Daytime May Be Color Time In Video Networks' Future 4 Logical Reasons

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

'THREE LOVES' IS Courts Cleared FREE TO HIM

OCTOBER 17, 1953

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

To Fix Music **Rates on Video** ASCAP Withdraws Plea for Amendment Of Consent Decree

NEW YORK, Oct. 10 .--- The way has now been cleared for the Federal courts to fix license rates for the use of the American Society of Composers, Authors and Publishers' music on television. This

This Week in the . . . FALL COIN MACHINE **EXPORT SECTION**

-Coin Machine Exports Set Record

-French Department Stores Buy 200 Rides

-Foreign Vending Sales Soar

-Canadian Cig Vending Picture

-Top Overseas

Juke Box Markets Starting on Page 70 **Back CBS' Plans** Fill Daytime Gaps, Lure Dept. Stores, Aid Local Programs, Catch Lady's Eyes

chrome programing gets under way on a regular basis. This ap-peared to be the key to the CBS-TV approach to hue video, with the likelihood that the other webs may very well fall in line with what appears to be inexorable Season Sold logic.

By stressing the use of color in the daytime hours, at least in Socony-Vacuum Oil Company this

NEW YORK, Oct. 10 .- Daytime | bringing department stores into will be color TV time on the tele- the TV sponsorship fold. Fourth, vision networks once multi- daytime airings will help sale and (Continued on pune 3)

Toscanini's

NEW YORK, Oct. 10. - The

PRICE: 25 CENTS

Capitol Plans 'Cantor' Push

forts of all time to cover the ing its original plea to amend the forthcoming release of the sound track recordings from the Warner. The procedure under which track recordings from the Warner The procedure under which Brothers film, "The Eddie Cantor license rates are set by the court Story." The film is now tenta-is provided for in the Consent January 3.

happened when, as expected (The Billboard, October 10), the telecasters Tuesday (6) withdrew their motion to intervene in HOLLYWOOD, Oct. 10 .- Capi- ASCAP's motion to amend the tol Records is making plans for Consent Decree. ASCAP is now one of its biggest promotional ef- also in the process of withdraw-

tively scheduled to open in New Decree, in the event that the op-York on December 23 at the Para- posing forces are unable to reach mount Theater and nationally on an agreement. The upcoming

******** **Coin Machines**

By TOM McDONOUGH

the first half of 1953.

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

Significant in the over 66 per cent gain in sales was the sharp gains made by all phases of the trade. Music machine sales jumped from \$1,913,297 to \$2,895,740, a 51 per cent increase; vending exports climbed 68 per cent from \$375,703 and games transactions Even before the Kinsey report \$1,048,327 in the first six months

concerns the co-author of the literary thesis "Sexual Behavior of the Human Female." The titles

(Continued on page 70) The move by Decca gains sig-

TV, CBS execs apparently feel thay can simultaneously accomplish a number of highly desirable objectives. Foremost among these, of course, would be to attract sponsors for the unsold time segments still available - which are daytime slots. Secondly, the web believes the color medium's basic attraction will be for products which seek a female audience, such as food, cosmetics and um for at least 14 of the concerts, CHICAGO, Oct. 10 .- Export textiles. Third, it would help the the remainder will be under the sales of coin machines set new all web's affiliates go forward with baton of Guido Cantelli. Socony-time dollar and unit records thru plans for their own local color Vacuum's commercials will be of airings daytime, keyed toward an institutional nature.

DECCA RECORDS IN SPAIN

pioneer days of commercial tint week signed to sponsor the forthcoming 1953-'54 season of 22 concerts conducted by Arturo Toscanini via NBC. The hour-long programs, featuring the NBC Symphony Orchestra, will be shifted from their traditional Saturday slot of recent seasons to the 6:30-7:30 p.m. period, starting November 8. The concerts again will originate from Carnegie Hall.

With the Maestro on the podi-

KINSEY IN THE ALLEY **Tin Panners Give** Sex Stuff a Whirl

NEW YORK, Oct. 10. - The of the disks that they were picked eminent Dr. Kinsey is on his way as "Records to Watch." to immortality, or perhaps notoriety, in Tin Pan Alley. For the of the tunes indicate the popularity of the good doctor's work-"Kinsey's Book," a country disk with Charlie Aldrich on Intro.; "Hey, Dr. Kinsey," rhythm and blues record featuring Big Duke on Flair, and the forthcoming "What's Her Whimsey, Dr. Kinsey?" with Stomp Gordon on a Mercury rhythm and blues cut-1 in H

It seems apparent from a listen to the lyrics of the first two tunes that the writers of "Kinsey's Book" and "Hey, Dr. Kinsey" have burned the midnight oil to glean the factual info from the Kinsey opus. "Hey, Dr. Kinsey" on Flair, for instance, contains

on the human male was issued a of 1952 to \$2,070,216 in the same few years ago the record men period this year. third consecutive week, a new were acquainted with s-e-x. But Tho some of the long time to its Gold Label classical series. record has been waxed which they apparently were content to customers in Canada, Venezuela, The actual recordings, one of



By IS HOROWITZ

Records has completed arrangements to record a substantial number of works in Spain to add mount in number. Steps by RCA

nificance in view of efforts by a NEW YORK, Oct. 10. - Decca number of diskeries to escape the confines of standard repertoire as duplications in the LP catalog Victor to set up its own plant in Spain have been reported earlier.

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

November Release

Angel Records, the new American subsidiary of Britain's Elec-tric and Musical Industries, will start operation with a number of Zarzuelas when its first disks are released early in November. These have been integrated into (Continued on pluge 2

Index

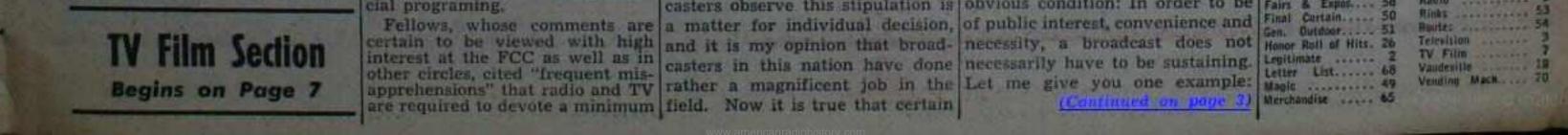
	Music
Buriesque 49	Music Charin.
Carnival	Music Machines
Class. Ads 65	Night Clubs.
Cold Marthanne, 70	Parks & Pools
Coin Mach. Market. 85	Pipes
Folder SH	Radio

No Public-Service Program Law Exists, Says Fellows

WASHINGTON, Oct. 10.-In a of time to "sustaining public serv- members of the Federal Commu-back-handed slap at a previous ice broadcasting." "There was nications Commission in the past era of the Federal Communications Commission which once President Harold E. Fellows, of more percentage quotations than a stock market report. Both the Flair and the Intro records are catching action in their fields, and The Billboard Music staff was so impressed by the literary aspects portion of time for non-commer-

never a law in raido or television have made numerous public utthat required a specific amount of terances which would indicate tions Commission which once threw the controversial Blue Book at the broadcasting industry. President Harold E. Fellows, of Communications Commission, be termed "public service broad-simply states that broadcast li-censees should operate their fa-has not been expressed in law or cilities in the public interest and regulation. As a matter of fact, convenience and necessity. the expression of it by law or reg-

"The method by which broad- ulation would run counter to an



GENERAL NEWS

the state and the state of the state of the state of the state of the

OCTOBER 17, 1953

Billboard Backstage

By BILL SMITH

have been in show business for 50 minded me of home. We too had script, "Lewis is to say God Bless larged, the take (\$150,000 at \$50 of Molly Elkins, Miss Tucker's it was the room was oversold.

2

The four-tiered dais was overflowing with top showbiz brass. The picture industry had the chiefs of all its majors, the U. S. Army had Gen. James A. Van Fleet and the radio and TV contingent was led by Gen. David Sarnoff. Of talent there was an over-abundance, both on the dais, in the show and out front.

talent and the curtailed running up with her "I'll Be Seeing You," and Morion Sunshine and Joe what a toastmaster - observed, Laurie Jr., who wrote it, cut per- "That's the only woman who formers to the bone and kept sings more off-key than I do." built around a dramatization of Tucker version of "Some of These He took over the mike and sugwere almost thrown away and the "I Believe." final breaking thru of the rigid skilled people as Georgie Jessel and Joe E. Lewis. And it was a good thing they did. At times it looked as if the show was running into the ment was have included "bait" that the script was thrown away. into the ground.

leading into Jack Pearl who said, troing Lewis as the "Spinoza of America!"

years and are still on top can get lousy food." A whispy but still You' and off." and deserve the kind of rousing spry Adolph Zukor recalled when reception and tribute that was Miss Tucker worked for him on I didn't write it, but I'll now louse given Sophie Tucker for her 14th Street in 1906. Gene Buck up the show, the I think I'm too Golden Jubilee Sunday (4) at the told of her first "Ziegfeld Follies" Jate." Waldorf-Astoria. If the hotel's break in 1909, and her subsequent ballroom could have been en- firing. Dr. Ralph Bunche told each) would have been more. As friend and dresser. "Molly was with her when Miss Tucker's big song was "There's Company in the Parlor, Come Down Girls"." Bunche observed, "This wasn't exactly a spiritual." It was the cue for Sheldon ("Some of These Days") Brooks to reprise his now famous Tucker label. Jim Barton, chanted his well-known "Annabelle Lee" For the international touch, Deborah Kerr and Tallulah Bankhead told of Sophie's London Because of the big supply of successes. When Tallulah wound time, John Effrat, who staged it, Jessel, the toastmaster - and any prior announcement that any

Smith and Dale came on in out front.

Only a few performers who "I always ate at the Azuba's It re- the Saloons" and holding up the

And from then on it was a sharp pace picker-upper. Jessel and Lewis traded lines and ad libs to a convulsed and delighted audience, Jessel was magnificent. THOSE TV NEWSMEN Lewis was superb.

end when Glenn McCarthy pre- still can't disassociate Defense proceeds.

It was a nice chunk of dough, particularly when it came without collections would be made. Apparently it was too much for fet supper. General Motors." Harry Brandt, co-ordinating chairthem in a format of line reading There was Betty Hutton to do her man, to overlook as an opportunity. CODE VIOLATORS the "Sophie Tucker Story." It was Days," there was Blanche Ring to gested that anybody who wanted

A red hot Galitianer? For Gertrude Berg started it off, "It says here," said Jessel, in- that Columbus had to discover See Approval

Washington Once-Over

B. BEN ATLAS

WASHINGTON, Oct. 10 .- The advertising, excessive commercial average consumer in U. S. will breaks and too much backgrmind have more to spend on amuse- advertising. The board is finding that violators are eager to reform. "What do I know about a script ments next year than he has now. By the time the TV Code Review. and he's better oil today than Board meets here again in Januhe's ever been, according to the ary, it's likely to declare that Federal Reserve S ystem. He's the situation has been clear presently worth \$4,100. That's any-where, from \$500 to \$1,000 more SO'S BLACK-WHITE than in 1950.

ARE AT IT AGAIN ...

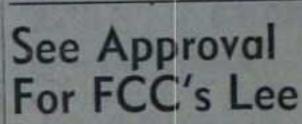
The evening finally came to an Looks like TV-radio newsmen sented a check for \$33,000 from Secretary Charles E. Wilson from ers might want to wait for color. the Houston contingent to Sophie General Motors Corporation which for the Jewish Theatrical Guild he headed before entering the which sponsored the affair, to be cabinet. The R a dio-Television distributed among the various News Directors Association's pro-theatrical charities sharing in the gram for an October 25 meeting formal go-ahead to compatible here includes the following:

> briefing at Pentagon. Secretary for the retail market. Retailers-Wilson and others.

"6 p.m. Cocktail party and buf-

BACK IN FOLD? ...

an idea, and if it didn't work too sing her "Rings on My Fingers" to Soph's autograph on their souvenir ful finish to the Television Code white sets business will have a well, it was because it didn't take a wet-eyed audience and Jane journals "and will contribute \$5 Regiew Board's current probe into normal pick-up after the normal into consideration talents that Froman's tribute and singing of or \$10 can come up." There was complaints of code violations, seasonal slump. no rush. But there were mutterings The Board has been making its MBS IN HASSLE AGAIN investigation in order to deterscript bounds by such highly jockey caps for a couple of con- Soph's speech was a gem. It mine whether disciplinary action



spite certain opposition from time. The capital outlet is Democratic ranks, the Senate in threatening to drop the contract January is expected to confirm unless the network withdraws its President Eisenhower's nomina- new stipulations. tion of Robert E. Lee this week to TV GIVES KAYO BLOW the Federal Communications Commission vacancy left by retire-ment of Paul A. Walker. Lee, a GOP friend of Sen. Joseph R. Mc-Carthy (R., Wis.), has completed an unprecedented new era of non-Dim Crowism in D. C. theaters. nearly a week's participation on the Commission, having been sworn in last Tuesday (6), only two and a half bours after the White House announced his appointment. Lee, 41, moved he F ?? from the House Appropriations Com- to an open-door policy. Not the mittee where he has been director of investigations. He went to the House on loan from the Federal Bureau of Investigation in 1946. He was born and schooled in Chicago. It is considered certain that several Democratic senators, particularly those who have been in a hassle with Senator Mc-Carthy, will balk at Lee's nomiassured.

the situation has been cleared up.

Even the gloomiest worrywart in government is getting optimistic about the outlook for black-white TV set sales the next iix months despite recurrentlyvoiced fears that prospective buy-Color TV's timetable strongly favors continued buyer interest inmonochrome. If the Federal Comcolor in December, as seems like-"4 p.m. Defense Department ly, the timing couldn't be better would be going into their post-Christmas doldrums, which would serve as a breathing spell for prospective sets-buyers who'll be getting an eyeful of color as well as monochrome promotion. Com-Apparently there'll be-u peace- merce dopesters figure that black-

ON D. C. OUTLET ...

Will Mutual Broadcasting System lose its big Washington AM outlet? The question is raised by a disagreement which has de-veloped in closed-door negotiations between MBS and 5,000watter WWDC, The local station has been firmly saying "no" to some of Mutual's proposed new terms for a contract renewable in February, Biggest stumbling block WASHINGTON, Oct. 10 .- De- is Mutual's demand for option

Legit Line-Up By BOB FRANCIS The Actors' Equity Council at on November 28. "Kismet" closes MOVING POOL TO its Tuesday (6) meeting sus- tomorrow night in San Francisco COST 50G ...

pended Dick Haymes for six and jumps to Boston for two When Joshua Logan moves weeks. The action stemmed from in Philadelphia, before making of next month to Chicago's Shuan alleged failure by Haymes to the Stem. explain several misstatements in his membership application, filed ded to appear in a stint in the Greek Theater, Los Angeles. Ac- Myers are pointing the arrival of closes. Seems like a lot of coin cording to a statement by a union the F. Hugh Herbert comedy, "A out of future profits, but managespokesman, two letters of inquiry have brought no answer, and while the Council was loath to cancel Haymes' membership, if readying Edmund Morris' first the acquisition of two plays. this last communication is like- play, "A Wooden Dish," for pro- "Home Is the Hero," by Walter wise ignored, there will be no duction. Herman Shumlin will Macken, was a Dublin Abbey other recourse. Haymes is facing stage it, and the cast will likely Theater success. "Day of Grace," deportation charges. A native of include James Westerfield, Vicki by Alexander Federoff, was Argentina, he was arrested in Cummings and Howard Smith, tested this summer at the Weststarring Alfred Drake, skeds an unveiling December 3, following the lookout for two other male "The Shrike," "Richard III" and the lookout for the opus. 30 "The Shrike," "Richard III" and actors for the opus. 40

weeks and follows with four more -Wish You Were Here" at the end

ALDRICH, MYERS AWAIT 'GIRL' . . .

Girl Can Tell," at the Royale ment expects to get a year's Mid-October 29. Meanwhile, they are end, the Theater Guild announced Hollywood on August 6 and Frederick Fox is designing the port (Conn.) Country Playhouse. charged with illegal re-entry into sets. "Dish" skeds to open at a MacDonald Carey will head the the United States, after a trip to Shubert house around the end of cast of "Grace." The Guild opens Hawaii to visit Rita Hayworth. November. Leland Hayward its season with "The Trip to nation when it reaches the Sen-This week, Haymes side-stepped has signed Donald Oenslager to Bountiful," starring Lillian Gish. ate floor, but confirmation seems a nitery date at Philadelphia's design the multiple setting for at the Henry Miller, November 3. Latin Casino, claiming that the the Lindsay-Crouse drama, "The ... Robinson Stone, casting direc-government had attached all his Prescott Proposals," which un- tor for Jose Ferrer, will interview pay for back income taxes. veils at the Broadhurst, Decem-The musical version of "Kismet" ber 16. Lorne Green, whom Hay-presented by the latter at the City has switched New York bases ward happened to catch on a TV Center. Stone's office is on the from the Mark Hellinger to the show, makes his Stem legit bow second floor of the Center's build-Sieffeld. The song-and-dancer, opposite Katharine Cornell. Hay- ing at 130 West 56th St. The

bert, he will have to put by 50G to cover expenses in transporting the musical's swimming pool, installing it in Chicago, and repairTO D. C. JIM CHOW

TV is being credited with a big the subtle role in bringing about Several neighborhood movie houses, which were among the final holdouts against non-segregation, made the switch this week. There's no doubt that TV's competition was an important factor in swinging the box offices least among other factors has been a local economic slump as a result of wholesale ousters of government jobholders. Also, movie legalists have been pretty much agreed that Jim Crowism wouldn't survive a court test.

Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W. H. Danaldson

Publishers Roger S. Littleford Jr. William D. Littleford Lawrence W. Gatto

Editors

TV Reviews..... 15

Managers and Divisions

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- By LEE ZHITO HOLLYWOOD, Oct. 10.-There designed to permit their use for It would seem impossible to are tricks in every trade. But more than one series. will top them all. The art of the in Culver City serve as impressive the accepted reality. Sets used in set builders and prop men has al- evidence of the manner in which the present-day comedy are

As a case in point, the Roland same set. But the impossible in Reed sets at Hal Roach Studios TV film production has become versatility in set construction has identical to those used for the been developed to a fine point in futuristic science-fiction adven-the TV film industry. At present ture series. A few quick changes the Reed company is currently and the art of the TV film set degraph like the real thing never cease to amaze this reporter, de-spite his years of roaming Holly-wand's production lots

> These are the methods of saving production dollars. A permanent set is like money in the bank to the producer. Costly time is saved in tearing down and rebuilding

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Performances Thru

October 10, 1953

DRAMAS

460

255

266

20

374

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My Three Angels and 3-11 32 Tate a Gant Sirp 9-24. (53 Ten and Sympathy 9-30, "53

MUSICALS

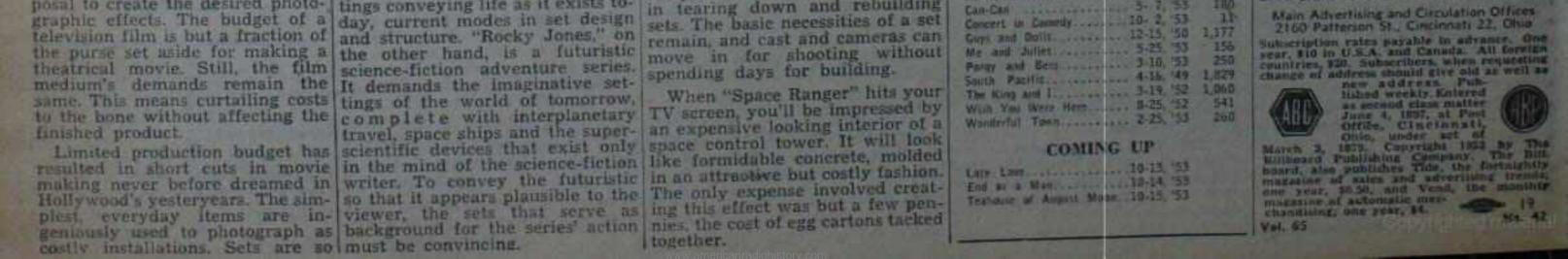
At Home With Ethel Wilters 9-22, 153 IRO

Picture Business

what you'll find on a movie set ways intrigued the on-looker, Pyramids of paper mache and columns of cardboard that photowood's production lots.

Since TV film has come upon the scene, you'll find an entirely new bag of tricks is being created. Production executives no longer have impressive sums at their disposal to create the desired photo- tings conveying life as it exists tographic effects. The budget of a day, current modes in set design television film is but a fraction of and structure. "Rocky Jones." on

From the standpoints of content room is transposed into the intriand time, no two filmed series cate interior of a space ship. could be farther apart. "Margie," These are the methods of se



TELEVISION-RADIO Communications to 1564 Broadway, New York 36, N. Y.

OCTOBER 17. 1953

Lorillard Seeks **Programs** for **Old Gold, Kent**

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

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

network are "Two for the Money" this fall, because the star's asking color copy to be printed in news- number of daytime shows. on CBS-TV, "Judge for Yourself" price is too high. P.&G. backed papers. on NBC-TV and "Chance of a Lifetime" on Du Mont. Kent has placement for "Fireside Theater" "The Web" on CBS-TV.

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

'SUSPENSE'

Audience Still Hanging After Pan.-Am. Buys AM Blackout

NO EXCUSE FOR NOT WASHING

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

P&G Shelves Albert Show; Tab Too Steep

the Albert show as a summer reon NBC-TV and had expressed interest in spotting it in another time period this fall.

Albert's increased salary demands were supposedly prompted by the big hype his career reserious thesping in George Or-well's d"ama, "1984," on CBS-TV's "Studio One." Meanwhile, Philip Morris is said to be interested in buying Albert and the variety airer.

Logic Prompts Nets to View Daytime as Color TV Time Fill the Gaps, Lure Dept. Stores, Aid Affils, Catch the Lady's Eyes

Continued from page 1

mainly during those hours.

would bring local department store advertisers into TV. Among the advantages of color TV to the local advertiser which he cited. are its cost, which will be rela- tisers-textiles, rugs, home furtively cheap in comparison with nishings and many others-can printed media, a i the fact that network TV be made to pay off NEW YORK, Oct. 10.-Procter color TV allows sponsors to see in the manner prophesied for it. & Gamble reportedly has shelved their color copy within several Immediate plans at CBS-TV call

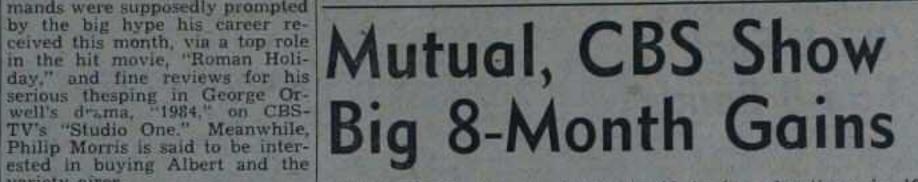
The Old Gold shows on the TV show, "Nothing But the Best" he maintained, to see proofs of multiple sponsors of a limited

to bring this part of the day into necessary they take the financial its own as a revenue producer for gamble to get on the color bandthe network. Tho CBS-TV has wagon, in spite of the fact that done fairly well selling advertis- much of the equipment might

dealers and repairmen function been fighting for time periods as He said that CBS-TV intends they have during the evening spending several million dollars An address delivered yesterday hours on the network. And, just in facilities and broadcasting dur-(9) by John Hayes, general man-ager of WTOP-TV, Washington, at the CBS-TV Color Clinic held margin than evening audiences. Ing the initial growth period. To diences are smaller by a large date, about 20 of the network af-filiates have indicated that they here for the web's affiliates. This situation, of course, does not have ordered transmission equipstressed his belief that color make it possible for the netowrk ment for carrying CBS-TV net-

its plan to sponsor Eddie Albert's days. It takes about two weeks, for the scheduling and offering to

The decision to make daytime affiliates were also told by veecolor time is expected eventually pee William Lodge that it was



NEW YORK, Oct. 10.-During paid in by advertisers in 1952. the first eight months of this NBC grossed \$31,446,359 this year year, both CBS and the Mutual compared to \$31,144,587. Broadcasting System showed substantial radio gains in gross time sales, in comparison to their last year figures, according to statis-NEW YORK, Oct. 10. - Pan- tics complied by the Publishers' its last year's gross. The CBS gross of \$40,947,506 during 1953 was \$3,458,453 better than the healthy grosses of the The deal takes effect in Janu- first eight months of 1952. Mutual came up with a \$14,962,467 take which bettered its pace for the previous year by \$2,035,452. But ABC's \$19,345,513 gross for this year was \$4,712,765 off the money

CBS No. 1

These figures show CBS as the

servicing of color receivers, since ers daytime, sponsors have not become obsolete at a future date,

THE BILLBOARD

Electronics Deal

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

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

Manpower Up Lodge also speculated that about 30 per cent more technical manpower will have to be used by stations carrying color and that studios and control rooms would have to be extensively remodeled. He also said that the American Telephone & Telegraph Company was working on a microwave system for the transmission of the NTSC color system, which would not be ready for 12 to 18 months. (Details of color film developements will be found in this issue's TV Film section.) But the CBS-TV optimism in regard to color's arrival on the American scene was voiced by Merle Jones, veepee in charge of the web's o&o's, who said, "There is some possibility of color dominating the market for new sets as early as 1957."

NEW YORK, Oct. 10 .- Auto-Lite this week was dunning CBS-Radio for a complete time rebate difficulty at the master controls tinues on the alternate weeks. of WTOP. Washington, and af-The deal takes effect in Jan fected CBS affiliates as far West as Michigan.

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

'Medallion' Set For Another 13-Week Run

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

It has also hired Alex North to score for its Saturday (17) show, Victor Moore.

-1 D. meet Press

American World Airways this Information Bureau. ABC, howbecause the last seven minutes week signed as alternate-week ever, lost greatly in revenue of "Suspense" on Monday (5) was sponsor of "Meet the Press," via while NBC just about maintained cut off 40 stations because of both the NBC AM and TV nettechnical difficulties. The tech- works, Revere Copper & Brass, nical blackout occurred because of which had been on weekly, con-

> ary. The TV version airs 6-6:30 p.m., Sundays, while the radio edition is on 10:30-11 p.m. Sun-

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

TV Program **Projects** in Works at CBS

NEW YORK, Oct. 10 .- CBS-TV this week was moving ahead on two programing projects. The network intends to put a block of four quarter-hour soap operas in Radio this week in a letter to its that the health of the station's These soapers are being slotted there to give support to "Choose participation show, which goes into 5-5:30 beginning November 16.

The network already has sold 5-5:15 Wednesdays and Fridays claim that advertisers wouldn't of this program to General Mills be interested in network spon- thru William Esty. It is necessary to create properties that will find because it lacked the flexibility of national spot, and on the other hand, the SRA claims that adver-ing to recapture 4:30-5:30 from tisers would be so interested in its affiliates and will be unable to from spot radio to buy network commercial programing.

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

mat has been devised as yet.

CREDENTIALS OK

WASHINGTON, Oct. 10. -

All-night disk jockey Jack

Rowzie has named his pet dog "Kinseybelle" since she

left the broadcast table one

night this week to drop a

litter of seven pups in a se-

cluded corner of the WWDC

BY KINSEYBELLE

NBC-Radio Answers 'Three Plan' Critics NEW YORK, Oct. 10-NBC- campaign. The exec also stated the 4-5 p.m. afternoon hour.

Fineshriber also contended that

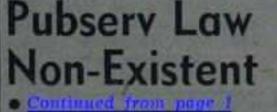
SRA's arguments are contradic-

tory. On one hand, he says, they

sorship under the "Three Plan"

affiliates countered charges by spots business depends in a large there to give support to "Choose the Station Representatives' As- measure upon the maintenance of Up Sides," a new kid audiencesociation that it was invading the network programing. spot field. The SRA had claimed that the web's "Three Plan" which allows advertisers to purchase participations in three quarter-hour strips was, in effect, an invasion of the spot field.

The NBC answer, formulated because it lacked the flexibility by William H. Fineshriber Jr., veepee in charge of the radio web, was that the plan creates opportunities for affiliates to develop new spot business by sellout program expense. He also maintained that network sales of compose and conduct an original these programs is a sale of full national coverage and thus is "Fime for Heroes," which stars completely different in character and effect from a national spot



participations.

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

Fellows delivered his views in a luncheon talk climaxing a two-Capitol is in the process of Broadcasters' Association at Tus-

Du Mont Sun. **Sked Boosted**

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

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

ABC-TV May Produce 'I.Q.

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

If the deal goes thru, the web will program the audience partici-

Capitol Bows Out of ET Biz With Sale of All Inventory

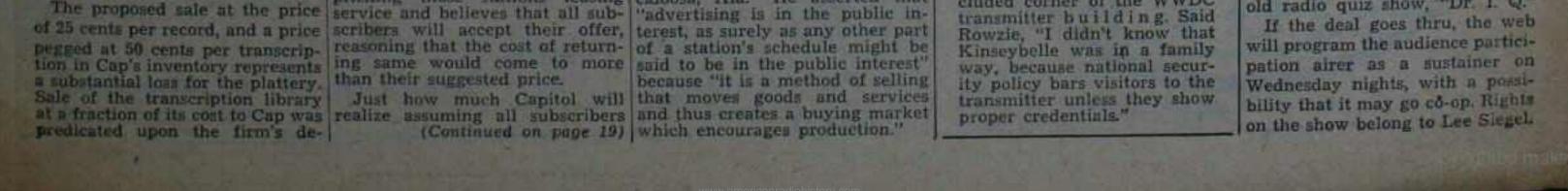
HOLLYWOOD, Oct. 10 .-- Capi- | cision to make a clean and comtol Records last week bowed out plete break from the field. of the electrical transcription business via a proposed sale of its entire inventory of ET's and stock in the hands of leasing stations.

of 25 cents per record, and a price scribers will accept their offer, terest, as surely as any other part pegged at 50 cents per transcrip- reasoning that the cost of return- of a station's schedule might be

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

pitching those stations leasing caloosa, Ala. He asserted that The proposed sale at the price service and helieves that all sub- "advertising is in the public in-

The inauguration of the President



TELEVISION-RADIO

OCTOBER 17, 1953

BBC WAR IN NEW PHASE **Commercial Interests**

Assail TV Monopoly

overwhelmed by a violent press tional ogre, quoted in derision as campaign against commercial TV the type of "bad taste" which when the subject came up in would perpetually darken British Parliament three months ago, in- screens if the dread hand of an terests here backing sponsored- advertiser ever laid its hand on TV now are striking back with a camera. shrewd blows against the BBC monopoly. Leading the cam-paign is Norman Collins, onetime BBC-TV chief, who now controls High Definition Films, Ltd., and certain other companies come a major political issue-

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

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

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



LONDON, Oct. 10 .- Seemingly | harmless little baboon into a na-

The next three months should see an increase in the pace of this with the Conservative Government committed to their earlier tentative okay and the Socialists whipping up all tht Britons' traditional dislike of what they believe to be sensationalism against the move.

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



TWICE WEEKLY **Sinatra Gets** Second NBC **Radio Series**

THE BILLBOARD

NEW YORK, Oct. 10 .- Frank Sinatra will get his second NBC radio series, starting November 3, when he will be featured in a new twice-weekly, 15-minute stanza in which his singing will be spot-"war" as both sides maneuver for a smashing kill. The to be or not to be of commercial TV has be-off a weekly dramatic stanza on the same web.

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

The Dinah Shore show, which followed Fisher's, now will be shifted to that time, with Sinatra taking over the 6:15-8:30 time currently occupied by Miss Shore,

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

HOLLYWOOD, Oct. 10 .- Western entertainer Cliffie Stone yesterday (9) agreed to become an exthe station of the highly success- the TV webs, ful "Hometown Jamboree" and At this week's meeting, Robert development of another hour-long D. Swezey, WDSU-TV, New Orwould be utilized.

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

Southern California Broadcasters' area since 1940, according to the Association will hit 28 of the ma- presentation, was 71.6 per cent, jor ad agencies here next week compared with 19.7 per cent-for with a presentation pointing up the U.S. During 1952, Southern the strength of radio in that area California grew at the rate of B65 in the face of seven competing TV stations. The argument will be based on two major points: family; 73.9 per cent of the famithe great flow of population into lies use their cars to commute, Southern California, and the al- 97 per cent for shopping. It was most universal use of automobiles shown that 72 per cent of the there.

NARTB Plans New Meet on **TV Aud. Study**

WASHINGTON, Oct. 10 .- Voicing optimism as the result of a confab with network officials Thursday (8) in New York, the National Association of Radio and Televi- day (12), will have a hefty adsion Broadcasters is planning an early meeting to bring a new TV audience measurement plan closor to reality. The circulation measuting rod, which would supple- be extended to an hour daily, ment existing TV network circula- has 20 spots sold. On Saturday tion measurement devices, will be night, WOR-TV will have two unveiled eventually to advertisclusive personality with KLAC- ing executives, but for the pres-TV in a \$100,000 52-week deal that ent the NARTB is hoping to conincludes a year's continuation on solidate full support for it from

show in which Stone's services leans, was named chairman of the NARTB's Circulation Study Com-The non-cancellable agreement mittee. Management and research Barry, Enright & Friendly plan to was made yesterday between executives of the major networks, bankroll kine auditions of its Stone and Mort Hall; station's who met with the committee, inown TV packages and peddle president and general manager, at dicated satisfaction with the cir-them on a film-or-live basis paid the same time that the "Home culation plan, a spokesman for off this week when J-B watch-bands (Jacoby - Bender, Inc.) Furniture Company, Los Angeles, it further and will make suggessigned as an alternate-week spon- renewed sponsorship for 12 tions and recommendations at the Bosco Drinks, and five toy items: sor for the production firm's new months. Both the sponsorship re- next meeting. It is expected that Tiggrette, Remco, Slinky, Plato audience participation airer, newal and Stone's exclusivity deal several subsequent sessions will "Back That Fact," over ABC-TV. with station becomes effective No- be necessary before full support The show, which was sold on the vember 1. The same sponsor has can be obtained to get the plan NO TELEPATHY Once adopted, the device would Thursday, November 12 from 9 to ago. The Western variety Satur- establish a method for determinday night offering, telecast from ing where TV audiences are and suburban El Monte, has been car- what they are viewing in all parts ried by KLAC-TV since its incep- of the nation on a day-to-day basis. More important, according to its sponsors, the device would become a yardstick for other measuring devices and would proities, Tennessee Ernie and Molly vide standards for this kind of At the same time, the A. C. Nielsen Company is launching a TV circulation survey, which was reportedly ordered by CBS-TV. It is estimated that the results of the Nielsen count will be available early in 1954. It was also reported that NBC is contemplating dropping its periodic circula-tion estimates, which its research department has been issuing for the past couple of years.

NEW YORK, Oct. 10. - They The population growth of the

cars have radios, and that carradio use is constant thru the day. Station reps handling the 22 radie stations in the area were setting up appointments this week with the ad agencies for Norman Nelson, managing director of SCBA. Nelson gave the reps a rundown of the presentation at a luncheon meeting yesterday (9).

