rolfing argued that various coin-operated music machines were in use by the turn of the century, and that Congress was aware of them in enacting the 1909 legislation exempting them from royalties, and said that "by 1909 there were 18 phonograph manufacturing companies employing 6,000 people and producing an American air base in French products valued at \$11,725,000. Morocco, North Africa. The While these were not all coinoperated machines, apparently most of the manufacturers produced coin-operated models. Altho these total figures may seem small by comparison to modern ones, they certainly are so substantial as to make preposterous any suggestions that Congress was acting naively in preserving their status in the 1909 legislation." Rolfing concluded that the Mc-Carran bill "is the most dangerous body blow ever threatened against the industry's survival. It "Our industry is based upon is the latest attempt on the part which this industry has grown and prospered, and which many subsequent Congresses have refused to alter.

> Counsel Miller argued that past bills deliberated by Congress cost music operators \$12,480,000 a year. He continued: "It is imthat this amount is more than some of the major performance rights societies, such as BMI and SESAC, collect in the entire year from all other sources. Why should we, as music operators, be called upon to bear such a burden? That question has always been unanswered, and still each session of Congress we are faced with some kind of a bill by the proponents of the McCarran bill to change the present copyright law." Miller said that enactment of the McCarran bill would hand its proponents a "blank check."

Likening juke boxes to lending libraries, Miller said: "I'd like to use what I think is a perfect example: Every book in the lending library has been copyrighted nothing to the owner of the copyrecord that is bought and paid their behalf. for by the music operator.'

Miller argued that passage of the McCarran bill would "substantially reduce the income to the songwriter rather than increase his earnings." Calling disk jockeys and juke boxes "the two most im-portant media for promoting the sale and popularity of any new musical composition," Miller reasoned that "the added financial burden that would be imposed by the McCarran bill would substantially decrease the number of phonographs now in operation; so in turn there would be a decrease in the amount of advertising and promotion afforded each new musical composition by virtue of fewer phonographs." Miller called the "10-cent play" a failure in 90 per cent of the cases where it has

5-cent limit."

Conn. Group **Bars Vending** Ops to Ranks

HARTFORD, Conn., Oct. 24.— A proposal to permit vending machine operators to join the Music Operators of Connecticut was rejected.

Advocates of the proposal contended that the addition of vending machine men to the MOC ranks would be beneficial to both groups. They said the increase in membership would strengthen the entire group.

Meanwhile, MOC is continuing its campaign of contributing 50 phonographs to charitable youth organizations.

Abe Fisher, president of MOC, said: "One of the greatest probvenile delinquency and it's our aim to help combat this problem by donating phonographs to worthy youth institutions."

Laine-Song Contest

Continued from page 88

Counts, a singing group of four U. S. Air Force enlisted men, had been singing for entertainment shows in North Africa. Those who heard the recording agreed that the group had talent but because the official rules stated "no instrumentalist, duos, trios or groups accepted," the record could not be entered for competi-

Another entry from out of the country was sent to Wally Nelskog, KSFO, Seattle. The entry was from Vancouver, B.C., where the contest was not sponsored.

TV Aids

TV is assisting in at least six cities where disk jockeys are sponsoring the contest. In those instances, contestants have had the added assist of being seen,

All judging panels have been asked to make their decisions as early as possible. In Detroit, the asked for a limited amount of judging was done at the offices performance rights fees, but the of Angott Distributing Company, McCarran measure "leaves the local distributors for Wurlitzer. amount wide open so that if the Judges in the event included copyright law is amended to suit Robin Seymour, disk jockey on the proponents of this bill, a WKMH, Dearborn, Mich.; Don license could be any amount suit-able to themselves." Miller assert-Chorus, WJR; Lowell Worley, ed that a fee of 2 cents a record manager, and Al Fishman, salesimposed on 400,000 juke boxes in man, of Columbia records; Carl the U. S., taking an average of Angott and Phil Jones, of the 60 tunes on a juke box, would Angott organization. About one hundred entries were received in the Detroit area.

> Frankie Laine will be on hand at the time the award is made and will be host to the winner and the sponsoring disk jockey during their New York stay. The winner will be announced on a national TV show on or about November 15. Reuben Rolfing, president of Wurlitzer, will make the presentation.

Disk Firms

· Continued from page 88

ords and work to the disadvantage of both the record manufacturers and the copyright owners.

Griffin's testimony submitted to the Senate committee was not by the writer. The library rents as executive secretary of the that book out for 5 cents to 10 RIAA because the majority of the cents a day. It pays absolutely association's members do not make recordings for use on juke right for performance fees, and boxes. Griffin was empowered by still that book is on the same other association members, howcommercial basis as a phonograph ever, to submit a statement on

Also noted in the written statement is that the juke box industry accounts for about 25 per cent of the manufacturers' business.

Copeland

· Continued from page \$8

Mangum; C. E. Dawson, Afton; C. F. Jackson, Seminole; B. C. Dickson, Shawnee; Jim Weitken and Larry Buckley, Enid; Harold Stockstill, Pauls Valley; Mr. and Mrs. Bob Lester, Duncan; Mr. and Mrs. H. A. McFarland and Mr. and Mrs. James Clark, Ada; Mr. and Mrs. James Passolt, Ard-

Out-of-State guests were Gunbeen tried, and said that "as a nar Gabrielson, Dallas; Johnnie practical matter, financially Adams, Fort Smith, Ark., and speaking, we are subject to a G. M. Wilkins and E. H. Meese, Rogers, Ark.

Melody Music Shop

PHONOGRAPH CHECKUP

RECEIVED FROM ____ DATE OUT DATE IN_

DELIVERED TO

FACTORY SERIAL No ... OUR No. MODEL Clean and Wash REMARKS Cabinet Defects Check all Fuses Check for Worn Parts Clean and Check Contacts Needle Slug Rejectors Tubes Tested Screen Casters Bulbs Tighten Pilastic Check all AC Cords Rotating Lights Total Meter Working Take off Paper & Chalk Marks Oil & Lubriplate all Gears & Cams **Buttons Cleaned Buttons Checked** Check Turntable Bushing Tone Arm Starting Weight Decal & License Service light

CHECKED BY

MOVED BY

Once each year, Melody Music, of Chicago, aims to give each of its phonographs a thoro checkup. Card above is filled out for each juke box thus becomes a permanent record in the operation's files.

How to Cut Service Calls

Continued from page 90

load and unload, altho whenever are many shops that will take in possible two men are sent with the boxes and clean them for a the truck.

Service Call Schedule

Service calls made during a normal day have been organized so that unnecessary work and wasted time are cut to a minimum, When a service call comes in, the serviceman checks a list for that type of machine and takes with him only those parts which might be needed.

"The chances of a serviceman getting to a location and not having the proper equipment are very slim," commented Pirard.

Summing up, Padula said, "Many smaller operators will not be able to warrant the purchase price of a steam machine and other such equipment but there

small cost. Finding out what can be done and the cost of the service is often susprising. Many times work can be done outside cheaper than in your own shop, when you figure in time and

"We found the cleaner a box is kept, the more money it will make for us and the longer it will last."