Mailman, Exposure Selling Strong as WOR-TV Returns

NEW YORK, Oct. 10 .- WOR-TV, which returns to the air Monvertiser line-up for both "The Merry Mailman" and the Satur-day night "Double Exposure" schedule. "Mailman," which will new syndicated film sponsors, Ehlers Coffee on "Pulse of the City," and Conte on the Lilli Palmer show. Conte, in addition, has bought a one-minute adjacency on the Palmer show. Other Saturday night spots were sold to Northwest Airlines, N. Y. Tele-phone Company and Wrigley Chewing Gum.

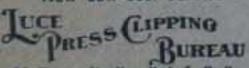
WOR-TV lost two spot carrying deals to WABC-TV during its blackout, the "Italian Film Theater" and the Whelan Drug ac-count. The "Mailman" sponsors are Ralston-Purina for 39 weeks, TV Time Popcorn for 52 weeks, and Polato Head.

NBC AFFILIATE in DETROIT OWNED AND OPERATED SY THE DETROIT NEWS NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERY CO



Luce Press Clipping Bureau is now the largest in the country. Our LUCE offices are ideally located to insure prompt saturation coverage of big city and grass roots newspapers, daily and weekly national consumer and business publication-every periodical you use.

Write for Details of This New Low-Cost Service



27 Thames St., New York 6, H. Y. 104 W. Linwood Blvd., Kansas City, Mo. 9:30.

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

FCC Issues 2 TV CP's; Total 575 WASHINGTON, Oct. 10 .- The Federal Communications Comission this week issued two new TV grants, bringing total authorizations to 575, including 467 postfreeze rants of which 22 are for non-commercial, educational opcration.

Recipient of the educational CP, the second in two weeks, is Wis- sor seven shows, including two consin State Radio Council, Madison, Channel 21, This week's commercial CP went to Wabash vid Lundy. The 52-week contract, Valley Broadcasting Corporation, starting October 25, was made by Terre Haute, Ind., Channel 10.



Stone is owner and packager and emsee of the program which includes, among other personal-Stone to deliver these local fa-vorites on the "HTJ" and other artists of like caliber.

KLAC-TV Sets 6G Time Pkge.

HOLLYWOOD, Oct. 10. - A \$6,000 per day package time purchase for KLAC-TV Sunday time was made this week by Dr. Ross dog and cat food which will spontelefilmed offerings and spot announcements, according to station's general sales manager, Da-Rockett-Lauritzen agency for Dr. Ross, and Jack Mulligan, station account executive.

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

KTTV Takes Top 5 In Sept. ARB Study

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

figures showed this week. Topping the multi-weekly shows was "Sheriff John" with an 11.9. "Time for Beany," in its first rating since moving to Chan-

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

slot is effective October 20, with mind." Swayze filling the time on a sustaining basis in the meanwhile. telepathy, little of it came across.

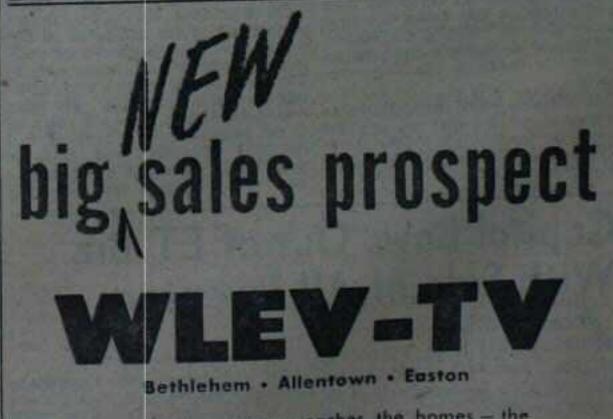
She Fizzles Instead of She Sizzles

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

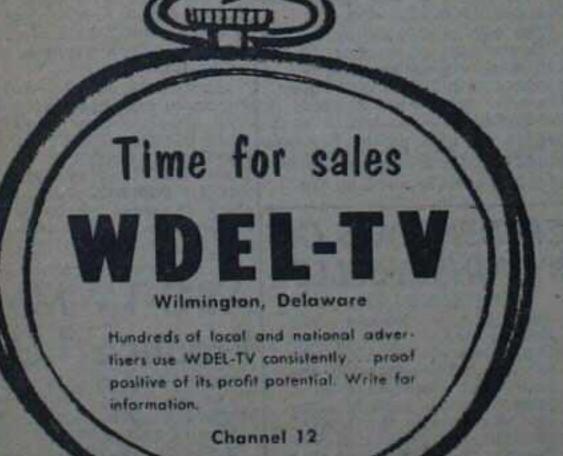
But alas! On her appearance in Richard Afton's "Music Hall," the gal showed a pretty face, but not much else. BBC brass had insisted on plugging up vast areas of her normal costume and censoring most of her lyrics.

Wailed Danielle, "What a fuss! Sex appeal is not in zee body, it The sale for the 9:30-9:35 p.m. is not in zee clothes. It is in zee

But with few viewers tuned to



Pre-planned coverage reaches the homes - the people-in this rich market. Write for information,







Take "Three" with Fibber McGee

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

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

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

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

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

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

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

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

headquarters for new ideas ... NBC RADIO

TELEVISION-RADIO 6 NEWS CAPSULES-COAST TO COAST 'Tactic Triad,' WLW Radio Venture; 'Dr. Christian' Ailing After 17 Years

CINCINNATI, Oct. 10 .- Crosley | 'DR. CHRISTIAN'

Broadcasting Corporation this FUTURE DIM week launched a new radio sales campaign technique for advercampaign is designed to carry out Crosley's belief that to truly test radio's power you have to measure its cumulative audience over an extended period. In line with 8:30-9 p.m. this, Crosley is producing three editions of a show "700 Limited" which will be programed morning, afternoon and evening over WLW here, with first edition teeing off Monday (12) from 7 to 9:30 a.m. Each show will be produced by a staff of its own, with a news-weather-music-features format, similar to that of NBC-TV's "Today."

NEW YORK - The future of "Dr. Christian" is in doubt on tisers, based on eight months of CBS-Radio after 17 years of audience and program research. broadcasting. The current cycle boun. Tagged "Tactic Triad" (sales, pro-contracted for by the sponsor, NBC DROPS DEAL graming and promotion), the Chesebrough, runs out after the WITH ART FORD broadcast of January 6, and the show is said to be losing favor with the advertiser. The Jean Hersholt vehicle is on Wednesday

PIEL'S BREWING FIGHT DEAL

NEW YORK-Piel's beer is interested in buying a five-minute where but in New York City be- clause this week, and NBC de- Roosevelt Hotel for luncheon.

cause it is taking place in Madi-son Square Garden. The technique established by WOV. bout.

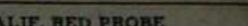
THE BILLBOARD

NEW YORK-Altho NBC last week announced that Art Ford would emsee the web's new twohour deejay show (starting October 17), it seems there won't be The fight will be telecast every- "subject to reasonable approval" TV?" The meeting is at the inducement to set conversion in TV?" The meeting is at the VHF areas, Peoples Broadcasting

cided to drop the whole thing CALIF. RED PROBE rather than chance a law suit. STILL IN MOOT STAGE Miss Judis said she decided against the Saturday a.m. NBC against the Saturday a.m. NBC show, because an all-night disk jockey needs his sleep. She also objected to the fact that the show was being offered to sponsors, via trade paper ads, since her pact with Ford restrains him from paper ads, fearing possible sponsor conflicts. Mean while Epstein terms Ford "a captive disk jockey" and opines that WNEW's turn-New York, was exceptionally suc- down constitutes a "breach of cessful in the Marciano-LaStarza contract." The lawyer notes that bout. would have made 20 times as much for the NBC stint as he does at WNEW, where he toils on an across-the-board basis.

RADIO-TV EXECS SKED MEETING ...

NEW YORK-The Radio and a Ford in the network's future after all. Ford's lawyer, Howard Epstein, maintains ' the deejay's Guest speaker will be Tom Flanacontract with WNEW here per- gan, managing director of the mits him to work on other stations Station Representatives' Society, of the Olson-Turpin fight on Oc- at will, but the indie's manager, whose subject is "Network Invatober 21 on WCBS, New York. Bernice Judis, invoked the pact's sion: Is It Healthy for Radio and



OCTOBER 17, 1953

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

PEOPLES B'CASTING PLEA FOR FEE-TV

WASHINGTON-Fee-TV would enable UHF stations to complete with VHF by offering "unique and different programing" as an Company, holder of a CP for UHF Channel 41 in Trenton, N. J.,





OCTOBER 17, 1953

THIS WEEK'S SPOTLIGHT FEATURE

TV Film Production

TV Film Muscling Out Movies On H'wood Employment Scene

Vidpix Absorb Manpower Resulting From Cut in Theatrical Pic Output

HOLLYWOOD, Oct. 10._____ Fledgling TV film industry is demand for name stature, talent to the stature talent to talent to the stature talent to talent tal rapidly becoming the dominant employer on the Hollywood pic-ture scene and may well out-distance the old and well-en-trenched theatrical movie industry tapering theatrical production. TV

is today responsible for employing more than 50 per cent of Holly-wood's assistant directors, more than 40 per cent of its directors, for 40 per cent of its film editors, cameramen and sound technicians, for a third of its established screen writers. More than 50 per cent of its Class, A actors are of 25 per cent of film editors, are of 25 per cent of film estimate

and industrial factors. Movie production budgets have been cut, thereby reflecting in manpower

determine a comparison between paychecks are getting fatter while film continues to absorb man-power from the movie side of the film fence. the two, inasmuch as individual the radio musician's wanter in union members divide their time and talents between the two entertainment media.

screen writers. More than 50 per cent of its Class A actors are working in telepix. Hollywood's film processing labs are working at a new high in an effort to keep with TV's demands. Theatrical movie employment Theatrical movie employment A membership has worked in the continues the downward trail in new field. An accurate breakface of a combination of economic down between movies and TV films is not possible as far as SAG members are concerned since many actors cross the line between the two regularly.

employer on the Hollywood pic-ture scene and may well out-distance the old and well-en-trenched theatrical movie industry if the current trend continues. As it now stands, the telepix tide continues to swell in the face of the face of the current pace with other union old movie industry in some fields. In other fields, it is difficult to the broadcast field. TV film



Rillhoard M SECTION

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

plus, rotated weekly,

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



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

Roach Plans Stable Of TV Film Thesps

Actors to Be Used Interchangeably For Telepix and Theatrical Movies

HOLLYWOOD, Oct. 10.—Bor-rowing a page from the legiti-mate theater, veteran producer Hal E. Roach Sr. this week told The Billboard of his intention to establish a stable of actors for establish a stable of actors for this movement has merit on at HOLLYWOOD, Oct. 10 .- Upon TV film production. Roach soon least two counts. At Screen Directors' Guild, a completion of the remaining 15 will inaugurate his plan with the

hired. Fewer films are being pro-duced, hence, fewer production comparison between the two on half-hour "Dragnet" episodes at shooting of the first of three pilot that over-exposure to the public is detrimental to the personalities involved. Roach likens this to the format of the comic strips. Comic strips, he explains, offer a little bit every day with the result that some have lasted as much as 40 ture production plans envisage Rogers or a Jimmy Durante took hour-long shows broken into to the vaude circuit between stints in musicals or plays with the result their welcome never wore

back to pre-war levels, have also to assistant directors, taken toll on movie production star contracts and year-round Screen Writers' Guild are emcontracts with writers and directors. Those freed from contractual jority still scripting for movies



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

Mrs. Florence Pierce, Philadelphia home economist, prepares one complete meal using electrical kitchen appliances in each show. be one-minute electrical com- George Cleveland. mercials of all types, integrated two-minute electric kitchen commercials, and two-minute household hints sections.

Seitz Twins to **Star in Series**

NEW YORK, Oct. 10 .- Inter-Continental TV films this week the Seitz twins.

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

Scott Appointed Treasurer of G-K

office drops are responsible in a field still gets the lion's share of plans final preparations for pro- for national sponsorship or syndilarge part for these cuts. Further, the credit, since Hollywood's top- duction of a new vidpix series, cation. studios' costly change-overs to paid directors are still employed "Pete Keny's Blues," which the ayoffs. Loss of the highly lucra- is catching up on the movie side tive foreign markets, still not and surpasses it when it comes

ployed by TV film with the mawhile tending to telepix assignments as well. Of these, a full 125 are devoting full time to TV film. Approximately 35 per cent of the members of the International Al-liance of Theatrical and Stage Employees' 18 film locals here

Goodwins to Direct 'Lassie' Teleseries

HOLLYWOOD, Oct. 10 .- Veteran screen and TV director Les would prefer syndication, tho not Robert Maxwell Associates to direct the "Lassie" tc'film series which starts rolling Wednesday (14) at Goldwyn Studios. Initial production sked calls for three pictures in color. Exteriors were filmed several weeks ago near

3d 'Cowboy G-Men' Series Is Prepped

HOLLYWOOD, Oct. 10 .- Shooting will start October 21 in the third group of 13 half-hour "Cowboy G-Men" series by Telemount-Mutual with interiors in the Jerry Fairbanks Studio and exteriors later at Ingraham's Ranch. Pro-

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



hands are needed. National box- a dollar-earned basis, the movie the end o' December, Jack Webb films which are projected as series things, still .the offing.

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

"Pete Kelly's Blues" have not been actors. formed, Mark VII indicated it takers.

The TV film stock company third-dimensional and big-screen by the theatrical field. On a basis Mark VII Productions' head sev- players would be used inter-processes have created temporary of shooting days worked, TV film eral years ago aired as an NBC changeably between his projected radio summer replacement. Only TV film series and theatrical preliminary work has gone into movies. For the present Roach years. In the entertainment inthe proposed series, according to intends to go along with the cur- dustry, this premise has been ap-More than 400 members of Mike Meshekoff, Mark VII pro- rent trend of filming his TV series plied in cases where performers, ducer, with casting, among other in half-hour segments, tho his fu- such as the Barrymores, Will varying segs.

The decision to establish a stock company for TV film production thin. is a reversion to Roach's previously highly successful motion picture formula when he had under contract such people as Laurel and Hardy, the "Our Gang Comedy," Jean Harlow, Vic Mature, Carole Landis, Patsy Kelly, Char-While definite plans for the dis- ley Chase and Brian Aherne, plus tribution and sale of the projected reliable and competent supporting

Not only would this step con-Goodwins this wee': was inked by snubbing any national sponsorship video and silver screens, Roach solidate the marriage between the reasons, but is the logical ap-

SEG Asks New Benefits Available with the series will Calgary, Alta. Tommy Rettig, Jan Clayton and From Film Producers

> proposals submitted this week to after initial use." motion picture producers by the Screen Extras Guild.

the series which stars Russell new with the Guild which sub-Hayden and Jackie Coogan. new with the Guild which sub-mitted the union's proposed con-ployment." mitted the union's proposed con-tract to the Association of Mo-tion Picture Producers (majors), and Society of Independent Mo-tion Picture Producers, independent motion picture producers unaffiliated with any organized producers' group.

As the certified collective bargaining agency for extra work in all forms of motion pictures, the NEW YORK, Oct. 10 .- Gordon Guild submitted its proposals in M. Day Productions here has is- accordance with its 1952 collective HOLLYWOOD, Oct. 10 .- Mar- sued a Spot Production Cost Esti- bargaining contract with the pro-

HOLLYWOOD, Oct. 10. - In- | additional payment of 5 per cent creased wages ranging from 10 be made to extra players "when to 15 per cent, paid vacations, old- films produced for theatrical disage pensions, health and welfare tribution are televised or reissued. funds and additional payment for televised or reissued films are highlights of collective bargaining films made for TV are reused

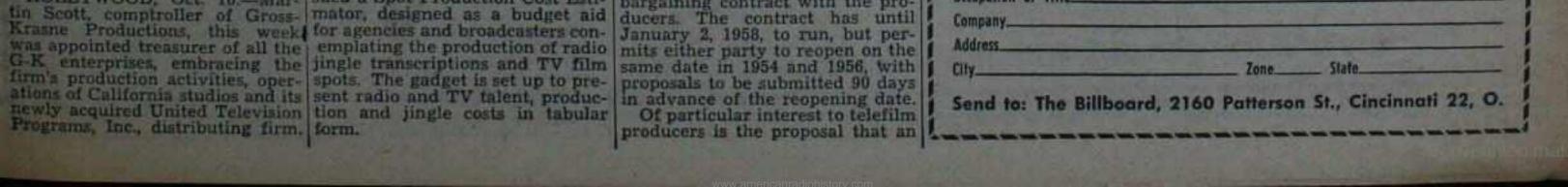
Another major point was the Guild's request that producers The paid vacations proposal and agree to establish "a joint guaranthat of the old-age pension, health teed annual employment commit- a time" should not only help in the completed plans for another half- ducer Henry Donovan meanwhile and welfare funds and extra fees tee to explore ways and means of acceptance on video of the actors, hour series of video films starring inked Thor Brooks to direct six of for reissues and telecasting are assuring registered extra players

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

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

Tho admittedly a thing of the future when the present half-hour show trend diminishes, Roach already is mapping intended pro-duction of an hour-long film series that would be broken into from four to as many as seven or nine segments. This division which presents personalities a "little at but greatly enhance their drawing power in the theater, Roach believes.

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TV FILM

OCTOBER 17, 1953

Ask \$1.3 Mil for **Old Goldwyn Films**

ing price for video distribution In order to realize such a sum, rights to the package of 13 old unusually high prices would have Samuel Goldwyn-produced fea- to be paid for the features. Sta-tures is a minimum of \$1,300,000, tions in Los Angeles and here according to reliable reports. A would have to be willing to pay guarantee of between \$100,000 as much as \$15,000 per film for the rights, it has been estimated. price set by Howard Productions. The top price paid for a picture the owner of the films. This, of in the New York market by a course, would only be against the major network flagship is said to producer's share of the gross, be about \$7,500. which would be 75 per cent, the

Frye Cancels Telescription Pact With UTP

Frye this week canceled the worth," "Kid Millions" and "Bull-United Television Programs con- dog Drummond." tract to distribute his package of 1,075 telescriptions. Frye, a former co-owner of UTP, was re-cently bought out of the firm, but MPTV Picks had 60 days in which to withdraw his transcription package.

All during this time, UTP was to get half distribution commission. The regular UTP distribution cut on the package was 22.5 per cent. Frye has had talks with Midwestern sales manager of Mo- sic Corporation of America, will Matty Fox, of Motion Pictures for TV, to see what kind of offer that quartering in Chicago. He will firm would make for distribution replace John Cole, who has been rights.

consists of 275 Studio and 800 ation. Snader telescriptions. Frye has also withdrawn "Cafe Continenwas an officer of the firm.

NEW YORK. Oct. 10 .- The ask- | distributor collecting 25 per cent.

Howard Productions might decide to distribute the feature package itself. It has an exec with some experience in TV film distribution in Manny Reiner. The prices asked for this film is reminiscent of the \$2,500,000 asked for 12 features by David Selznick. His venture into TV died because he could never realize the kind of money he wanted. The Goldwyn package includes

such names as Ronald Colman, Walter Huston, David Niven, Jascha Heifetz and Eddie Cantor. HOLLYWOOD, Oct. 10 .- Ben Among the pictures are "Dods- drive into the distribution of local

Dick Feiner

Feiner this week was named O'Connor, who was with the Mution Pictures for Television, head-

with MPTV since its inception, sales.

D. C. TIE-IN PLUGS TV, 3-D

WASHINGTON, Oct. 10. -A promotional stunt designed to boost both 3-D and TV audiences in this area has spectators going in circles. TV emsee Roy Meachum appears on the screen at every performance of the only 3-D equipped drive-in theater here, where audiences at every performance see a 3-D version of Meachum on the screen urging them to catch his morning show on WTOP-TV. Tuning in Meachum on TV, the same audiences are urged to catch the latest feature at the drive-in.

Official Adds **Four Salesmen** In Local Push

NEW YORK, Oct. 10 .- Official Films this week added four men to its sales staff, bulwarking its Gilbert, were with Prockter Syn- mainly to "Music Hall Varieties," dications International, which is on the verge of being sold (The Billboard, October 10).

Official's other two new sales staffers are Walter Steer and Pat O'Connor. Formerly an assistant producer on "Secret File USA," NEW YORK, Oct. 10. - Dick Steer will cover New England. handle the Midwest.

Both Gilbert and Ross will trouble-shoot the major markets. moved to Los Angeles, to head Gilbert will roam New York The Frye telescription package the film distributor's Coast oper- State, Pennsylvania, Ohio and go the NBC-TV net last year, the Bureau of Chicago, will cover the as far West as Michigan. Ross Cole, of course, replaces the re- will handle the major cities of the tures Glenn Langan. Arthur cently resigned Dave Wolper. East. Official now has nine sales- Alexander of the firm said if the Frankel, previously of WEW, St. tal" from UTP, which was slated Feiner was Wolper's assistant and men on its payroll. Herman Rush series clicks as a syndicated prop- Louis, will work out of that city, to get syndication rights while he is being promoted. He has been is director of national syndication erty, additional episodes may be and Henry Loeff will work out

Official Shows Profit After Last Year's Loss

NEW YORK, Oct. 10 .- Official (its three-minute musical shorts Films materially improved its fi-nancial position during the fiscal enue during the fiscal year, but year ending June 30, 1953, by which carry no value in its stock, showing an income, before fed- holder report under the comeral taxes, of \$76.882 in contrast pany's general policy of amortito the previous year's net loss of zation. \$524,027, according to its statement to the stockholders.

Official's income from its TV the company is required to issue notes and accounts receivable tain specified conditions during were \$106,023. The net sales and the preceding year. rentals of "other films," aside from its TV series, were \$351,967.

Official had "My Hero," starring Robert Cummings, sponsored by Philip Morris during the last season, and "Terry and the Pirates" by Canada Dry on a spot network. On "Four Star Playhouse," the firm is sales agent. Both of the Official-owned shows drive into the distribution of local are being locally syndicated this film shows. Two of its new sales. Its reference to other men, Charles Ross and George film, in the statement, refers

'Boss Lady' To Alexander

A Alexander Productions is set Atlantic states. Charles Alsup, to distribute the series of 13 half- who was formerly with Arrow hour filmed "Bocs Lady" pro- Productions, which TPA bought grams after its acquisition this out, will cover the Rocky Mounweek. Originally produced by tain States. Alan Reinhart, for-Jack Wrather and released over merly with the National Research series stars Lynn Barl and feaproduced.

Option to Buy

Under its agreement with Hal The report also reveals that Hackett, the president of Official. film series during the fiscal year to him annually for five years an was \$1,333,733 and that the cost option to buy 25,000 shares of of these TV programs was \$1,176,679. On June 30, Official had on hand \$165,552, and its granted, provided he has met cergranted, provided he has met cer-

> Official has been authorized to issue 2,000,000 shares, but has issued only 1,494,903. It has given outstanding options for 55,000 shares. The report says that the "current outlook is for another profitable year." Isaac D. Levy is chairman of the board of Official.

TPA Appoints **Regional Reps**

NEW YORK, Oct. 10 .- Television Programs of America, Inc., has named five more regional salesmen. Robert Hoffman. formerly with Unity Television Cor-HOLLYWOOD, Oct. 10 .- M & poration, will cover the mid-New England area. Leonard of Miami, Fla.

> | How sold: Nationally to Revion Distributor: MCA-TV Ltd. ROCKY JONES, SPACE RANGER Running time: 30 minutes Number in series: 26 Type: Adventure for children Stars: Dick Crane and Sally Mansfield Producer: Roland Reed Productions How sold: Syndicated Distributor: United Television Programs, ROY ROGERS Running time: 30 minutes Number in series: 10 Type: Western adventure Stars: Roy Rogers, Dale Evans with Pat Brady Producer: Roy Rogers Productions How sold: Nationally to General Foods -NBC-TV RAMAR OF THE JUNGLE Running time: 30 minutes Number in series: 52 Type: Adventue Stars: Jon Hall, Ray Montgomery, Nick Stewart Producer: Arrow Productions How Sold: Syndicated Distributor: Televialon Programs of America THE FORD THEATER Running time: 30 minutes Number in series: 31 Type: Dramatic anthology Stars: Various Producer: Screen Gems, Inc. How sold: Nationally to Ford Motor Com-pany syndicated as Your All-Star Theater Distributor: Screen Gems, Inc. TOPPER Running time: 30 minutes Number in series: 26 Type: Dramatic comedy Stars: Anne Jeffreys and Robert Sterling with Leo G. Caroll Producer: John W. Loveton for Loveton-Schubert Productions How sold: Nationally to Camel Cigarettes -CBS-TV WATERFRONT Running time: 30 minutes Number in series: 26 Type: Dramatic Stars: Preston Foster, Lois Moran, Kathleen Crowley, Freda Inescourt Producer: Roland Reed Productions How sold: Not sold Distributor: United Television Programs, Inc WHERE'S RAYMOND? Running time: 30 minutes Number in series: 30 Type: Musical situation comedy Stars: Ray Bolger with Allyn Joslyn, Richard Erdman, Betty Lynn, Clair Dubrey and Frances Karath Producer: BAR Enterprises, Inc.; Jerry Bescher, annihiert YOU BET YOUR LIFE Running time 30 minutes Number in series: 39 Type: Comedy quiz show Star: Groucho Marx Producer: Filmcraft Productions; John Guedel, producer How sold: Nationally to DeSoto-Plymouth Deslers-NBC-TV YOUR GOSPEL SINGER

TV Film Series In Production

The following list contains pertinent information of TV film series now in production or on which production is planned in the near future. These are series now in production and do not include pilot reels. List covers series that are sold nationally, spot booked or produced for syndicated sale.

ADVENTURES OF OZZIE AND HARRIET Running time: 30 minutes Number in series: 40 Type: Family situation comedy Stars: Ozzie, Harriet, David and Ricky Nelson Producer: Stage 5 Productions How sold: Nationally to Listerine and Hotpoint-ABC-TV A DAY IN THE LIFE OF DENNIS DAY Running time: 30 minutes Number in series: 39 Type: Situation comedy Star: Dennis Day Producer: Denmack How sold: Nationally to RCA Victor-NBC-TV ADVENTURES OF KIT CARSON Running time: 30 minutes Number in series: 26 Type: Western adventure Stars: Bill Williams and Don Diamond Producer: Revue Productions How sold: National spot to Coca-Cola Distributor: MCA-TV Ltd. ANNIE OAKLEY Running time: 30 minutes Number in series: 13 Type: Western drama Stars: Gail Davis, Brad Johnson and Jimmy Hawkins Producer: Colbert Clark How sold: Nationally to Canada Dry Ginger Ale-CBS-TV BIG TOWN-HEART OF THE CITY Running time: 30 minutes Number in series: 104 Type: Dramatic Star: Patrick MaVey Producer: Grosse-Krasne, Inc. How sold; Big Town first run nationally to Lever Bros. BURNS AND ALLEN SHOW Running time: 30 minutes Number in series: 40 Type: Situation comedy Stars: George Burns and Gracie Allen with Bea Benaderet, Larry Keating and FAMOUS PLAYHOUSE Harry Von Zell Producer: The McCadden Corp.; Fred DeCordova, producer; Al Simon, associate producer How sold: Nationally to B. F. Goodrich and Carnation Milk Co.-CBS-TV CAVALCADE OF AMERICA Running time: 30 minutes Number in series: 13 Type: Historical drama Producer: Jack Chertok Productions How sold DuPont Co. of America-ABC-TV CAVALCADE OF AMERICA Ronning time: 30 minutes Number in series: 10 Type, Historical drama

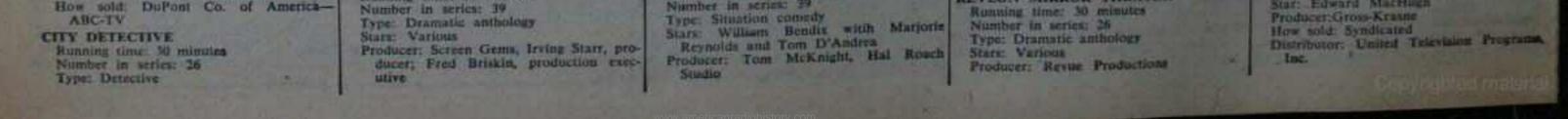
Producer: Sovereign Productions

Star: Rod Cameron Producer: Revue Productions How sold: Syndicated Distributor: MCA-TV Ltd. DRAGNET Running time: 30 minutes Type: Detective Stars: Jack Webb and Ben Alexander Number in series: 39 Producer: Mark VII Productions How sold: Nationally to Liggett & Meyers-NBC-TV DUFFY'S TAVERN Running time: 30 minutes Number in series: 26 Type: Comedy Star: Ed Gurdner Producer: Hal Roach Jr. How sold: Nationally to Scott Paper Co. -NBC-TV DEATH VALLEY DAYS Running time: 30 minutes Number in series: 40 Type: Western dramatic Stars: Top stars Producer: Dorrell McGowas How sold: Nationally to Pacific Borax Co. Distributor: Modern Talking Pictures FOLLOW THAT MAN Running time: 30 minutes Number in series: 26 Type: Detective Star: Ralph Bellamy Producer: William Esty Agency How sold: Syndicated Distributor: MCA-TV Ltd. FOUR STAR PLAYHOUSE Running time: 30 minutes Number in series: Indefinite Type: Dramatic anthology Stars: Various with Charles Boyer, David Niven and Dick Powell as hosts. Producer: Four Star Productions-Don W. Sharpe Agency How sold: Nationally to Singer Sewing Machine Co .-- CBS-TV Running time: 30 minutes Number in series: 220 Type: Dramatic anthology Stars: Various **Producer: Revue Productions** How sold: Syndicated Distributor: MCA-TV Ltd. FIRESIDE THEATER Running time: 30 minutes Number in series: 44 Type: Dramatic anthology Stars: Various with Gene Raymond as host Producer: Frank Wisbar Productions How sold: Nationally to Proceer & Gamble-NBC-TV LIFE OF RILEY FORD THEATER Running time: 30 misutes Running time: 30 minutes

How sold: Nationally to Ford Motor Co. How sold: Syndicated GENERAL ELECTRIC THEATER Distributor: NBC-TV Running time: 30 minutes Number in series: 26 Type: Dramatic Stars: Top Stars Producer: Sovereign Productions How Sold: Nationally to General Electric Co.-CBS-TV HANK MCCUNE SHOW Running time: 30 minutes Number in series: 13 Type: Situation comedy Stars: Hank McCune, Hanley Stafford, Florence Bates, Arthur Q. Bryan Producer: Video Pictures, Inc. Distributor: Video Pictures, Inc. LED THREE LIVES Running time: 30 minutes Number in series: 52 Type: FBI spy story. Producer: Ziv Television Programs How sold; Syndicated Distributor: Ziv Television Programs LOVE LUCY Running time: 30 minutes Number in series: 32 Type: Situation comedy Stars: Lucille Ball and Desi Arnaz with Vivian Vance and William Frawley. Producer: Desilu Productions; Jess Oppenheimer, producer How sold: Nationally to Phillip Morris-CBS-TV INNER SANCTUM Running time: 30 minutes Number in series: 39 Type: Psychological drama Stars: Various Producer: Galahad Productions How sold: Syndicated Distributor: NBC Film Division I MARRIED JOAN Running time; 30 minutes Number in series: 26 Type: Situation comedy Stars: Joan Davis, Jim Backus Producer: Joan Davis Enterprises, P. J. Wolfson, producer How sold: Nationally to General Electric -NBC-TV JEWELER'S SHOWCASE Running time: 30 minutes Number in series: 25 Type: Dramatic Stars: Various Producer: Sovereign Productions How sold: National spot to Hamilton Watch Co. Distributors: Stuart Reynolds JOE PALOOKA Running time; 30 minutes Number in series: 78 Type: Family situation with emphasis on sports Stars: Joe Kirkwood Jr. and Cathy Downs with Sid Tomack and Maxie Rosenbloom Producer: Guild Films; Richard Bare, producer How sold: Regionally Distributor: Guild Films LIBERACE Ronning time: 30 minutes Number in series: 26 Type: Musical Star: Liberace Producer: Guild Films Co. How sold: Syndicated Distributor: Guild Films

LETTERS TO LORETTA Running time: 30 mintues Number in series: 35 Type: Dramatic anthology Star: Loretta Young Producer: Lewislor Enterprises, Inc.; Matthew R. Rapf, producer How sold: Nationally to Procter & Gamble-NBC-TV LIFE WITH ELIZABETH Running time: 30 minutes Number in series: 39 Type: Domestic comedy Stars: Betty White, Del Moore Producer: Guild Films How sold: Syndicated Distributor: Guild Films MAKE ROOM FOR DADDY Running time: 30 minutes Number in series: 39 Type: Family situation comedy Star: Danny Thomas with Jean Hagen, Sherry Jackson, Rusty Hamer Producer: Marterto Productions, Inc.; Louis P. Edelman, producer How sold: Nationally to American Tobac-co Co. and Spiedel Watchband Co.-ABC-TV MEET MR. McNUTLEY Running time: 30 minutes Number in series: 39 Type: Situation comedy Stars: Ray Milland with Phyllis Avery, Minerva Urecal, Gordon Jones Producer: Revue Productions How sold: Nationally to General Electric -CBS-TV MY LITTLE MARGIE Running time: 30 minutes Number in series: 39 Type: Situation comedy Stars: Gale Storm and Charles Farrell Producer: Roland Reed Productions How sold: Nationally to Scott Paper Co. -NBC-TV OUR MISS BROOKS Running time: 30 minutes Number in series: Indefinite Type: Situation comedy Stars: Eve Arden with Gale Gordon. Robert Rockwell, Dick Crenna Producer: Desilu Productions How sold: Nationally to General Foods -CBS-TV PEPSI COLA PLAYHOUSE Running time: 30 minutes Number in series: 26 Type: Dramatic anthology Stars: Top stars Producer: Revue Productions How sold: Nationally to Pepsi-Cola Co. ABC-TV Distributor: MCA-TV Ltd. PRIDE OF THE FAMILY Running time: 30 minutes Number in series: 26 Type: Family situation comedy Stara: Paul Hartman, Fay Wray, Natalie Word, Bobby Hyatt Producer: Revue Productions How sold: Nationally to Bristol-Meyers and Armour Co.-ABC-TV PRIVATE SECRETARY Running time: 30 minutes. Number in series; 26 Type: Situation comedy Stars: Ann Southern, Don Porter Producer: Jack Chertok Productions How sold: Nationally to American Tobacco Co .- CBS-TV

Running time: 15 minutes Number in series: 26 Type. Gospel songs with homsey philosophy LEVLON MIRROR THEATER



OCTOBER 17, 1953

THE BILLBOARD TV FILM BUYING SERVICE

ARB Ratings of Non-Network TV Film

category by category and markets in which they are currently rated

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

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

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

Further rating information is available thru American Research Bureau, National Press Building, toss at me. They knew that I film, as shown by the success of Washington 4. D. C. or thru its branches at 516 Fifth Avenue, New York, and P. O. Box 6934, Los have been on both sides of the filmed series and sponsors' Angeles 22

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Production of H'wood, **TV Films Dissimilar** IIN JACK GROSS

President, Gross-Krasne Productions

differ from making TV films?"

This is one question which my will want it. many friends in the theatrical te to touch upon some of the ist between the two media. sic differences as an indication the distance that exists beeen the two fields in some ases of the operation, and how

osely akin they are in others. Let's look at the audience. hen I was an exhibitor 3 years go. I quickly learned that the Im has to be tailor-made for the neater audience. I've always ied to remember this when I ter entered the theatrical prouction field, and I still try to bide by this thought in TV film roduction. The movie maker of few years ago aimed his prodct at a couple of thousand theaers and their audiences. The TV Im producer of today has to visalize 30,000,000 theaters - the omes of television's viewers, ach with its separate audience. ach with its individual tastes nd interests.