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> Toledo, Ohio • 1302 Jackson Main 6192

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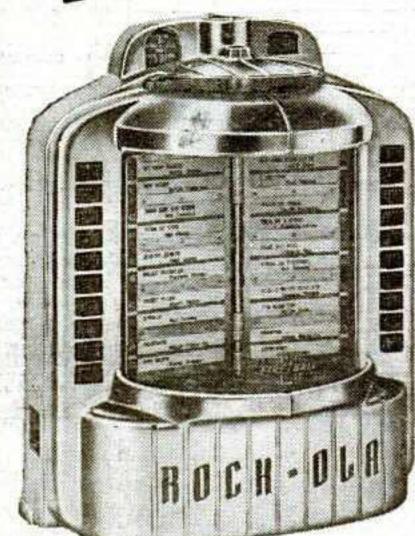
ORIGINAL

COMET CHROME WALL BOX

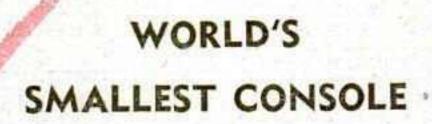


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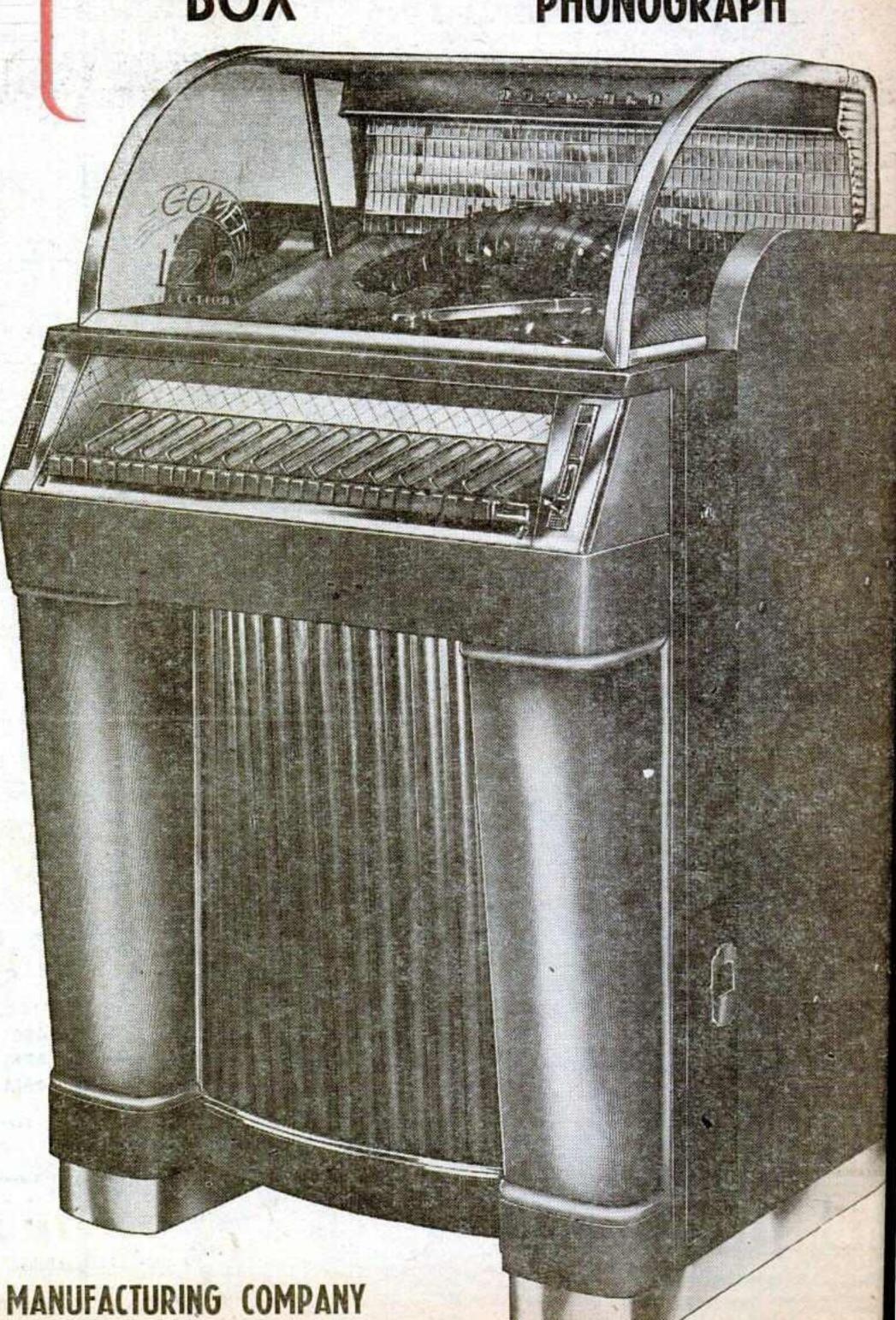
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THE BILLBOARD Index of Advertised Used Machine Prices