Knob Snobs

What's more, these audiences re far more expert and considerbly more demanding than ever efore. TV viewers today see far nore filmed fare in a single eveing than the movie goers of yeserday saw in a month. The old lays of selling a potential audince on going to the theater with allyhoo and the various devices f the publicist's art do not hold rue in TV film. Even if you sell te audience on tuning in, you an't hold them captive in their 'theater" as did the movie prolucer. If the product has been oversold, they merely turn a knob o a more suitable program. And oss of audience spells disaster in an industry based upon audiencesize ratings. Of course, there are self-evident differences. The TV producer works at a fraction of the theatrical motion picture producer's budget. But audiences don't care about what a show costs. They are in the habit of receiving flawless films and high production values in Hollywoodmade movies, and they had better get them on TV or they'll look elsewhere for their entertainment. The TV film producer must then turn wizard, stretch dollars, cut corners and deliver product on a par with the audiences' demand and expectations.

"How does movie production | shod fashion. It can't be a production-belt product or no one

The American viewing public's motion picture industry always ever-increasing preference for fence, and they feel that a simple mounting support of TV film swer is in order. The answer is shows, proves that the TV film from simple. Actually, the producer has been able to achieve ace here won't permit a full the seemingly impossible in remparison. However, I would solving these differences that ex-

> Still, the they may be miles apart in many respects, they are



JACK GROSS

The young in years, Jack Gross is a veteran showman. He was lured to showbiz early in life, working first as an usher during afterschool hours at hametown New York movie houses, then as a proiectionist at St. Joseph, Mo., and then a theater manager in towns ranging in size from Eldorado, Kan., to Minneapolis, San Francisco and Los Angeles, before being appointed Western division manager of RKO theaters. In 1939 he was made a producer at Universal Pictures, remaining there until 1943, when he was appointed executive producer at RKO. Numerous box-office successes come under the Gross banner in films, starring the foremost screen celebrities. Today Gross, along with his partner and co-producer, Phil Krosne, head their own production firm, making "Big Town" (re-issued as "Heart of the City"), have their own production lot (California Studies) and have just acquired full control of their own distribution firm, United Television Programs, Inc.

C1.11.1	No. Sets	August	Sets		No		
Children's	in Market	ARB	in Use	Station Used	Stations in Market	Days Shown	Time

	Baltimore \$10,000 0.5 4.3 WAA New York	AM	
	Philadelphia	1	10.
TIME	FOR BEANY (15 min -weekly-Consolidated TV Sales)		
	Boston 1.078.000 4.4 9.7 WNA	AC 2 T-W-Th-P	

Chicago	1,580,000	0.4 10.7	WGN	Accessed	HINH	 41434	2200 1	p,m
Chicano	1.530.000	0.4	WGN	and a state of the		 2:15	5:30 (2, m.
Detroit	896,000	5.8	WWJ		to P	 5:00-	5:30 \$	p.m.
Los Anzeles	1,475,000	4.5	KTLA		1 10 F	 7:15	7:30	p.m.
New York		12 42	WCBS	1.11.1.7	t to F	 7:45-	5:00 a	a.m.
Philadelphia	1.270.000	5.2 47.0	WCAU			 1:13-	1:45	p.m.
Phil delphis		4.7 18.9	WCAU		to F	 5:30-	6:00	n.m.
San Francisco	708,000	14.1	KPIX		t to F	 5:00-	5:15	p.m.

WHLLIE WONDERFUL (15 min .- 65 rel -- Official Films, Inc.)

Comedy	No. Seta	August	Sets In	Station. Used	No. Stations in Market	Days Shown	Time
	Market	Rating	Ute	Cas	C III HIAIKIN I	SHUWA	1 411116
ARBOTT & COSTELLO (30	min -26 rel -	MCA-TV)	140 2 3 3	minut m	Sec. Sec. Sec.	Sector Sector	0-10-10-00 -

THE RUGGLES (30 min -52 rel -Station Distributors)

Drama No. Seis Annus Seis Station No. Days	
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DELICA	FAIRBANKS PRI	ESENTS in min-	39 ret - NBC	Film Divisio	193.	the second s	10 Mar 1	
	Buildingster	410.000	STATES AND ADDRESS	43.6	WRAL			ł
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In joing G-K, Hyde severs and Wagner will be concerned
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 OF HANS CHRIS. ANDERSEN (30 min -26 rct - Interstate Television)
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 < ETRANCE ADVENTURE (30 min-52 ret.-CRS-TV Film Sales) TALES OF HANS CHRIS, ANDERSEN (30 min - 26 rel,-Interstate Television) Elizabeth." (Continued on page 12) littles.

No Time

The time element is another evident factor. The producer's organization must be stream- 30,000,000 theaters every night of lined to move with the exactness and precision of a well-trained army. There's no time for tempermental artists, no time for miscalculation, no time for error. The TV film producer must fight the clock from start to finish, but the film cannot be, must not be, and is not whipped out in a slip-

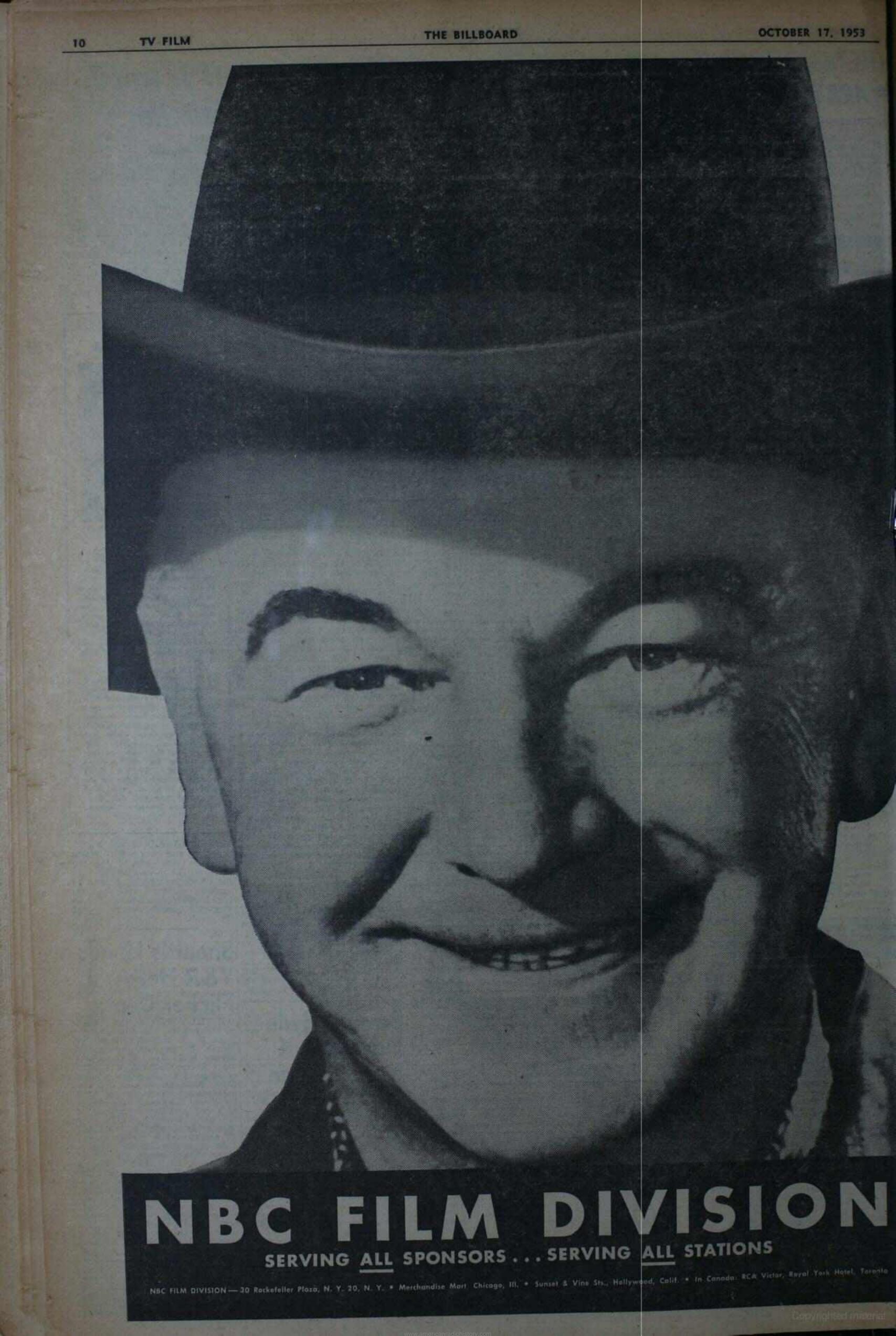
Donald Hyde Named G-K **Exec** Veepee

100 p.m. Donald Hyde this week decided to by Walter Bunk veepee in charge 100 p.m. forsake the ranks of talent h - of Y & R's Hollywood office. At 00 p.m. dlers and step into . TV film the same time he named Ray 30 p.m. industry, becoming executive vee- Wagner as director of radio and 100 p.m. pee of Gross-Krasne, Inc. Post automatically makes him a key exec in the over-all G-K enter-15 p.m. prises. Son of John Hyde, he consultant on technical aspects 100 p.m. spent 14 years with the William of the production of telefilms 100 p.m. Morris agency and more recently originating here. Shourds, a pro-100 p.m. was affiliated with the Paul Small duction man at Warner Bros. for Artists, Ltd., agency where he the past 10 years, also produced handled a number of name pie- and directed numerous TV dra-:10 p.m. :00 p.m. ture thesps, writers and directors, matic productionr. Wagner has Prior to joining e Small talent been with the agency for two 30 n.m. 30 p.m.

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

Shourds Heads Y&R Hollyw'd Flicker Dept.

HOLLYWOOD, Oct. 10 .-- A newly c cated TV film department in the office here of the Young & Rubicam advertising agency will have as its supervisor Sherry Shourds, a veteran of 20 years in the motion picture field. Announcement of Shourds' HOLLYWOOD, Oct. 10 .- Agent appointment was made this week



17

HIRE HOPPY-HEN HOLD ONTO YOUR HAT!

26 brand-new half-hour films are now available for you!

"Kid stuff" they called it when Hopalong sat down to play on NBC TV.

Why? Because Hopalong Cassidy is one of a handful of truly great salesmen in America today. He has moved mountains of merchandise for an impressive group of sponsors. It's no unusual feat for him to produce record sales —such as the 200% increase he pulled out of his hat for Nehi beverages. NBC FILM DIVISION now offers you this million-dollar opportunity-wrapped up in a new package of 26 half-hour films.

Here's why Hoppy is any local or regional sponsor's best proven investment:

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

2. In share of audience here's the box score: New York, a 7-station market, 66%; Detroit, 53%; Cleveland, 79%; San Francisco, 51%. In Boston he outpulled competition more than 5 to 1.

3. Average viewers per set is a high at 2.6!

Hire this great salesman — at a local market price. Call or wire NBC FILM DIVISION today!

With "Hopalong Cassidy," NBC FILM DIVI-SION again proves its leadership and stature in Syndicated TV. It has one basic commodity: the finest show you can buy on film—from quarter and half-hour series to brand new feature pictures. For top production, you can depend on NBC FILM DIVISION—and be assured of:

1. Widest choice of high-rating hits in the industry.

2. Million-dollar production for exclusive local sponsorship at local budget prices.

3. Market-tested advertising, promotion, publicity, exploitation and merchandising as an integral NBC FILM DIVISION service.

OTHER HIGH-RATING NBC FILM DIVISION SHOWS:



THE BILLBOARD

OCTOBER 17, 1953

TV FILM

TV Station Film Buyers Pick

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

THEATRICAL

COMEDY

AS YOU TIKE IT (20th Century-Fox 1936) Commonwealth TV GENERAL SPANKY (M-G-M 1936)Comet TV DRAMA

MPIV BATTLE OF THE RAILS MUSICAL

CARNEGIE HALL (United Artists 1947)George Bagnall MYSTERY

AND THEN THERE	WERE NONE (201	h Century-Fox	1945)Quality IV
A KILLER WALKS	and the state of the		Argyle TV
NIGHT TUAIN (200	h Century-Por 1940		Argyle TV Guild Films
13 EAST STREET			

Non-Theatrical Free Films

DOCUMENTARY

EDUCATIONAL

Sterling TV, 316 W. S7th St., New York THE TITAN WHAT GREATER GIFT Texas Teachers Association, 315 W. 12th St., Austin, Tex

RELIGIOUS WHAT ONE PERSON CAN DO The Christophers, 18 E. 48th St., New York



THE BILLBOARD TV FILM BUYING SERVICE

ARB Ratings of Non-Network TV Film

category by category and markets in which they are currently rated · Continued from page 9

Documentary	No. Sets in Market	Aueust ARB Rating	Sets in Use	Station	No. Stations in Market	Days Showa	Time
CRUSADE IN THE PACIFIC Los Angeles	(30 min26	relMurch	of Time, Inc.	FECA .	7	w	8.00- 8:15 p.m.
SINCE CROSSPOADS 230 m	min -104 rel -	-Sterling, Tel	levision Co.				
San Francisco		····· 14.1	44.3	KRON .		Sa-S	7.00- 7:30 p.m.
. Washington	471,000	annes Takana		WNBW			7:00- 7:30 р.ш.
MARCH OF TIME (30 min Atlanta	352.000			wsn			9:30-10:00 p.m.
Boston Cleveland			48.1	WEWS			9:00- 9:30 p.m.
Columbus Los Angeles	269,000	6.2		WBNS .			
							1
Miscellaneous	No. Sets in Market	August ARB Rating	Sets in Une	Station Lised	No. Stations in Market	Days Shown	Time
KIERAN'S KALEIDOSCOPE	(15 min1	10 relUnit	ed Artists Te	devision)	2.00	-	6:45- 7:00 p.m.
	1.270.000			WPTZ .			6:45- 7:00 p.m.
San Francisco STRANGER THAN FICTION	708,000	A and Maria	49.8				7:30- 7:45 p.m.
Boalon	1.078.000	2.7	same Televis	WNAC			6:15- 6:30 p.m. 8:00- 8:30 p.m.
Detroit	896,003		A REAL PROPERTY OF				
THE OWNER WATER	No. Sets		1				
Musical	in Market	Angust	Sets	Station	No. Stations	Days	
OLD AMERICAN BARN D	1	Rating	Use	Used	in Market	Shown	Time
Mystery	No. Sets	Aneust	Sets	Station	No. Stations	Days Shown	Time
Piles and alertics	Market	Rating	Use	Used	in Market		
BOSTON BLACKIE (30 min				WBAL			
Boston	1,078,000,		46.5	WGN		Th	9:30-10:00 p.m.
and a start in the second start in the second start is the second start in the second start is the second	THE PARTY OF MALES	and the second second second	A set and a local state of a	A 10 MARCH 1997 AND 1997 AND 1997		T	7:30- 8:00 p.m. 8:30- 9:00 p.m.
Columbus	259,000	28.1	37.8	WHIO		T	8:00- 8:30 p.m.
and second a	HIGH DVW	20.0	and the second states and a	AND AD TO DE AND			9:00- 9:30 p.m. 9:30-10:00 p.m.
and the second s	3,565,000.	A RANGE AND A REAL PROPERTY AND	and a state of the	The second		W	7:00- 7:30 p.m.
Washington	471,900		Conser-Hilfins	A WALLE	······	T	8:30- 9:00 p.m.
CITY DETECTIVE (30 min.	L-26 telMC	CA-TV)		wen	C. Standard		10:30-11:00 p.m.
Atlanta	352,000	CONTRACTOR DESCRIPTION OF		WNBK.			
Los Angeles			41.5	KRON	June	E	,10:30-11:00 p.m.
San Francisco	108.000	**************************************	and an other states of the sta				
Boston				WBZ NTIY		M	10:30-11:00 p.m. 8:00- 8:30 p.m.
Los Angeles	ayaa 1,473,000 aa			A DO TO TALANDA A			
Chicago	1,580.000	same dellars	ARRENT OF THE PARTY OF THE	ALL DUT		Sti	7:30-8:00 p.m.
Dayton	252,000		61.3	KITV	in Trees		9:00- 9:30 p.m. 7:30- 8:00 p.m.
New York		AXXXXXXX MALES	I TT T T T T T T	4000411		P	10:30-11:00 p.m.
Philadelphia	471,000.			WTOP			
HEART OF THE CITY CO	0 min 26 rel	-United Te	le. Programs		1	e minu	10:30-11:00 p.m.
Detroit	895,000						
Los Angeles	**************************************	***********	A PARTY PROPERTY AND	AND A PATH		E	AND A REAL PROPERTY OF THE
San Francisco	708,000	A A A A A A A A A A A A A A A A A A A					
HOLLYWOOD OFFBEAT	(30 min13	rel-United	Tele. Program	AND N TYN			8:30- 9:00 p.m.
Los Angeles	475 000.	7.2.0	Contraction of the second	and a fact that the			
CALLS AND STATE	1.475,000 ·-	ACCORD FORTS	CONTRACTOR OF CONT	and the second second second second			10:30-11:00 p.m
New York	3,565,000.	5.3		WCHS WCBS		T	

Broadcast Gear For 156G Tab

NEW YORK, Oct. 10 .- Jumping on the TV color bandwagon, the General Electric Company is bringing out new equipment designed to cover every aspect of a station's color program at a total cost of \$156,800. The new equipment will enable a station to rebroadcast network color programs, originate slide and film color shows, and originate local studio color programs.

The \$156,000 cost figure breaks down to \$68,500 for slide and 16-mm. projection, \$18,800 for network rebroadcasts, and \$69,500 for local color programs. GE's 16-mm. color projector is still in the developmental state at the Electronics Parks Lab in Syracuse, with limited production scheduled for the second quarter of 1954. Unlike Radio Corporation of America and the Du Mont labs the, GE has no plans for the development of 35-mm, color film equipment.

An important feature of the GE color equipment program is that if the network color signal (as received by a local station) is of high quality, GE reports that a "very satisfactory color picture can be rebroadcast with absolutely no expense to the broadcaster for additions or modifica-tion to his present GE transmit-ter." GE estimates its new color equipment will be available for network rebroadcasts by the first quarter in 1954, for slide-film Weiss at the firm's national helm. shows by the second quarter, and for local shows by the fourth quarter.

CBS Gets Rights **To Empire Games**

LONDON, Oct. 10.—The pub-Luly owned Canadian Broadcast-ing Corporation has bought for \$60,000 the exclusive world radio, TV and motion picture rights on next year's British Empire (track and field) Games, to be held in Vancouver, B.C. In return for the Murphy Productions, Inc., here

Producer Stanley Murphy is copping a page out of the movie industry's book to establish what might become a precedent in the previewing of telefilm series. Tomorrow night (11), armed with comment cards, Murphy is slated to hold a sneak preview of his "Dixie Dugan" pilot film in the Fox West Coast Theater in 11 Centro.

Purpose, Murphy said, is to get an honest appraisal of the finished product from theatergoers. Showing is not intended, as are many telefilm previews here, to record audience reaction. On the basis of the comments will depend his approach to the sponsor bankrolling the projected series. This is believed to be the first time use of comment cards for telefilm showing has been used.

Nathan Heads Sales for UTP

HOLLYWOOD, Oct. 10 .- Wynn Nathan this week was named United Television Programs' national sales manager. Appointment was made following a series of UTP exec meetings (The Bill-board, October 10) which resulted in shifting the telepix distributing firm's headquarters from New York to Hollywood, Nathan, for two years head of UTP's Western Aaron Beckwith was promoted to exec status headquartering in New York.

Monroe Mendelssohn, sales promotion manager, was transferred from New York to continue his operations out of UTP's Coast-based headquarters. Increased ex-ploitation and promotion chores results in Al Joyce being added to the UTP staff.

Murphy to Make Ins. Training Film

NEW YORK, Oct. 10. - Owen British Broadcasting Corpora- this week signed to produce a

News	No, Sets In Market	August ARB Rating	Sets in Une	Station Used	No. Stations in Market	Days Shown	Time
ENEWS DAILY (10-15	minDaily-	Telenews Pr	oductions)	WSB	3.1		6:45- 7:00 p.
Atlanta	see Districters		A REAL PROPERTY AND A REAL				
Baltimore	410,000			WIWT			
Cincinnati	3#7,000	S.L					
Detroit	896,000	tone Subser					5-10- 5:45 p.
Dettoit	R96.000	5.1	THE R. P. LEWIS CO., NAMES OF TAXABLE PARTY.				
New York		4.1					
		R.1					
Philadelphia	1 270 000	3.5					
Philadelphia	471 000	1.0,		WMAL	···········		6:45- 7:00 p.
Washington		Dollar Dall					
P. MOVIETONE NEWS	5 (10-20 min	12	75.00	waz		M IO P antena	6:15- 6:30 p.
		2.7	21.5	WGN	ARTERIC PRESERVE		11:30-11:45 p
Chicago	1 200 000	9.9		WGN .	+ saves teries		11:00-11:15 p
Chicago	down in the for		28.1				
Cleveland	ALC: NO. DO.	1.0	the state of the s				
Cleveland	and the state of t	3.9	the state of the state of the				
Dayton	895.000	3.5					
	806 000	3.5	and a day and a day			at to F	#:00- 5:15 p
Detroit	1 475 000	0.9	38.0	see KHJ		M to F	8:00- 8:15 p
the second se				KHJ		M to F	6:30- 6:45 p
			···· 19.8 ·· · ·	WPIX -		M to F	6:30- 6:45 p. 10:30-10:45 p.
and the second se	3 565 000	amenal marked a	THE R. P. LEWIS CO., LANSING MICH.	WPIX .		M-W-Th	10:30-10:45 p. 6:45- 7:00 p.
New York				WTOP	a second second	M to F	6:45- 7:00 p
Washington		5,0		W. + 3/4			
Quiz	No. Sets	August	Sets	Station	No. Stations	Days	Time
LIC LILL	In	ARS	the second se	Used	in Murket	Shawa	

tion's Coronation coverage chan- two-reel sales training film for Prudential Life Insurance. neled to them free this year, the CBC will let the BBC have the The flicker will feature a comic The films probably will be flown by the firm's associate producer, Don McClure, to Britian at BBC's expense.

 Cincinnati
 387,000
 1.2
 6.3
 WKRC
 3
 M*T-Th-F
 5:45- 6:00 p.m.

 Cincinnati
 387,000
 1.2
 11.7
 WKRC
 3
 Th
 6:00- 6:15 p.m.

 Cincinnati
 387,000
 1.2
 11.7
 WKRC
 3
 M*T-Th-F
 5:45- 6:00 p.m.

 San Francisco
 708,000
 2.8
 3.3
 KRON
 3
 M to P
 10:00-10:15 a.m.

 WashibijiTan
 471,000
 9.3
 11.1
 WNBW
 4
 M to F
 2:15- 2:30 p.m.

CCTOBER 17. 1953

THE BILLBOARD

Producers Study Effects of Color TV, Mull Developments

und anxiety among producers Eastman negative-positive proc- Lodge said that film buyers have about film in color TV was high- ess-and its performance will be been able to turn up relatively lighted this week by three events, satisfactory for NTSC color trans- little satisfactory color film. The unveiling of the CBS Chro- mission." macoder system naturally led to Lodge warned, however, that On the matter of stations' tele-TV

tion Picture and TV Engineers, produced with its characteristic vicinity of \$60,000 to \$80,000. holding its 74th semi-annual con- tint. vention at the Hotel Statler here, doggedly reviewed the latest technical developments promising improvement in the telecasting of film, both color and monochrome

A few of the producers said they were amazed at one incident reported to have occurred at the CBS press conference at which the web's Chromacoder was demonstrated. The question was asked there, "How will color film, such as Technicolor, go on this system?" Dr. Peter Goldmark, top CBS engineer, replied "Well, I don't know." He then added that by the nature of the system he assumed there would be no difficulty in telecasting color film.

Lodge Estimate

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

the question, "How will color film color film for TV has to be better casting of color film, Lodge did go on this system?" and the than film for theaters, because of not hold out any immediate prosavailable answers were not opti- the fact that the TV system tends pects. He said, "Completely satismistic, at least for the time being, to accentuate any defects in the factory color film reproducing and, finally, that the cost of live posure, which, he said, would be commercials will be lower than completely obsolete for color. Producers' Association sent a let. culty, he said, was that the video factured commercially." He comter to the board chairmen of the viewer, unlike the theatergoer, is pared the situation today with the four networks and four film man- constantly making comparisons earliest days of monochrome film ufacturers asking, "What facilities between live pick-up and film. transmission. Furthermore, exist- to the webs and film manufac- The 35-mm. scanner, he revealed, have you available or forthcom. And still a third difficulty, ac- ing film camera chains cannot be turers, only one letter had been is now in production for several ing, what is in the works, and cording to Lodge, is that color converted to color transmission, received by the end of the week. networks. Du Mont, which has what we and our clients can do to film has a slightly tinted base- he said. He estimated that the That was from Eastman-Kodak. also developed a new scanner, prepare for the advent of color support, so that when films of total cost of equipping a station Nevertheless, David Pincus, was not represented at the condifferent manufacture are spliced to originate film with devices cur- president of FPA, said he was vention, but engineers from Mo-Meanwhile, the Society of Mo- together each piece will be re- rently available would be in the confident he would get enough torola described a continuous all-

055

SIGNEY

ACKMER

REEL

AN LADD

JAMES MASON

ANN SHERIDAN

RAY MILLAND

VIVIEN LEIGH

WATNE

ROBERT

68

GARY COOPER

VIVIENTALBGH

SOLUT WAYNE

PAULETTE GODDARD

CARY GRANT

MARILYN MONROL

NEW YORK, Oct. 10 .- Contin- color film processes-possibly the | As for the situation at present

Telecasting Color

CBS-TV sales veepee, struck a producers and agencies within gloomy note for film producers another two or three weeks. when he prophesied a reversion to live commercials when color comes of age. The first reason vention described devices that Hylan offered for his prediction would not only make colorcasting ing to Hylan, were that color re- that company's 35-mm. TV film duces the necessity for "effect" scanner, which uses an improved color.

replies to be able to stage a round electronic scanner for 16-mm, At the same clinic, Bill Hylan, table on color TV film for film color film.

Traub Talk

Engineers at the SMPTE congimmicks in commercials; adver- polygon type optical compensator tisers will want to be able to to make possible continuous momodify and improve their com- tion and exposure of the film, as mercials as they go along opposed to present system of in-which would be costly on film; termittent motion and pulse ex-

a 16-mm. version is now in an In response to the FPA's letter advanced state of development,

JOHN WAYNE GENE TIERNEY

CARY GRANT

MARLENE

ALAN LADD

LINDA DARNELL

VICTOR MATURE

IDA LUPINO

STEWART

JOAN BENNETT

DICK POWELL

JEAN SIMMONS

FREDERIC MARCH

LILLI PALMER

BERT DONAT

GRABLE

BRIAN

DONLEVI

MICHAEL

RENNIE

SABU ROLAND

VICTOR LAGIEN

CABOT

10



Sterling Offers New Airers Budget Deal

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

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

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

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

Sovereign Rolling With 'Christmas'

HOLLYWOOD, Oct. 10.—Sover-eign Productions this week started production on "Christmas Is a firacle," feature telefilm starring Robert Hutton. The recently reorganized producing firm is shoot-

THE MAJOR SERIES NEW TO TV STARRING RAY MILLAND, ARLENE WHELAN, CESAR ROMERO, ROBERT YOUNG

20 All Star Adventure Classics

HOLLYWOOD STARS

HERE ... NOW ... TODAY ...

the plus 80

Charlie Chan Mus

in TV's Greatest Film Programs!

THE ACTION ... THE DRAMA OF THE ROMANCE THE GREAT AMERICAN SCENE . . . STARRING GARY COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE ... PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH ... STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.

670m 11

* 300 FEATURES CONTINUES

* 52 LAUREL & HARDY connecties

* 39 HALF HOUR PROFILE

125 CARIDONS

AL WESTERNS

SERIALS

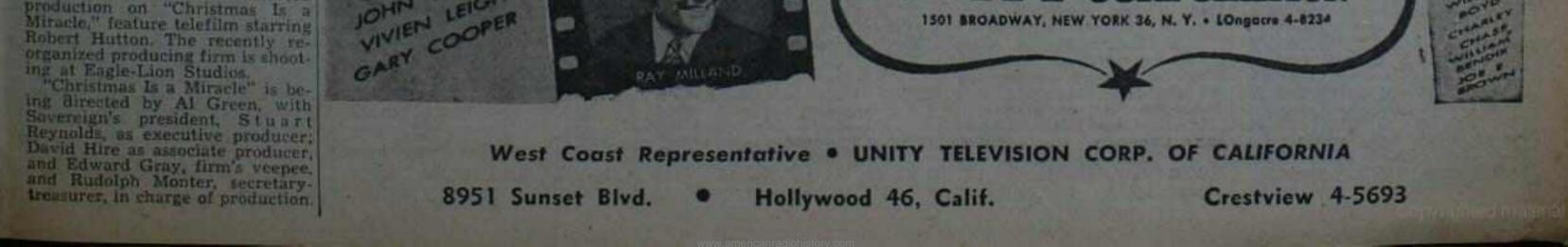
COMPONISTIO

1001

plus 81

TITLES

1501 BROADWAY, NEW YORK 36, N. Y. . LOngocre 4-8234



TV FILM

and NEW TV

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PUL/311/19

THE BILLBOARD

OCTOBER 17, 1953

ABST WE AT A ANNAL

THE BILLBOARD TV FILM BUYING SERVICE ARB Ratings of Non-Network TV Film

category by category and markets in which they are currently rated

• Continued from page 12

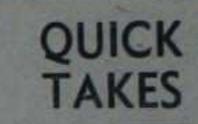
	Sports	No. Sets in Market	August ASUB Rating	Seis in Use	Station Used	No. Stations in Market	Days Shown	Time
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cials and named Vernon Clark in charge of its operations. Clark this week was appointed veepee and general manager of Gross-Krasne, Inc., and the production firm's California studios. Hereto-fore, he served as G-K's studio manager. His new post absorbs his former duties and includes overall supervision of G-K's activities in the commercial field. G-K has been active in com-

mercials for some time, producing filmed blurbs for Surf, Lifebuoy, Brew 102 (California brewery), Boston's Rogers Jewelry and a number of other accounts. However, its activities in the com-mercial field were never organ-ized into a specific department of the over-all operations. In plac-ing a key exec in charge of this phase of the business, indications are that G-K will soon launch a concerted drive for an expanded share of commercial production revenue.

	Western	No. Sets In Market	Anne ARB Rating	Sets In Use	Station Used	No. Stations in Market	Days Shown	Time
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	Columbus					an		7:00- 7-30 p.m.
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								7:00- 3:30 p.m.
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ANG	E RIDER (30 min							The STA BURGEN MANTER
	Atlanta			Sec. 13.5			In comments	5:30- 6:00 p.m.
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	Los Angeles				KNXT	an example in the same	. T reserves.	7:00-7:30 p.m.



charles Skinner, who was viously connected with "Big ery" and "Short, Short Dra-thas been signed as pro-ter - director - writer of the es Paul and Mary Ford at ne" five-minute series. il Williams, Ziv sales rep Texas and Oklahoma, has en interviewed for the nanally syndicated, "Elmer eeler Success" column. . orge T. Shuperi, veepee in arge of ABC Film Syndican, confirmed reports that arigements had been comted for the syndication of acket Squad" and "The ayhouse."... WBZ-TV, Bos-o, released for the first TV ted film entitled, "Fire." film, photographed in or, was produced by the tion in the interest of furaring fire prevention. Im Fisher's "Joe Palooka" n series will star former fing champ, Joe Kirkwood: nedian, Slapsie Maxie senbloom, and actor Lyle lbot. ... William F. Morgan been appointed sales rep Southern New England for Focal Point Film Produc-



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dramatic half hour series available to local and regional sponsors **A GUILD Films Production**

TV Film Purchases

The Oklahoma Tire & Supply Company has purchased from Screen Gems. Inc., "The Big Playback" to be shown on KFSA, Fort Smith, Ark., and KSWO, Lawton, Ckla. Other "Playback" sales this week were: KGGM, Albuquerque; KTVA, Anchorage, Alaska; KVOS, Bellingham, Wash.; KOOK, Billings, Mont., for the Aldrich Lumber Company: WMT, Cedar Rapids, Ia;; KARK, Little Rock, Ark.; WEAR, Pensacola - Panama City, Fla., and KOVA, Tucson,

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

Other CBS TV Film sales included: "Amos 'n' Andy" to the Piggly Wiggly Stores to be shown on WCSC, Charleston, S. C., and La Rosa Spaghetti on WGBI, Scranton, Pa. Donald Duck Bottling Company will sponsor "Art Linkletter and the Kids" or KEYT, Santa Piano Company and Minot Federal Savinces & Loan Association on KCJB, Minot, N. D.; and Ray Jewelers on WTVE, Elmira, N. Y.

NBC Film Division's feature package of 26 full-length films produced in England in 1952 has been sold to the following markets: WLWD, Dayton, O.; Columbus, O.; WLWA, Atlanta. and KBTV, Denver. "Dangerous Assignment" has been sold to WBLN, Bloomington, Ind.; KLIX, Twin Falls, Idaho; and KZTV. Reno, Nev. "Badge 714" has been purchased by the Standt Jewelers to be shown in the Muncie, Ind., mar-ket and the Powell Advertising Agency in Decatur, Ill., in addition to WNAZ, Macon, Ga.; WNAC, Boston; KPR, Butte, Mont., and WREX,

"Captured" has also been sold

ootball' Hits ecord Sales

EW YORK, Oct. 10 .- Station ibutors has sold its quarterhour "Football This Week" videofilm stanza in over 70 markets, its best sales record since it took over distribution three years ago, Last year, the program was sold in 53 markets, and for 1951-'52 in 38 markets.

Selling started in the middle of August because of the possibility of a network sale for the show, but when the deal fell thru, Station Distributors moved into high gear. It has several multi-market sponsors, including six Midwest-ern RCA dealers. Oklahoma Tire and Supply has the Norman Sper pigskin show in five markets.

The program uniquely was sold as a sustainer in several markets, among which was Denver, but got sponsors after its first telecasting. Jay Williams is national sales director for Station Distributors.



OCTOBER 17, 1953

One to Go

TELEVIBION - Beviewed Tuesday (6), 8-0 p.m. ENT. Bustaining via Du Mont. siturer-director Frank Teiford, Writer, al Monach Casti Geraldine Pitagecald, illiam Prince, Audrey Christle, Charles agis, ethera

Du Mont's new notion of a fourtar drama series, spotting such layers as Geraldine Fitzgerald. Villiam Prince, Audrey Christie nd Charles Dingle, in a weekly alf-hour as "The Foursome." ooks promising. Preview, how-ver. via adaptation of mawkish cott Fitzgerald yarn, throws embo for a loss.

new half-hour dramatic series Fortunately, that's the way ABC which DuMont intends to launch planned it, web thinking being hortly as "The Foursome." Title that audience-participation givederives from participation of four aways have the most appeal for stars, Geraldine Fitzgerald, Wil- daytime viewers and at the same liam Prince, Audrey Christie and time offer potential sponsors a Charles Dingle, who will play as ready vehicle for merchandising a unit each week. One switch is tie-ups. that viewers will be asked to pick the material, via suggestions for adaptation.

sort of jury didn't sit in on the selection of the preview play. It's awards. "Turn to a Friend" trades a bet that something more biting on the material poverty of its and conclusive than an adapta- contestants, while the Ern Westtion of F. Scott Fitzgerald's weak pot-boiler, "Babylon Revisited," would have been chosen.