• Amus	e m	en	t	6	a	m	es	3	or in this	escal (CS)	4	
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WURLITZER 1015 150
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WURLITZER 1017 HIDEAWAY, 125
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		Jockey Joker	(Exhibit) Special (Ball (Gottlieb)	(y)	4:		54.50 99.50		5.00	54.5 99.5	0 4	9.50 9.50 5.00	45.00 54.50	45	.00	45.00 45.00 54.50
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•	ı	Just 2	(Gottlieb).			0.00 1 i.00	50.00 59.50			150.0 59.5	0	9.50	45.00 59.50	45.		59.50
5 5 5	I	Kilroy	Jones (Gottlie (Chicago Coin	1		3	89.50			89.5	D		89.50 45.00	LS.		89.50
5055555	ı	King P	ole (Gottlieb). in (Chicago Co	in)		.00 1	49.50 24.50	115	5.00	49.50 124.50			49.50	115.	00 1	45.00 49.50 24.50
5	8		Out (Gottlieb) Robin Hood (G	-	69	.00 8	39.50	69	00.0	89.50	100	9.50	45.00 89.50	45.		50.00 69.00
5	ı	Lariat	(United)	23-2	155	.00 17	5.00	160	.00	175.00	1 120	. 00 1	29.50 45.00 160.00		23	45.00
	I	0.00	Line ('Ceeney)		49	50 7	9.50		.00	79.50	\$ 10000	1	175.00 79.50			49.50 75.00
1	ı	Same in the	leach (William Inning (William		139	50 14	722702	139	.50	145.00		.00 1	39.50 45.00	139.5	50 2	00.00
	ı	30.00	Square Garde	•		8	4.50			84.50			84.50		į.	84.50
		Magic Major L	(Exhibit) eague Basebal		- 6						84		85.00 29.50	75.0	00 (85.00
		Majors	ern) (Chicago Coin of '49 (Chicag	o Coin)			4.50			64.50 45.00			45.00 74.50		quite	5.00 4.50
		Mardi G	e	•••••	49.	2	9.50	1		29.50		1	00(2) 99.50 29.50	85.0	0 12	00(2) 15.00 19.50
					77	84	9.50 1.50	49.		49.50 84.50		.00	45.00 49.50 84.50	45.0 49.5	0 4	9.00 4.50
		Merry V Minstrel	Vidow (Genco) Man (Gottlie	b)	69.5		5.00 7.50 7.50		- 33	25.00 29.50 39.50	70	1	25.00 29.50	105.0	2	5.00 9.50
	6	Monterre Moon GI	y (United) ow (United) (Exhibit)	•••••	Estant	49).50).50			49.50 49.50	24.		19.50 19.50	125.0	4	9.50 9.50 9.50
1		Nevada Niagara	(United)	•••••		145	.00		1	45.00	29.	50 4	29.50 15.00 15.00		4	5.00
Ś	Н	Oklahoma	Williams) (United)	•••••	64.5	0 69	.50	64.5	- C - C - C - C - C - C - C - C - C - C	69.50	64.	. 5	9.50	35.00) 6	4.50
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į			ach (Bally)		34.3		.50	34.5		15.00 19.50	34.50		9.50	34.50	45.0 49	9.50
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į		Paratroop	er (Williams)) .	3	300 25.00 95	(2)		34	00(3) 15.00 15.00		325.0 34			25.00)(3)
ļ	O LE	Phoenix I	(United) (Williams) nish (Universa			35. 40.			3	5.00		3	9.50 5.00		49	.50 .50
1	P	Pin Bowle Pinch-Hit	er (Chicago Co	in)		99.	50		9	0.00 9.50	29.5 49.5	0 9	0.00 9.50 9.50	2	99	.50
J	P	layland laytime	(Exhibit)			22. 89. 45.	50	69.5	0 8	2.00 9.50 5.00			9.50 5.00	69.00	89	.00 .50
1	P	op Up . Juddin' H	lead (Genco).	:::: :	39.00	22. 39. 54.	50	39.00	0 3	2.00 9.50	29.5	0 39	2.00	39.00	22 39	.00 .00 .50
	1	uarterbac	ck (Williams)		75.00	89.	50	75.00	8 (8	4.50 5.00 9.50	39.5 29.5 85.0	0 75	1.50 5.00 9.50	75.00	85	.50 .00 .50
	Q	ueen of	Hearts		144.50 14	170.0 185.0	00			5.00 5.00		185	.50	150.00	175 185	00
ı	Ra	ag Mop	(Williams)	PERSONAL PROPERTY.	175.00		0		185	5.00		189	.50	195.00	210. 220. 99.	00
ı	Ri	amona (ip Snorte	(Williams) United) r (Genco)	••••		39.0	00		39	9.00	29.50	29	.50		39.	00
ı	Ro	ocket (G	enco) Gottlieb)	::::	85.00	99.5	0	85.00	99	.50	85.00		.50	85.00	59. 79 . 99.	50
1	Ro	endeevoo	(United)	::::	Pgotone	49.5				.50		225 49		- 10-a(1/2)	49.	CONTROL OF THE PARTY OF THE PAR
J	Ro	ise Bowl	(Gottlieb)	1	135.00	0.0011601400	· · ·	35.00		www.esi	135.00	149.		135.00	149.	50
	Sa	mba (E	(Williams)		44.50	69.5 49.5	200			.50 .50	29.50 29.50	69.	50	44.50	59.	a belleni
	V-	ratoga .	(Genco)	••••	39.50 34.50	49.5	0	39.50	49	.50	29.50	39. 49.	50 50	39.50	49.5	50
	Sea	a Jockey	s (Williams).		J1,3U	49.5		34.50		.00 .50	34.50	35. 49.	50	34.50 125.00 1	35.0 49.5	0
	Ser Sha	renade (l antytown	rd (Gottlieb). Jnited) (Exhibit)	••••		\$34.50 85.00			\$34. 85.		29.50	\$29. 34. 85.	50 50		34.5	0
	Sha Sin Sho	arpshoote gapore oot the I	rs (Gottlieb) Moon (William	····		49.50			49.	50	125035	49.5	50 50		85.0 49.5	0
1	Sho	oo Shoo	(Williams)	9	95.00	119.50		5.00	150. 119.	50	99.50 59.50	95.0	50	95.00 1	50.0 19.5	0
	Silv	ver Skate	(Gottlieb)	12	25.00	135.00	16	5.00	135. 185.		149.50	295.0	00 50 1	45.00 1 1	65.0 55.0	
1				- 18	30.00	LOS DA	ICI							721200	1000	

180.00 185.00

(Continued on page 94).

185.00(2)

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NEW

Keeney DOMING Keeney PACEMAKER

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STAR 6 PLAYER .. 320 SUPER 6 PLAYER .. 235 OFFICIAL S.A.

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BOWLER\$335
SUPER DELUXE ... 225
DELUXE LEAGUE

BOWLER 218

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(MATCH)

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"First-Conditioned" EEBURG SHOOT

THE BEAR\$199 WORLD SERIES ... 195 KETBALL CHAMP 195 EX. GUN PATROL .. 175 TELEQUIZ 165 CHI COIN 4 PLAYER DERBY .. 175

CHICKEN SAM 95 RIFLE RANGE RAY GUN ... CHI COIN GOALEE.
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Rockettes \$ 65 Knockout Skill Poel \$185 Watch My Line Wild West 145 Dble. Shuffle ... Hit 'n' Run 145 Telecard Niegara 145 Four Star 135
Glebe Trotter ... 135
Rose Bowl ... 135
Carolina

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EXHIBIT Shantytown \$

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRACEDY STRIKES

Amusement Games

Continued from page 93

		Issue of		Issue of		ssue of		Issue of
CONTRACTOR OF THE PROPERTY OF	5033.55	Ge1.24		Oct. 17		Oct. 10		Oct. 3
Singfest	79.50	119.50		119.50	99.50	119.50 79.50	100.00	119.00
South Pacific (Genco)	50.00	69.00		69.00	29.50	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	25.00	69.00
THE RESERVE ASSESSMENT	C-ELECT	-			DE KIPE	79.50		79.50
Spark Plugs (Williams)	75.00	125.00		125.00	0	9.50(2)		
Special Entry (Bally)	O BRIDE	49.50		49.50	29.50	ACCOUNT OF THE PARTY OF THE PAR		49.50
Speedway		77.50		47.50	27.50	29.50	18	
Sport Play (Williams)						-1.50		150.00
Spot Bowler (Gottlieb)		119.50		119.50		119.50		119.50
Stardust (United)		39.00	20	39.00		39.00		39.00
Sportsman (Williams)		23,00		27.00		9.50(2)		25.00
Spot-Lite (Bally)	110.00	120.00	125 00	140 00		A COUNTY OF THE PARTY OF THE PA		125.00
Spot-Lite (baily)		25.00(2)			125.00		74	0.00(3)
		150.00	1 100	5.00(2)		0.00(5)		5.00(2)
	145.00			0.00(2)		165.00		5.00(2)
	100	165.00	16	5.00(2)		5.00(2)	**	225.00
5.	the state of the s	5.00(2)	233	175.06		5.00(2)		223,00
	195.00	225.00	19	5.00(2)		225.00		
PODEST OF TAXABLE PARTY.				225.00		1201507		
Springtime (Chicago Coin)		(Western				49.50		*** **
Starlite		145.00		145.0C	Target and the		ALTENCINE.	175.00
Stars (United)		175.00		175.00	150.00	The second secon	129.50	195.00
Peners VAMADALIAN PROCESSION STREET	185.00	195.00	18	5.00(2)		175.00	Constitution	-
200				195.00	18	5.00(2)		
and the						195.00		
Stormy						29.50		
Summer Time (Gottlieb)		34.50		34.50	ě.	34.50		34.50
Sunny				CHOCARVINO		29.50	400	
Sunshine Park (Bally)				145.00		295.00		
Super Hockey		59.50		59.50		59.50		59.50
Super World Series		NO. COLUMN						25-47-6-2
(Williams)	12	195.00		195.00		195.00		195.00
Sweepstakes (Williams)		195.00		195.00		195.00		195.00
Sweetheart (Williams)		35.00	9			39.50		35.00
	20000000		8737-2637	TVZSH84F			CONTRACTOR	10000
Fampico (United)	64.50	79.50	64.50	79.50	39.50	64.50	64.50	79.50
		00.000000000000000000000000000000000000				79.58		
Telecard (Gottlieb)	0/2/5/4/20	49.00	\$555555	NU ENGERGIS		49.00	THE CHOICE	49.00
Tennessee (Williams)	29.50	49.50	29.50	49.50	29.50(2)	49.50	29.50	49.50
Texas Leaguer (Keeney)	45.00	69.50	45.00	50.00	45.00	50.00	50.00	69.50
man significant to Manual		biography.	and the	69.50		69.50		555000
Thing (Chicago Coin)		45.00		45.00	29.50	45.00	Eleanor	45.00
Three Feathers (Genco)		64.50		64.50		64.50	30.00	64.50
Three Musketeers (Gottlieb)				79.50	69.50	79.50		79.50
3-4-5 (United)		75.00		75.00		100.00		
Thrill (Chicago Coin)	29.50	35.00	29.50	35.00	29.50(2)		29.50	35.00
Times Square	WI CONTROL	165.00	100000	165.00	Section of the sectio	179.50		165.00
Trade Winds (Genco)		29.50		29.50		9.50(3)		29.50
Trinidad (Chicago Coin)		35.00		35.00	G .	35.00		35.00
Triplets (Gottlieb)		80.00			74.50	89.00	89.00	100000000000000000000000000000000000000
Forchy (Williams)		Action !				29.50	253/25	200
Touchdown						99.50		
Trigger (Exhibit)					59.50	49.50	- 10	
					37.30	77,20		

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Double Score Bowler\$395	10th Frame Bowler\$295
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MFG. & SALES CO. Chicago 14, Illinois

Pepsi Income Up 50% 1st 3 Quarters of '53

NEW YORK, Oct. 24.-Pepsi-Cola Company this week reported estimated net income after taxes for the first three quarters this year would be 50 per cent ahead of the corresponding 1952 period.

Consolidated net income of the company and its subsidiaries for the nine months this year was \$4,780,000 or 83 cents a share; compared with \$3,170, or 55 cents a share last year.

Estimated consolidated income before taxes January thru September was \$10,380,000, against \$6,425,000 for the first nine months of 1952. -

CHICAGO, Oct. 24.—Marlin Electric Company this week announced deliveries on a new type burglar alarm designed for coinoperated equipment.



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RUY AT BANNER!

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1428		•	•	•	•		•				•			\$199.50
1426		•	•	•		•		٠		•				79.50
1422	•				•	•			•	•	•	•	•	- 59.50

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Wurlitzer 3031	(24)\$ 5.95
	(24) 12.50
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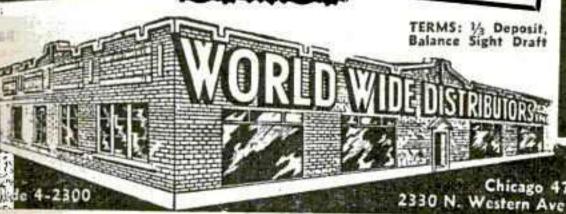
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NEW GAMES Wms. ARMY & NAVY Williams C.O.D. United IMPERIAL United TAHITI Bally DUDE RANCH Gottlieb SHINDIG

LATEST PIN GAMES WILLIAMS Fairway \$175
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Paratrooper 95 Starlite 145 Disk Jockey 145 4 Corners Olympic 125 GOTTLIEB Guys-Dolls \$220 Coronation 165
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22' Maple Tops, brand new, crated 90.00	Jumpin' Jacks 150.00 Golden Nugget 175.00
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Wax, dozen 3.00 Bally Citation 39.50 Shuf, Scorepads. Ea. .25 Genco Shuf, Target 49.50 Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago. 2500 7-11\$1.15 bas
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GIVE TO DAMON RUNYON CANCER FUND

Tourist Music

• Continued from page 88

job for one of his men, said Williams. "That is his sole duty," he explained. "By the time he is thru servicing the final machine, the month has passed and he again makes the complete circuit."

The dominant operator in Broward County, Williams' ma-chines are not only found in the swankiest cocktail lounges and night clubs, but also in many strictly farm locations which he says are money-makers. Right now transient farm workers are moving in from Puerto Rico for the fall and winter planting and harvesting season.

Altho many Miami juke box operators have been complaining about a slide in collections the past two months, Williams says his income for September increased 10 per cent over a year ago. He confidently believes the upcoming winter tourist season will be the best ever.

Most of Williams' machines are geared to nickel play, the exceptions being the better spots where dime play is accepted.

Williams employs three routemen, three mechanics, the one man who cleans and oil machines, and a secretary in the office.

Long Process

· Continued from page 88

location owner to adopt the latter, but they will accept the former. In no event, however, will the box have straight nickel play.

Ed Burg, Runyon sales executive, said that 40 per cent of the firm's locations are operating under the new policy, with the number of locations eliminating straight nickel play growing each

He said that those locations on straight 10-cent play basis, have been running about 20 per cent ahead in collections, while locations on the two-for-a-dime basis have been running about the same as they were on the straight nickel policy.

Will Pay Off

Even the collections remain the same, said Burg, the conditioning of both the location and the customer to the dime minimum will pay off eventually when an attempt is made to reintroduce dime play.

Burg said that not one location, which operates under the dimeminimum policy, has asked to go back to nickel play, altho some have switched from one-for-adime to two-for-a-dime price policies.

He feels that diners represent the best hope for 10-cent play, while the job of convincing tavern owners is more difficult.

WE NEED ROOM!

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UNITED TWIN REBOUND,
formica/Ig. pins \$ 7 UNITED 4 PLAYER, formica/Ig. pins 12
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Bally Yacht Club\$395 Beauty
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NEW! Dude Ranch—Imperial—Tahiti— Hi Speed Bowler — Invader — Shindi —Round the World Trainer.
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is prepared to act as American Representatives for foreign manufacturers of amusement equipment

We offer many important advantages to foreign manufacturers who are interested in reaching and intensively developing the American market:

- We are financially qualified to handle major transactions.
- We have a large, well established and effective organization that is thoroughly expert in this field.
- We have extensive facilities in the very heart of New York City to display even the largest types of equipment, including full size carousels.
- We offer the benefits of over 25 years of experience in this field.



We invite correspondence from interested responsible concerns, at which time we will be glad to exchange credentials, and demonstrate in greater detail the many advantages of our mode of operation.