Yarn has Fitzgerald in one of his best moods of mawkish nostalgia, a lugubrious mixture of expatriates in Paris at the beginning of the Depression, with an deficiencies of fems in the studio ex-alcoholic playboy trying to rescue his child from the guardianship of a sister-in-law who has a dim view of his moral fibre. Just when it looks as the he might get the youngster back, a gay gal from his alcoholic past turns up to toss a monkey wrench in the works for a fine, frustrated Fitzgeraldian wind-up, Maybe Paul Monash could have come up with a better adaptation, but this reporter doubts it.

Actor-wise, the four-star troupe obviously knows its business. It is a combination geared for excellent projection. Given the right sort of material, trimmed for a sharp half-hour balance. here is no reason why "The Foursome" shouldn't rack up a fine drama series average. However, Du Mont's preview didn't give them much of anything. Bob Francis.

Television-Radio Reviews

THE BILLBOARD

Turn to a Friend

TELEVISION-Reviewed Wednessiay (7) 4-4:10 p.m., EST Monday thru Priday, Bostsining via ABC-TV, New York Pro-ducer, Drexel Hines Director, Louis Sposs, Editor, Virginia Hines, Emisse, Dennis am ne.

ABC's entry into daytime TV on an across-the-board basis this week did nothing to raise the pro-"One to Go" is a preview of a graming standards in this field.

This pairing is economical in of legit plays and short stories that both shows share the same audience and a two-in-one stag-It is rather a pity that some ing set-up. However, neither program will win any good taste terious and secret operation. more show exploits the inferiority complexes of ugly ducklings.

The Westmore show is actually the stronger of the two interestwise, but emsee Ern Westmore is far too clipped and cold in his frank appraisal of the grooming audience. The fact that he's right and that his follow-up is usually detailed and sensible for this type of show don't minimize the slapin-the-face effect of that initial blunt comment.

The portly Pygmalion isn't consciously cruel. Nevertheless, the agonized reactions of two reluc- against him and his children tant Galatena in his studio audience Wednesday (7) were painful to watch. Even the gift tray of beauty supplies they received at to defrost the atmosphere.

Stunned Guest

Westmore's ultra-candid approach was particularly repellent whether he had ever met any orin an encounter with a sweetfaced matron on Wednesday's show. Her initial pleasure over being spotted by the camera quickly changed to stunned hurt bewilderment when Westmore vanked off her hat to expose a "fuzzy" permanent, and removed "tweezer happy" brow line. on an ug' -duckling-into-swan theme similar to NBC's "Glamour Girl" airer (both programs claim to have originated the format), with Westmore introducing a gal who has been put thru a beautyhopper the 'ay before on each airer. The candidates for the next before-and-after treatment are interviewed at the end of the show, with studio applause deciding the winner. Midway thru the program Westmore selects the "lov-liest lady in the audience," first giving the critical needle to a couple of hapless also-rans in the group.

Last Man Out

RADIO-Reviewed Sunday (4), 10-10:25 p.m., EST. Sustaining via the NBC net-work. Producer, Bichard English. Super-visor, Harry Bubeck. Scriptwriter, Richard George Pedicini Score and conductor. Dimitri Tiomkin. Narrator, Bichard Eng-lish. Guest, Paul Crouch.

An unusually timely protrayal of the human side of Communism as seen by members of the party who have since left the movement.

"Last Man Out" is an interest ing documentary program which should attract attention because of its realistic approach to a current problem of great magnitude -Communism. The show not pense, but it will give many lis-

the case of Paul Crouch, a member of the national committee of this time, however, starting the the Young Communist League, couple off at a 17th wedding anan Honorary Commander in the niversary, already in possession Red Army and an organizer of the of a pair of half-grown children. infiltration group within the Na- Since the Cronyns have proved tional Guard in the late 1920's. themselves highly adept at this Crouch told of his beginnings in sort of light comedy, the new the party, his organization of the series should have a happy Commies in Hawaii, his trip to future; Russia, his life as a top Commie (his top salary was \$37.50 a week, plus the use of a car) and finally his break with the party in 1947 because of the manner in which Russia took over Czechoslovakia. Included in the script was the fear he felt and the threats made when he left the movement.

Crouch Interview

Part of the script was dramatized, and other parts were ex the end of the interview did little cellently narrated by Richard English. Crouch appeared at the end to answer a few questions, among which was one as to dained ministers who were in the party. His answer was "Yes." But the subject of Communism within the church is deserving of more than such a casual brushoff and such unsubstantiated charges. To maintain its interest, the her glasses for a better look at a program should make sure that each story it tells is different and The Westmore show is based that varied aspects of Communism are sketched out for its listeners. Leon Morse.

The Marriage

RADIO — Reviewed Sunday (4), 7:10-8 p.m., EST. Sustaining via NBC. Director, Edward King, Writer, Ernest Kinoy. Cast: Hume Gronyn, Jessida Tandy, Denise Alex-ander, David Pfeller and others.

Jessica Tandy and Hume Cronyn are applying a similar tormula, proved so successful stagewise in "The Fourposter," to radio. "The Marriage" spols a typical American family, with mama calling the tune and papa thinking he does, in situation comedy. The Cronyns. as usual. endow it with warmth and vitality.

"The Marriage," the Cronyns' only creates a great deal of sus- (Jessica's and Hume's) new airwave venture, presents someteners the feeling they are hear- thing of an obvious parallel to ing the inside facts about a mys-terious and secret operation. their recently highly popular stage antics in "The Fourposter." same domestic situation beam,

Fine Infro

While the tee-off seg naturally had to get the Marriott family properly pegged out and identified, scripter Ernest Kinoy managed an amusing sequence to get them off on the right foot. Apparently, mama is again to be the one to call the tune, with papa made to believe that he's in the top-slot. The youngsters are the sort who are always in the bathroom when papa wants to go. It looks like a pretty average family. The couple is introed as at slight odds over how to celebrate an anniversary and wind up in typical confusion for a nostalgic revisit to an Ivy League brew house. It was a cute idea, and

All Star Revue

TELEVISION - Reviewed Saturday (3), 9-10:30 nm. EST Participatine submor-shin via NBC-TV. Exec producer, Hal Jean Producer Carl Hoffenberg. Writer-director, Hat Hiken TV director Grey director, Hat Hiken TV director, George Bassman, George Bassman, Gest: Martha Raye, Margaret Truman, Cesar Romero, Jake LaMotta, Bocky Graziano, Willie Pep.

While she had an excellent supporting cast, Martha Raye herself ran away with the preem of the new "All Star Revue." She did everything, but perhaps the greatest was a mugging bit that probably broke ribs.

For all the audience knew, the script could have been jokeless. But "All Star Revue" was one of the funniest shows to hit the video waves this season. The comedy was a tour de force for Raye, who mimed, Martha mugged, danced, sang, jumped and boxed her way thru the 90 minutes. Perhaps it would not have been possible without the excellent support she had. But despite the stolid slapsticks of middleweights Jake La Motta and Rocky Graziano, and despite the charm of Margaret Truman, The first dramatization took "Marriage" looks to be on the the show was all Martha Raye. The book had Miss Truman rooming with Miss Rave. The latter, playing a lughead, had just been informed by the police that her former roommate was a bookie, so, as the result of misunderstanding one end of a phone call, she suspected that the former President's daughter was a bookie too.

Visual Bits

Miss Raye had two wonderful visual bits. The first occurred when the two gals went to bed. At first, Miss Raye hid her jewelry, and then on second thought, put it on the night table and pushed it over toward the sleeping Margaret. The second was a barbershop routine. in which the two gals were manicurists. Cesar Romero came in for a shave, and took off a stage nose; when Miss Raye later discovered the phony nose under a towel, she thought it resulted from her mishandling of the razor, which was the occasion for a minute of hilarious mugging. LaMotta and Graziano staged

Stroke of Fate

RADIO - Reviewed Sunday (4), 5-5 25 p.m. EST. Sustaining via the NEC net-work. Producers, Lester and Mort Lewis. Director. Fred Welke. Script, Mort Lewis. Commentator, Professor Allan Nevins. Cart: Boger De Koven, Pergy Allenby, John Seymour, Cameron Prud Homme and others. others.

A program which may have some interest for the more imaginative listener, but which for most of the audience may not have much impact.

What presumably must have sounded like a good idea came off as an exercise in pure fantasy in NBC's presentation of "Stroke of Fate." Distantly related to "You Are There" because of its trick treatment of history, the series is based on the premise that the reversal of a fateful decision might have completly altered the course of human events. The show's debut considered what might have happened to this country were Robert E. Lee to have accepted President Lincoln's offer to command the Unon Army. The script conjectured that the war would have been hortened by two years, the Union would have won several un-usually bloody battles it lost, and that Lee would have become President.

Realism Try

The program used several methods to try to add realism. It opened with a discussion between Lee and his wife which, more or less, gave his reasons for And the tale of Lincoln's refusal to discharge General Grant was also utilized, but thru the lips of Lee. Lincoln's final remark, of sourse, rejecting the request was, "I can't spare this man."

But whereas "You Are There" ees history thru fresh eyes, Stroke of Fate" turns it into pure antasy. Moreover, the characters also are given new colorations, as they must be, to make different decisions. Of what sustained interest therefore can it be to learn that Robert E. Lee might have peen President of the U.S.? The renting of fiction out of truth quietest enthusiasm I've ever

A Paradox

Paradoxically, Westmore's detached attitude is almost admirable when applied to interviews with the would-be swans at the end of the show. These females are willing victims, hysterically so in one case Wednesday, and Westmore's coolness keeps the water-works down to a minimum.

In direct contrast to Westmore, courtly glances on "Turn to a from the studio audience, the rad Nagel, Mel Allen and Hume "friend" then giving an assist on Cronyn. the questions. The impact of this help, tho, is nullified by the fact that J. es makes it plain from the beginning he's going to give away the loot whether the answers are right or not.

Tales of Wee

ality, James has little patience with contestants who aren't willing to "give" to get-"give" in this case meaning to pour out an interesting tale of woe and accept the show's largesse with unnhibited joy. On the show caught, for instance, James noted that one of the contestants (a young mother there to get a carriage big enough to hold new triplets) was a bit restrained about it all, so he commented darkly, "That's the The Golden Treasury

RADIO - Heviewed Sunday (4), 3:36-4 p.m., EST. Sustaining via NBC. Producerhost, David Ross, Guests; Faye Emerson, Cunrad Nagel, Eartha Kitt, Mel Allen and Hume Cronyn.

NBC's new radio poetry show. Golden Treasury," is a misguided attempt to broaden the audience appeal of a basically esoteric subject, via the inclusion of readings by celebrities from various fields. Unfortunately, tho, the show's appeal to true devotees of the bard has been weakened considerably, and the results are still too dull to whet popular tastes.

The idea of having prominent performers read their favorite poems has possibilities as a oneshot, but it just isn't strong enough to sustain audience in-Dennis James is all smiles and terest for an entire series. In fact, Friend," ABC-TV's version of the way thru the first show, mainly web's radio show of the same because poetry obviously was not name. Format calls for three the forte of the five guests. This nave-not contestants to select a rather unlikely line-up included 'friend" from a group of people Faye Emerson, Eartha Kitt, Con-

Selections, mostly culled from a conservative middle-brow muse, included the versifications of Fellow, Poe, Lewis Carroll and Robert Louis Stevenson. Cronyn scored highest, performance-wise, with an effective, simple recita-For all his outward congeni- tion from "A Child's Garden of Verses."

Reader Ross

poetic aspects of the show.

played with the usual Cronyn warmth and charm it should build interest in the Marriott tribe for continued listening.

This is one of our finest acting couples. Personally, this reporter likes to see as well as hear them, but if their radio efforts continue as good as this first sample, he'll settle for that. Bob Francis.

NBC Star Playhouse

RADIO-Reviewed Sunday (4), 6 30-7:30 p.m. EST Sustaining via NBC Producer William Welch Director, Ed King Writer-adapter, Karl Hanmer, Cast: Helen Hayes, Richard Waring, Leona Powers, Patricia Wheel, Edwin Jerome, Guy Spaull, Stuart MacIntosh, Burford Hamden, Lester Fletcher and Patricia Hosley.

Seen or unseen, Helen Hayes makes a delightful heroine for Barrie's "What Every Woman Knows." Miss Hayes has already scored as the canny Scottish lass on stage and screen and now is likewise warm and winning on the air. A good start for the series.

As an unveiling hypo radiowise of a new full-hour dramatic series featuring top-drawer names, NBC obviously has gone to the top of the heap in spotting Helen Hayes as star of its opener the gimmick began to pall mid- in "What Every Woman Knows." Miss Hayes has created her own splendid portrait of Barrie's heroine both on stage and screen, and her Maggie Shand comes across delightfully all over again on the air. If subsequent programs with other stars hold to this tee-off standard, "NBC Star Playhouse' should build for popular Sunday listening. Starting 30 minutes before Jack Benny on CBS, it should hold the bulk of its audience despite the great appeal of radio's ace attraction.

There were a few flies in the pie in this first production. This reporter didn't think the venera-Host David Ross is one of the bie Barrie script required any most gifted readers of poetry in taped intro by Frederic March, radio, and he has the awards to and still less comment by New prove it. In view of his ac- York Daily News critic John knowledged supremacy in this Chapman. Both simply ate up sphere, the series would certainly minutes which could have been benefit if future guests were lim- far better applied to amplifying ited to prose-interviews (unless the text of the play. As is usual of Laurence Olivier caliber, of with a full length drama, too course), while Ross handles the much had to be telescoped in order to cut it to a one-hour span, However, the interview script- and while adapter Hanmer ac-

three-round gruage light, which ended with both of them knocked out and Miss Raye stuck between the two unconscious bodies. The two fighters were adorably crude thruout. Miss Truman handled her stint with scintilating charm and good taste. Her remarkable ease was displayed in the closing moments, when she re-introduced Miss Raye, but no Martha appeared. When the comedienne finally did rush out, it was with a welltimed ad lib.

Gene Plotnik.

Golden Voices

RADIO-Reviewed Sunday (4), 3-3-36 p.m., EST. Sustaining via NBC Producer, George Voutsas, Writer, Mrs. Henry Sou-vaine Host-Narrator, Lawrence Tibbett, Announcer, Howard Reig.

"Golden Voices" is a longhair deejay show, spotlighting outstanding recorded performances - past and present - by the "greats" of opera and the concert stage. Ex-Met star Lawrence Tibbett makes an excellent commentator.

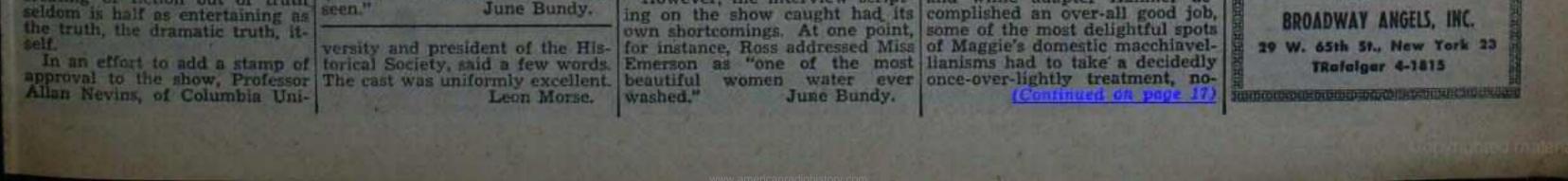
Host Tibbett, a "Golden Voice" himself, approaches his subject with an air of genuine affection, thereby creating an atmosphere of warmth and human interest rarely associated with classical music today. His colorful anecdotes about famous singers, and accounts of his own career, made for fascinating listening on the initial show, regardless of a dialer's personal musical tastes.

On the show caught (4), Tibbett paid homage to all-time vocal greats from the past five decades. Line-up included Jussi Bjoerling, Caruso, Rosa Ponselle, Tamagno and Dmitri Smirnov, Missing were platters by host himself, an oversight we hope will be remedied on future shows.

June Bundy.

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THE BILLBOARD

OCTOBER 17, 1953

TV Film Reviews

REVIEWS

Where's Raymond?

16

TV FILM Reviewed Thursday (8), 8 10-TV PILM Resident Thursday (8), 8:00-3 0.m. SVT Supported by American Cigar-ettes, thru Sullivan, Stauffer, Colwell & Ravirs inc. and by Sherwin-Williams for Super Rem-Tome Paint thru Fuller, Smith & Ross, Inc., tin ANC-TV, Produced, by II & H Enterprises, Inc. Filmed by DFL, Hellysmod Producer, Jerry Brealer, Direc-tor Marc Dantels, Script, William Bowers and Jean Holloway, Art, Claudio Gusman, Massie, Karl Hagen, Herbert Spincer, Ed Cott, Phytography, Sam Leartit, Editor, Marrah Hendry, Cast: Ray Bolger, Allyn Jasira, Claite Dubres, Frances Karath, Hickard Erdinan and Betty Lynn.

Ray Bolger played "Where's Baymond?" in the same style as his movie-legit hit "Where's Charley?" which made the preem of his TV show top entertainment. Bolger is at his funniest in his physical performance, but for too much of the show he was straightjacketed with dialog.