We will fly to any destination to negotiate. CABLE, TELEPHONE OR WRITE

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SALES CO., INC.

631 Tenth Avenue

New York 36, N. Y.

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"CLUB MODEL" Saddle & Turf

COIN MACHINES



Greatly improved new style SINGLE COIN DROP WITH SLUG REJECTOR easily accessible on push-button plate. 5c or 10c play.

High scores possible with single coin for top-play incentive.

As many as 7 players can deposit coins.

Electric Replay Counter registers to 999.

*LEGAL OPINION: This machine is not a Gambling Device as defined in the Johnson Act. It may be shipped Interstate.

IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

WANTED

WURLITZER 1015, 1100, 1250 and 1400 SEEBURG M100A Late GOTTLIEB PIN GAMES

CLEARANCE SALE

25 Late Chicago and United 6 Player Alleys at Sacrifice Prices WRITE FOR COMPLETE LISTS

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 Waltham Street **BOSTON 18. MASS** Tel. Library 2-9480



Brand New!

Buckley (RISS-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, III

Rubenstein Opens Arcade at 42d St.

NEW YORK, Oct. 24.—Charles. Rubenstein, old line Arcade operator and owner of Playland Amusements at 125th Street here, has opened another Arcade at 42d Street at the Eighth Avenue subway station.

The new funspot is called the While-U-Wait Photo Corporation. Equipment includes Auto-Photo machines, a Seeburg juke box, various target games and 12 3-D Midget Movies.

Rubenstein said he had obtained permission from the International Boxing Association to show pictures of recent fights in the 3-D units. Among the fighters to be shown on 3-D film are Ray Robinson, Randy Turpin, Joe Louis and Jersey Joe Walcott.

Scholarship Contest

STAMFORD, Conn., Oct. 24.— Sons and daughters of employees of Pitney-Bowes, Inc., manufacturers of postage meter machines, may qualify for the new scholarship program, it was announced this week by company officials. Effective immediately, the pro-

gram will result in the selection of two winners next spring, after which two additional four-year scholarships will be awarded annually. The program will be limited to high school seniors, winners to be chosen on the basis of competitive test scores. Successful candidates will win full tuition and academic fees for four years at the college or university of their choice, plus cost-of-living allowance.



\$95.00 each

COIN-OPERATED ELECTRIC

Fits Any Shuffleboard

★ 15-21 and/or 50 Pts.

★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over Large METAL National Coin

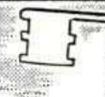
Rejector Box New Shuffle-Score is 2-faced-adjustable for all boards . . . chrome tube

IMMEDIATE DELIVERY Terms: 1/3 deposit, bal. C.O.D. or S.D.

Chrome ELECTRIC SCOREBOARDS Hinged Front Ponel Lamp for Maintenance Shade Models O D.1, 15-21 point. and Support Model O-D-2, 15-21-51 point Lights operate automatically or continuous—Se or 10e play

HORSECOLLAR OR 15-21 POINT\$124.50

S & S MFG. CO. G-5339 S. Saginaw Rd., S. Flint 7, Mich. Phone OWens 4-6112



Your key to

SALES RESULTSthe advertising columns of THE BILLBOARD!

MARKET PLACE COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED Minimum \$3)

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold. balance 6 pt. light

Per word\$.20

3 or more CONSECUTIVE or 26

2 CONSECUTIVE insertions,

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.

REGULAR CLASSIFIED (Minimum 36)

3 or more CONSECUTIVE or 26 insertions, per agate line95 52 CONSECUTIVE insertions,

1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25g for each insertion for the use of box number to cover the cost of handling and forwarding of your mail

Business Opportunities

Coin Radios and Television—Buy direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story Coin Radio & Television Corp., 190A Duane St., New York City.

Excellent money-making opportunities for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J.

Parts, Supplies & Services

........

1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ or 50¢, 85¢ per M; 10,000 or more, 80¢ per M.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

TAB CUM-MIN. 25 BOXES. All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20.

Ball Gum: 210, 170, 140—25 lb cases. 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Asst'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb, Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. cases, 38¢ per lb. All prices—F.O.B. Chicago—1/2 Dep., Bal. C.O.D.

KING & CO.

Direct Factory Distributors for North-western Venders, U-Select-It Candy and Cookie Venders, SuperVend 3-Drink Cup Dispensers. PV Cigarette Venders.

2702 W. Lake St., Chicago 12, III.

Attention, Panoram Operators - Have considerable Panoram parts on hand; what do you need? Lakes Panoram Service P O. Box 639, Ingleside, III.

> Decal Nameplates printed to your copy. Identify your vending machines; advertise your services; catch designs; colorful; low price; folder free. Write, Grand, 2506B 52nd, Kenosha, Wis.

> Stamp Folders direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust

Help Wanted

Good Music Mechanic and Amplifler 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, Chi-

Routes for Sale

For sale in Eastern Michigan-50 late model Bowlers and Shuffleboards in well established locations; \$6,000 shuffleboard resurfacing shop, new truck, trailer (10 ton capacity) machinery, A new and used tops, all supplies; will stay with buyer one month from purchase date; sacrifice \$27,500 total price; cash or 50% down. Box 668, The Billboard, Chicago 1, III.

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, III.

PHONOGRAPH ROUTE FOR SALE West Coast, probably the highest average route in State, at present well over \$20 on weekly collections; located in one of the fastest growing areas in the country; con-sisting of about 140 locations, mostly 120-100-48 and 40 selection machines; lots of remote and speakers; two new service cars and used pick-up, shop stock, etc.; after substantial down-payment owner will handle and stay in advisory capacity for several months; books gladly shown to bona fide prospects. Write Box 670, The Billboard,

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines. Routes Parts, Supplies or Services

Chicago 1, III.

TRY A DISPLAY AD THIS WEEK See Advertising Rates Above

Used Coin-Operated Equipment

ALL ORDERS AND INQUIRIES

TO COIN MACHINE MARKET PLACE

THE BILLBOARD

188 W. RANDOLPH ST.

CHICAGO 1, ILL.

4-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago III

Cigarette Machines, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Phita-delphia 4, Pa. EV 6-4244 and BA 2-8710

Cigarette Machines, quarter operation Uneeda latest model, \$55; Counter Model \$22.50; U-Select-It 72-Bar Candy Vender \$27.50: 74-Bar, \$37.50; Rowe Candy Ba Machines 9 columns \$50: Statler 9-Column Cookie Machine, \$30. Harris Vending, 271: N. Park Ave., Philadelphia, Pa.

Close-out—200, like new, Mercury Grippen \$9.50; Fortune Tellers, \$17.50; real mone makers; Pop Ups, \$9. 1/3 deposit, Dixi Machine Sales, 4026 Gulf St., Houston, Tex

For Sale "RIDE-EM COWBOY" HORSE Excellent condition; sacrifice at \$300.

HELEN LAWLER Box 355 Huntsville, A

For Sale-250 coin-operated Radios, ste cabinet: P. O. Box 151, Holyoke, Colo.

For Sale, while they last—1¢ Master No elty Venders, \$7.45; Advance Model D Ea Cum, \$6. Paul Thomas, P. Q. Box 177 lackson, Miss.

Send quick for latest bargain list pen amusement games. Atlas, 810 Hemphill S Ft. Worth 4, Tex

Wall-Box Clearance—Seeburg: 40 3 W2-L5 \$4 ea., lot \$100; 5 W1-L56, \$4 ea., lot \$1 1 3 W7-L56, \$7; 12 WS-2Z, \$1.50, lot \$1 1 3 W7-L56, \$7; 12 WS-2Z, \$1.50, lot \$1 1 482 excellent, \$30 ea., lot \$300; 6 3020, if \$5; Steppers: 2 248, \$35 ea.; 3 219, \$1 ea.; 2 302, \$5 ea.; entire lot, \$500. Mg Machine Bargains—2 1422 Rock-Olas, \$1 ea.; 1 1426 Rock-Ola, \$39.50; 1 Seeburg H146M, \$39.51 Seeburg M100A, \$450; all guarante good; entire lot music machines, \$66 1/3 cash with order, Rust Music Co., \$1 N, 4th \$1, Muskogee, Okla. N. 4th St., Muskogee, Okla.

Wanted to Buy

Used Sno Master Ice Shaving Machine Bailey Hobby Horses. Box 669, Billbar Chicago 1, III.

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high spirited fun and frolic! GOTTLIEB'S



FAST STEPPING ACTION EVERY SECOND -- AND HOW!

8 NUMBERED TRAP HOLES • 4 balls in line or square awards Replay.

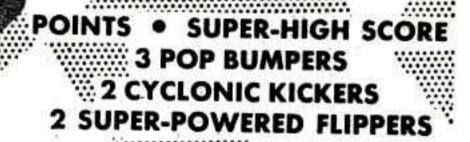
1 to 8 RE-SETTING SEQUENCE • advances Roll-Overs and " Roll-Unders for super-high score and Replays.

> BALL IN TRAP HOLE . puts out corresponding bumper light.

> > SPOT FEATURE . Roll-Over button spots sequence numbers.

> > > JOIN THE FUN AND PROFIT!

SEE YOUR DISTRIBUTOR



1140-50 N. KOSTNER AVE.

CHICAGO 51, ILLINOIS "There is no substitute fur Quality!"

SEEING IS BELIEVING!

TRY LONDON YOUR BEST BET FOR BUYS!

NEW SELECTION FIVE BALLS NEW PRICES!

Double Shuffle \$4	9 50
	7.50
	9.50
	4.50
	9.50
Tampico 6	4.50
	9.50
	4.50
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WALL BOX

SPECIALS!

Seeburg Postwar Se

Wireless \$9.95

Boxes \$7.50

Packard

900	847 50	Thrill .
	49.50	Sharps
	29.50	Buccar
	34.50	Cinder
	39.50	Ali Bat
	64.50	Barnec
	89.50	St. Lou
	44.50	El Pase
	34.50	Dallas
	29.50	Maryla
77	59.50	Black

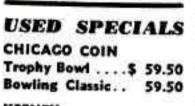
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ĭ	Screwball

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Thrill		 	\$29.50
Sharpshoot	er	 	49.5
Buccaneer		 	34.5
Cinderella		 	29.50
Ali Baba		 	34.50
Barnecle B	ш	 	34.50
St. Louis .		 	44.50
El Paso		 	39.50
Dallas		 	44.50
maryland .		 	49.50
screwball			
Black Gold	100	2755	

Trade W	inds	 	 \$29.5
Mardi Gr	as	 	 29.5
Merry W	idow	 	 29.5
Puddin' F	iead	 	
Three Fe	ather		 64.5
Big Top .		 	 64.5
Wisconsin			 34.5
Oklahoma			 64.5
Summer	Time		 34.5
Dew-Wa-I	DITTY		 34.5
Saratoga			 39.50

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SPECIAL!	
PACKARD	
MANHATTAN	
\$79.50	



IMMEDIATE DELIVERY Gottlieb's SENSATIONAL SHINDIG

> WANTED Seeburg M-100-A, 78 RPM Seeburg M-100-B, 45 RPM

NEW GAMES Chicago Coin Hi-Speed Crown Bowler Chicago Coin Hi-Speed Gold Cup **Bally Dude Ranch** United Imperial Shuffle Alley

United Royal Shuffle Alley

NATIONAL CONDITIONED SHUFFLE GAMES

PLEASANT 4453

UNITED 10th Frame Star 335 DeLuxe 6 Player 175 6 Player W/F Big Pins 155 5 Player W/F Big Pins 140

PREMIUM BOARDS

We offer 3-way service. 1-Our experts will select board merchandise for you. 2-Make your own selections.
3—Order stock boards. Prices
\$25, \$50 and up. We GUARANTEE TO SATISFY.



Exclusive National Distributors! COINWAY CHANGEMAKER

NOW IN STOCK! Takes dimes and quarters—Dis-penses nickels — H o I d s 500 nickels, Unconditionally guar-

Distributor Inquiries Invited.



VENDERS

1c or 5c......\$14.95

Mills 8 Col. Candy 198.50
Mills 5 Col. Candy 89.50
Mills Tab Gum 27.50
Mills Tab Gum Rebuilt 14.50

Silver King 13.95 25¢ Razor Blade 19.95

N.W. 49, 1e, 5e 17.35 S.K. Hot Nut ... 29.95 U Select It ... 49.50 N.W. Tab Gum ... 25.95

ARCADE

Photomatic, Late\$650.00 Voice-o-Graph 525.00 Harvard Metal Typer.. 365.00

Midget Movies 295.00 Ev. Bat-e-Score 275.00

Ev. Bat-a-Score 275.00
Shoot the Bear 229.50
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Muto. Silver Gloves 195.00
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Scientific Field Goal 175.00
Teleguiz & Film 169.00
Exh. 3 Little Meters
& Stand, 5¢ 159.50
Star Series 139.50

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GENCO NIGHT FIGHTER GENCO SKY GUNNER

GENCO INVADER

AUTO-PHOTO ABT RIFLE SPORT

ACORN VENDOR.

5-BALLS

WILLIAMS

Dreamy Georgia

8 Ball \$119.50 Slugfest 119.50 Shoo Shoo ... 119.50 Control Twr. 109.50 Rag Mop ... 99.50

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UNITE	TAHITI	
BALLY	DUZE R	ANCH
GOTT.	SHINDIG	12
WMS.	ARMY-KA	VY
EV. SI	DDLE &	TURF
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-BINGO-	Lucky Inning Maryland
acht Club . Write each Club . \$475.00	St. Louis
eauty 395.00 alm Beach 295.00	Virginia
Hantic City. 275.00	Dew-Wa-Ditty Saratoga
rolics 295.00 pof Lite 175.00	Tennessee
oney Island. 195.00 right Spot . 195.00	GENCO
right Lights 175.00	"400," 5e

rotics	275.00	Tennessee
pot Lite	175.00	Gizmo
oney Island.	195.00	GENCO
right Spot .	195.00	151 H 5 A 7 A C T S T T T T T T T T T T T T T T T T T
right Lights	175.00	"400," 5¢
ropics	Write	Tri-Score
ars	150.00	Black Gold
BC	125.00	Puddin' Head Big Top
ong Beach	145.00	Screwball
-		1-2-3 Floating Pwr.
OTTLIEB		UNITED
tild Mark .		OHITED

	1-2-3 49.50 Floating Pwr. 49.50
GOTTLIEB	
Wild West \$169.	UNITED
Cyclone 149.	sn Utah \$84.50
Rose Bowl 149.	Tampico 79.50 Oklahoma 69.50
Happy-Go-	Aquacade 59.50
Lucky 139.	50 Monterrey 49.50
Minstrel Man 139.	Rondsevoo 49.50 Moon Glow 49.50
Spot Bowler 119.	60 Baby Face 49.50
4 Horsemen 109.	
Joker 99.5	EXHIBIT
Rockette 99.5	0 Judy \$94.50
Knockout 89.5	Be Bop \$4.50 Campus 84.50
K.C. Jones 89.5	0 Tumbleweed 74.50
3 Muskereers 79 6	1

Bowling Ch.

Bows

CHARMS

New-Assorted

\$2.50

Per Bay of 400

EMPIRE # EMPIRE

King Cole ... Humpty D.

Buffale Bill

Buttons &

99.50	Be Bop Campus	84.50
89.50	Tumbleweed	74.50
79.50	Samba	49.50
67.50	CHICAGO COIL	N
69.50	King Pin \$	124.50
64.50 59.50	Majors	99.50 64.50 69.50
49.50	Holiday Bermuda	59.50 49.50

Pin\$124.50 lowler 99.50 rs 64.50 lall 69.50 ay 59.50	Lite League Exh. Dale Gun Batting Practice Marion Scale Quarterback Exh. Hi Ball, Striker Scientific Baseball Flash Hockey	
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EMPIRE EMPIRE EMPIRE EMPIRE

SHUFFLE GAMES

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 DOMIKO BOWLER, 6 PLAYER KEENEY PACEMAKER, 6 PLAYER UNITED CLASSICS, CLOVERS, CASCADES,

OLYMPICS

Williams Double Header..... 49.50 Star Bowler, 10', 2 Player, Wood Balls.. 295.00 ************

> FORMICA TOPS \$15.95 to.

9' Tops\$16.95 ea. Minimum Order 5 Tops

MARVEL'S NEW SHUFFLE SCOREBOARDS CENTER OVERHEAD\$139.50 WALL MODEL 95.00

COUNTER CAMES

Mercu ABT C Acme New

now & Film,	Bally Futurity	will
ry Counter	Turf King\$	
, New 34.50 Challenger 29.50	Winner	99.5
Shocker,	Champion	89.5
7 24.50	Citation	79.5
ove Meter 39.50	Gold Cup	59.5
Hitter, 54 . 69.50 kill & Stand 69.50	Jockey Special	54.5
Leaguer 69.50	Special Entry	49.5

CIGARETTE VENDERS

FACTORY REBUILT, 25c, KING SIZE COLS.

IT, BALANCE SIGHT DRAFT OR C.O.D.

89.50

75.00

Texas

EVANS' 100 Selections CENTURY Now on Display EMPIRE E EMPIRE

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1411-13 DIVERSEY BLVD. (Phone: Buckingham 1-6466)

COIN MACHINE EXCHANGE

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

COIN MACHINES



GUARANTEED USED MACHINES! MUSIC

WRITE WURLITZER 1400, 1450, 1250, 1100, 1015 SEEBURG 100A, 100B, 100C OR ROCK-OLA FIREBALL 120, 1434, 1432, 1422 CALL

BINGO GAMES

YACHT CLUB, SPOT LIGHT, BEACH CLUB, BEAUTY. FROLICS, BRIGHT LIGHTS WRITE OR CALL

ALLEYS

UNITED CLOVER-10TH FRAME. STAR, SUPER, DELUXE, SIX PLAYER WRITE OR CALL

LARGE STOCK OF ALLEYS-5 BALLS-1 BALLS-MUSIC-KIDDY RIDES (See our Kiddy Ride ad, page 82)

DISTRIBUTING CO., INC.

298 LINCOLN STREET

ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for

MONEY BACK GUARANTEE WURLITZER 1400's \$575

M100A 148 ML 159.50 1250's 339 "DISTRIBUTOR 1100's 250 **SMOKESHOP**

United Star\$340.00 Un, Star 10th Frame 325.00 Un. Olympic Shuffle Alley 395.00 Un. Manhattan Shuffle Alley 395.00

CIGARETTE VENDERS" Exclusive Wurlitzer Distributors in No. Illinois and Indiana.

distributing company 3181 Elston Chica INdependence 3-2210 Chicago 18.III.

GIVE TO DAMON RUNYON CANCER FUND

CLEANED—CHECKED READY TO GO

Wurlitzer 1015	125.00
Wurlitzer 1080	125.00
Seeburg 100 "A" 78 R.P.M.	495.00
Seeburg 146	95.00
Rock-Ola 1422	95.00
Rock-Ola 1426	
AMI A	
AMI B	295.00
AMI C	325.00
Wurlitzer 5-10-25¢ Wall Boxes 3020	\$12.50

Watch For Our Weekly Specials

DAVID ROSEN Exclusive AMI Dist. Ea. Pa.

855 N. BROAD STREET, PHILA. 23, PA. PHONE: STEVENSON 2-2903

ROUTE FOR SALE

In Florida, profitable coin machine route of Phonographs, Pin Tables, Shuffle Alleys, Scales and Records.

Established 25 years.

Price \$32,000.00 Will Finance up to 50%

For further information write BOX 665 The Billboard Publishing Co.

188 W. Randolph, Chicago 1, Ill.

WANTED MECHANIC WHO IS TRAINED ON

SEEBURG MUSIC EQUIPMENT Good salary, steady work, chance for advancement. References required. BOX D-79, c/o The Billboard Cincinnati 22, Ohio

SPECIAL SHUFFLE

PURVEYOR • PURVEYOR

-	GAME BARGAINS!
URVEYOR	United Clover 6 Player
100	United Star 6 Player
>	United Super 6 Player 265
-	United Official Shuffle Alley Match. 250
画	United 6 Player Shuffle Alley, Formica Top
	Formica Top
4 ·	Formica Top
	Without Formica Top 140
•	United 4 Player Shuffle Alley 125
*	United Twin Rebound Puck Return 85 Keeney 6 Player With Orig. Formica 185
	Keeney Super DeLuxe Match Bowler 195
-	Keeney DeLuxe Match Bowler 185
\sim	Keeney League Bowler 75
62	Chi Coin 6 Player Hi Score 175
	Chicago Coin 6 Player Hi-Score 175.00 Bally Shuffle Line
	Bally Hook Bowler 65.00
=	United Ski Alley 75.00
0	Universal Super Twin Bowler 55.00
PURVEYOR	ARCADE
-	

i.	Seeburg Shoot-the-Bear Gun\$185	
×	Exhibit Jet Gun 185	
=	Exhibit Dale Gun 59.	•
_	Glider 45	•
~	Williams Double Header 35	Ļ

SPECIALS

Yacht Club,	Spot Light\$145
F.S\$375	Coney Island 195
Beauty 395	Coney Island 195 Bright Spot 195 Univ. 5 Star 75
Atlantic City . 275	Univ. 5 Star 75
Frolic 275	Lite-a-Line 75

~

4

PURVEYOR • PURVEYOR

SHUFFLEBOARD CONVERSIONS Universal Shuffle Tournament (Four Way) \$135.00 Keeney Four-Way Bowler ... 195.00 Keeney Bowling Champ 69.50

AUTOMATIC COLE DRINK

Coca-Cola Cup Dispenser, Excel-lent Condition, Crating Extra .. \$ 95.00

SHUFFLEBOARD SUPPLIES Shuffle Game Wax, Case (12) ... \$ 3.30
Fast Wax, Case (12) ... 4.50
Pucks (Set of 8) ... 14.00
Score Sheets, 10 pads ... 7.50
Fluorescent Lights, pair ... 22.50
Used Rock-Ola Shuffleboard Lites, pr. Adjusters 18.50 New Shuffleboard Scoreboards:

FORMICA TOPS—SPECIAL United 8' sizes, genuine silk screen, lots of 5 or more\$13.50 Ea.

> SPECIAL! Rock-Ola Shuffleboards

18 & 22 ft.\$179.50

PHONOGRAPHS

PURVEYOR Shuffleboard Co.

CHICAGO 18. ILL PHONE: JUNIPER 8-1814 4322-24 N. WESTERN AVE.



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.

Capyrighted material

FIRST 5-BALL
"3-D"SCORING!



3 THUMPER BUMPERS 2 KICKOUT POCKETS AUTOMATIC RUBBER KICKERS 4 "SPECIAL" ROLLOVERS

BALL ADVANCES UP AND DOWN FIELD BY HITTING THUMPER BUMPERS TO SCORE

AND

* Spelling N-A-V-Y lites 2 right side top and bottom rollovers for "special"!

* Spelling A-R-M-Y lites 2 left side top and bottom rollovers for "special"!

* Top Center Pocket Scores 500,000 and spots letters R-M and N-V to help player spell ARMY-NAVY.

PLAYER CAN SPELL

ARMY-NAVY

without hitting top center pocket!



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CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

"WE ARE EASY TO DEAL WITH"

RICH EARNINGS

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-	SHUFFLE	BOY	WLE	R5
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2 Pl. with Formica ...\$ 75.00 Genco Jumpin' Jax... 110.00
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Simulates actual Flight Actions!

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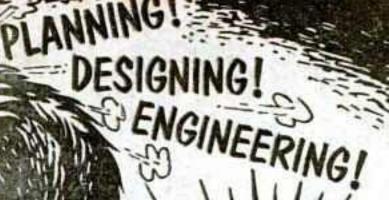
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- ORIGINAL REBOUND TYPE BOWLER
- ORIGINAL MULTIPLE PLAYER BOWLERS
- 3 ORIGINAL 20 30 SCORING
- 4 FORMICA PLAYFIELD
- 5 HIGHEST SCORE BOWLED

7 1 1

SPRAYER | BPRAYER

7 5 6 6 2 1

2 PLAYER

5 4 5 8 2 4

FIRST

- 6 7 10 PICK UP
- TWO WAY MATCH ISTAR AND NUMBER MATCH)
- THREE WAY MATCH (CROWN, STAR AND NUMBER MATCH)
- 9 10TH FRAME FEATURE
- 10 DOUBLE SCORE

FIRST

- TRIPLE SCORE FEATURES
- 12 GAME ADJUSTABLE FOR 5 OR 10 FRAMES PLAY
- 13 HINGED PIN UNIT
- LIGHT IN CASH BOX COMPARTMENT
- 15 REPLAYS ON NUMBER

NOW!

Another Great FIRST!

PAR SOWLER

30 4th-

Ist-2nd -3rd-FRAMES SINGLE SCORING

5th --FRAMES DOUBLE SCORING

7th-8th-FRAMES TRIPLE SCORING

10th FRAME QUADRUPLE SCORING

* Featuring New ADVANCE Scoring!

New Scoring Thrill! Top Score of 900!

EQUIPPED PINS

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* New Beautiful Cabinet Styling!

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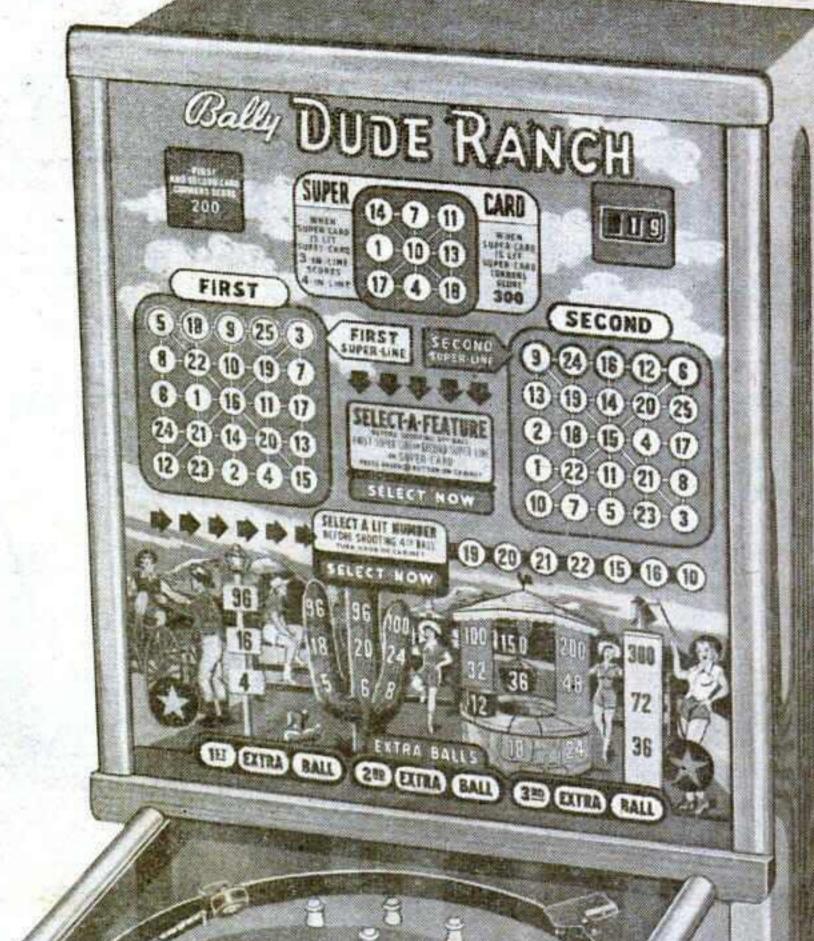
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5th and 10th Frames with TRIPLE Scores Added Feature—can adjust

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8 FT. BY 2 FT. 9 FT. BY 2 FT. TWO SIZES

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Has All The Features of IMPERIAL **Except Triple Match Feature**

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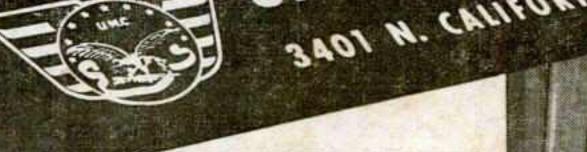
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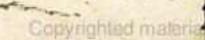


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