Of all the big guns in ABC-TV's rating line-up.

Until last Christmas, Bolger re- screen.

cerned the dancer's delays in getting to the theater. The subway breaks down, so he crawls thru fortunate, because for the rest, the window and makes his way the first installment of the TV thru tunnels to a manhole near "Topper" was a wonderful frolic. the stage door. When he arrives, his understudy is about to go on, which necessitates a quick costume change in the wings. His Gay '90 routine, and his walk-off after the closing commercial were delightful. But there were a few signs of danger Bolger is at his best in his physical performance. But too much of the preem was straight, radio-vintage dialog. There was an overlong exchange with Dick Erdman involving tedious confusion about the identity of girls they knew at school. During this interlude, Bolger could do no. more than keep in character. Also, Bolger is a great impromptu comic, but in the tight half hour he didn't get any opportunity to run wild. However, in "Where's Raymond?" the frame is there within which Bolger can be shown to best advantage. Gene Plotnik.

Topper

TV FILM Resieved Friday (3), 1-30-5 h.m., EST. Spunsored by R. J. Rernolds thru William Esty ets ChS-TV. Produced by John W. Lavelan and Bernard L. Schu-bert Director, Phil Rapp. Script, George Othenheimer, Phil Rapp. Cast. Anne Jeff-reys, Robert Starting, Les G. Carroll, Les Pathick, Leie Talbol, Duck.

This free adaptation of the Thorne Smith classic was a highly amusing half hour. The "Topper" public of its movie and book versions will not be disappointed in the TV version.

The widespread popularity of "Topper" in book and movie form citizens still like to indulge in a majority of American singers. is in a way curious, since the sub- bit of hip shaking while dancing. Her intense sales ability, wonderject has a lightness of touch that it can easily be found at Ciro's, ful hands, body gestures and even one of the biggest holes in the top will not have been disappointed play to a full house during Cugie's accordionist, plus the agile but in what it received on the home stay.

Broadway revue, which gives him lanche could have been quite Manuel likewise draws a heavy cha Borr relieved. Bill Smith. a set-up for his song-and-dance funny, but it came across as a mitt for his vocal chores to complete washout on both audio "Guadalajara," "April in Portu-

These two moments were un-

Ciro's, Hollywood (Tuesday, October St

Capacity, 469, Price policy, \$3 cover, Shows at 10:30 and 13, Owner operator, Herman D. Hover, Publicity, Just Byron, Booking policy, non-exclusive Estimated undget this show, \$6,000.

Xavier Cugat revue is solid thruout, with a well-rounded cast that continuously pleases. Headliner Abbe Lane displays the is by far one of the best French body beautiful as she warbles for singers to work the United States. the sock finish.

Bolger is always a pleasure to watch; and at times he can be hil-arious. In "Where's Raymond?" he is cast as the same type of whispy, frisky character as he played in the movie-legit hit. "Where's Charley?" Moreover, his Raymond is the star of a Page dury the star of a Most of the first show con-rned the dancer's delays in get-mercial was cut in badly. gal" and a strong finish to the standard "Granada." Lad shows a not for his Latin accent, might be bermed an Irish tenor. Bill slows somewhat with the presentation of Charles Carts, who strong set of pipes, and were it not for his Latin accent, might be termed an Irish tenor.

presentation of Charles Carts, who performs the usual card tricks that baffle. Use of the audience edy find, was forced to work to a with an acro dance number which rings well enough for those that beg-off. Dwight Fiske is a big gained favor, but topped it with are in on the act, but completely draw. Rest of the acts are in her "Acrobats Lament." in which misses since the rest of the house keeping with high standards in she sings of her plight during can't see the action. Carts overstays his welcome and dulls the well-paced performance. Filipino flutist Candy pleases via his own composition, "Jungle Flute," as do the flamenco team of Rudolpho and Juanita, the dancing Garcias; the twin terps, Tina and Coco, and Diablito and Carmencita, with the latter's gyrations winning heavy applause. Cugat's headliner, Abbe Lane, lives up to her notices via her entrance to an up tempo "Si Si." Gowned in gold and white, Senor Cugat's wife takes full advantage of her physical attributes via a sensuously rendered "Anna." Lass begs off to a heavy palming in the closing brace, "Oye Negra" and "Combanchero," replete with motions that please.

Empire Room, Waldorf-Astoria, New York

Night Club-Vaude Reviews

Patachou, back for a third date, continues to do business. The gal

Patachou, the frizzle-haired If proof is needed that local blonde, is still the despair of the that hit the boards here without generally does not attract a mass where the Xavier Cugat revue is the wardrobe - or perhaps the normal practice and were first to audience. But in any of its ver-sions, "Topper" has always been ter exponent of Latin-American Working in the same outfit as They left the floor in a few minundeniably funny, in a racy, rhythms is a showman pluperfect caught on other dates, blue tai- utes, with one of the group reprankish way. And its audience -a fact attested to in his previous lored skirt and white waist, Miss maining to act as emsee. Their has underiably been there. Thus, successful bookings in Los An-the TV version came on this week geles. If opening night sets the tirely on her voice material and than anything seen in this town Bolger show threatens to blast with a pre-sold audience. They pattern, Ciro's can well expect to style. Backed by the inevitable for a long time. delicate pianistics of Nat Brand-While the TV series is a free sic from a band (15). Likewise, a series of French pops with bits of tomfoolery, ad libs and on Halloween. Then he broke adaptation of the original, the down for one appearance on the first segment at least was faith-"Colgate Comedy Hour" that had ful in spirit. The dialog was ment. Show gets off to a rousing bound. Her uninhibited style has helmet and spinning propellor, reviewers and public gaga. Now clever and brittle. Anne Jeffreys start with Cugie asking for re- another plus, a feeling for lam- are hilarious. Pete Peterson's singreviewers and public gaga. Now clever and offlic. Alloc generations start with Cugie asking for the point, a feeling for family are hildrides. Fete Peterson's start with cugie asking for the pooning, a kind of satire, a gentle ing and dancing of the "Queen's clever comic lines for the warms" rib at the run of the mill Ameri-the preem promised that viewers were most refreshing Leo clever comic lines for the warms in at the run of the mill Ameri-the preem promised that viewers of the complete with rolled-up clever comic lines for the warms in an end bare legs, brought of the clever and bare legs, brought in a poke at the trousers and bare legs, brought in the preem of the mill Amerishare of the dancer-comic-singer, his timing right on the button, one of a set of terpsing twin Gallic chantooseys who so often applause. Another smash with the Bolger is always a pleasure to Buck, the drunken St. Bernard, senoritas from Spain, whirling in "suffer" their way thru a song. on-lookers was a take-off on

Blue Angel, New York

Thursday, October 1:

Chez Paree, Chicago (Tursday, October 6)

(Wednesday, October 7) Capacity, 440, Price policy, \$1-\$2 cover after 2.10, Owners, Hilton chain Exclu-sive backer, Merriel Autoff, Publicity, Paul Blewart, Estimated falser, undget, \$2,000

four-minute ovation. Also scoring well with the first nighters were Maria Neglia, violinist: Condoa and Brandow, dance learn, and acro dancer Elisha Jayne. The show was the first in 20 years the chorus line of Adorables.

The Vagabonds swerved from

Their musical capabilities, an good as they are, are generally

up encore places her as member of the Vagabonds in a highly entertaining hillbilly number delivered with back-country authenticity.

Condos and Brandow were received with much favor, both for their dancing and their musical abilities on the trumpet and plana. Pat Carroll, a wonderful com- Elisha Jayne opened the sho auditions for serious roles and winds up doing acrobatics.

The Big Picture

TV PILM - Resieved at special screening. Running time 10 minutes Produced by U.S. Army Production supervisor. William Brows, Public information co-ordinator. Li John Mortimer, Script, Norman Rosen, Narrator, M.Sgt. Stuart Queen, Distrib-utor, Sadia-TV Branch, Department of fise Army, The Pentagon, Washington.

The first segment of the sixth series to be released under this title maintains its high level. "Big Picture" is generally as skillful a job as another documentary series about the Navy, but it has less gunfire and less promotion behind if.

The Army this week released its sixth series of 13 films in "The Big Picture." The Army distributes the show free, and practically every station in the country carries it, tho not always in the best time slot. The first film in the new series maintains the show's high level in scripting, photography, editing and scoring. in Berlin, and covered much of her husband and her lover, on chap with a light brown crewthe same territory as the opening show of Ed Murrow's "See It Now" this season.

But the perspective was quite different. It was Berlin thru the eyes of a G.I. from Arkansas. The tone of the narration was that of



A farce computy by Andre Roussin, adapted by Nancy Milford. Setting by Oliver Messel. Staged by Peter Brook. General manager, C. Edwin Knill. Stage manager. Samuel Liff. Press representatives, Willard Keefe and David Tebet. Pre-sented by John C. Wilson and H. M. Tennet, Ltd.

Colin Gordon Henry Anne Vernon ffirman) Philip

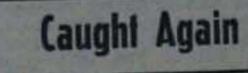
"The Little Hut" packs the old Gallic formula to pitch for laughs via applying inverted moral values to any and every domestic situation. "Hut" is localed in a tropical island jungle, but it's just French bedroom farce (with Mayfair overtones) all the same -and a pretty thin brand, at

that.

Since Andre Roussin's desert island, bedroom farce achieved a three-year popularity in Paris, and via an adaptation by Nancy Mitford a similar length of success in London, a whole lot of people must have found it excruciatingly funny. Maybe there is just something the matter with this reporter's funny-bone. But as the evening wears on at the imported edition of the Mitford version of "The Little Hut," it seems to be just another of those over-glorifications of bed-partner antics so dear to the Gallic heart -currently, of course, with a whiff of Mayfair in the background.

Briefly it concerns the shipwrecking of a lady of a considerably polyandrous turn of mind,

The Varieteers play the inter-Joel Friedman. mission.



BLUE ANGEL, NEW YORK: Spot brought in a new boy singer two weeks ago, Harry Snow, who tion singing chores at the Copa. He is to go into John Murray An-derson's "Harlequinade." He now went for him enthusiastically.

Snow, a good looking, slight room wouldn't let him off her husband and her lover, on a tropical island. In circles out-side of Anglicized French farce, the lady would be considered something of a slut, but she is so happily amoral that a pew-sitter dorsen't much care, whose bed doesn't much care whose bed Rosanna," giving it a subtle phras-she crawls into. Anyway, the ing that held the jammed room the spellbound. Anything after that than 18-possess an eager fresh-three of them set up island housekeeping on a communal basis, was almost anti-climatic, indicat- ness so characteristic of the ama-

effect at the Blue Angel.

Blue Angel operates under, it is the show and is conducted by difficult to think of a spot that has the Vagabonds' own director. a better all-around show. It has Dwight Fiske for a draw-and he does draw here-Harry Snow for straight singing. Pat Carroll for comedy and the Jackson Sisters for novelty singing, plus the excellent musical backing of the Jimmy Lyons Trio.

Top Comedienne

The major standout was Pat Carroll, a scrubbed-faced, blond, day, with Louis Armstrong and attractive comedienne who company in the driver's seat. Les worked last season on the Red Baxter and his ork, making a first Buttons TV show. promise she showed when last proceedings most favorably. The caught, she more than lived up to Dunhills add their top-flight with her new act here. Her spe-cial material was genuinely fun- clowns amusingly-but it's Armny, her takes were hilarious and strong's show, her motions were in proper keeping with the material. The gal worked part of her act in a stand- dedicated to the hips, with up spot and part while sitting on gravel-throat -Louis Armstrong a high stool. The efficacy of her and his trumpet, assisted by jaze work depended completely on her virtuosos Marty Napoleon, Cozy own projection of the lyrical con-tent of the specials. What made her more outstanding was the fact that on the basis of her per-formance here can now work in pable of making quite a splash. any commercial room in the coun- the "Twelfth Street Rag," it's a try as well as the chi-chi spots of field day for the swing addicts range, can sing and sell. He's trav-eled a long way since his produc-tative. Pat Carroll is a wonderful ceedings is the first Stem appearcomedienne. The jammed room ance of Lex Baxter and his orcouldn't get enough of her.

arms, how to cash in on a pleas-ant, friendly grin and use his appearance for maximum effect. The audience here, hardly a knows how to use his hands and Rabelaisian interpretor of the pushover for the average singer, material is too familiar to need further description. The jammed

Harry Snow, a holdover, has

Considering the tight budget the Brian Farnon's orchestra backs Steve Schickel

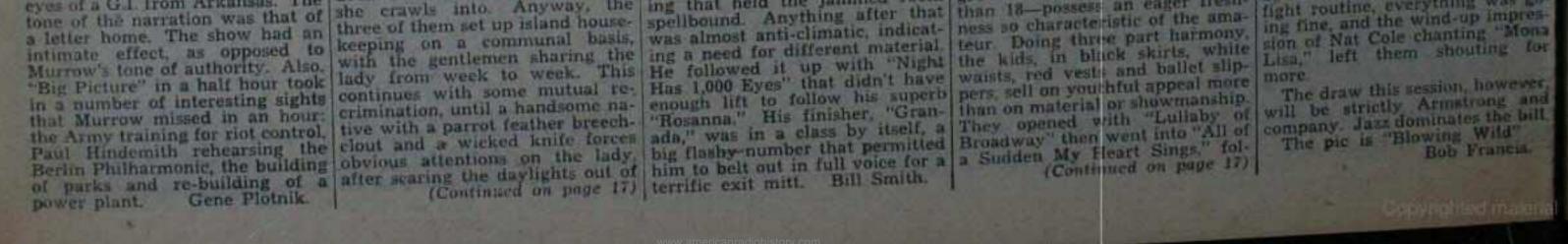
Paramount, New York (Wednesday, October Tr

Capacity, 3,864. Price range, 80 cents be \$1.60. Four shows daily, Chain booker, Harry Levine. Show played by Les Basler's

The bill is a jazz addict's field Whatever Stem appearance, back up the

The current bill, of course, is chestra. The combo of 16 strings, Dwight Fiske is still the arch four brass, four reed, traps and piano, comes across splendidly in

Dancewise, the Dunhills give, the bill plenty of action with their standard tap routines. The Trio, as usual, draws spontaneous hands with its challenge sequence. Jay Lawrence holds down the comedy slot. At the show caught, the comic started slowly in warming up the customers, but by the time he got into his prizefight routine, everything was coing fine, and the wind-up impres-sion of Nat Cole chanting "Mona Lisa," left them shouting for



OCTOBER 17, 1953

Caught Again

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

The fall cycle of this film eries teed off with an episode which was par for George and iracie-that is to say, hilari-M. George's dry humor sets If Gracie's zaniness as beautiully today as it did decades go, and their vidfilm series ach week presents a perfect rignette of life with the Burns their millions of friends via wireless think of them. Major change this season is cast-wise, with Larry Keating taking ver the role of neighbor Harry forton from Fred Clarke, who's switching to legit this enson. Keating does a good. workmanlike job, but it will ake a while to adjust to Clarke's absence.

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



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

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

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

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

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

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

THE BILLBOARD

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

Gene Plotnik.

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

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

The two comics staged a "dance battle," with the Murray dancers prancing thru necessarily grotesque ballroom adaptations of the star's famous terp trademarks-"The Buttons Bounce," a sort of hoho version of hop scotch, and "The Gleason Glide," based on Jackie's knees - akimbo - andaway-we-go bow-off gimmick. Also on the bill were the Billy Williams Quartet and hostess Kathryn Murray. The latter cavorted thru a showmanly apache number which must have given her insurance man a nervous breakdown. Altho strictly non-pro until three years ago, Mrs. Murray was a warm and gracious video hostess from the start, and her agility and grace as a song and dance gal today certainly belies her self - proclaimed status as a three-time grandmother. June Bundy.

March of Medicine (TV), NBC-TV, Thursday (8), 10-10:30 p.m., EST. NBC-TV, for the first of its

fall series of progress reports on the "March of Medicine,"

REVIEWS

The Little Hut

her protectors. Taking him at

least for local royalty, the wench

eagerly accepts "a fate worse

than death," in order to save her menfolk. She is very happy

about the whole thing, until the

discovery that her crown prince

is just a Danish cook off their

wrecked cruise ship. So they make the handsome viking their

chef, and a rescue ship arrives.

At the final curtain it looked as

the everything was to be con-

All of this filmsy extravaganza

is pitched to outragous chit-chat

which bids for hilarity via the

moral values to any and every

carries a wry amusement, but

the whole situation wears pro-

The trio of imported co-stars,

Anne Vernon, Colin Gordon and

Roland Culver, enter spiritedly

of them play with a fine light

tinued back home.

taste shows thru.

· Continued from page 16

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

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

Blue Angel · Continued from page 16

old formula of applying inverted lowed by "Three Little Maids" from "The Mikado," a natural and situation. Much of the dialog by far their best number. They also did an a cappella "Green Grass Grows All Around" in gressively thin, and a lot of bad tongue twisting fashion for some laughs, and wound it up with "Beau Night in Hodgkins Corners" for fair mitts.

The Jimmy Lyons Trio backed into these amorous didoes. All the show in excellent style. Bill Smith.



Leon Morse.

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

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

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

Star Playhouse tably in her strike-out of lady

Sybil's pass at her lesser half. Lovely Maggie

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

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

Standard acts who might be reluctant in coming to Vegas for

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NIGHT CLUBS-VAUDE

18

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

32 Gotham Clubs Challenge AGVA

52d Street, Village, LI Niteries Balk At Signing Minimum Basic Pacts

NEW YORK, Oct 10 .- About 32 | Ray Robinson, some acts and a clubs in this area have challenged line. The show opened Tuesday the American Guild of Variety (6). When the spot refused to sign Artists and will not sign the with AGVA, the union pulled the union's minimum basic agree- show Thursday night (8). Pressure ment, spokesman for the clubs was brought to bear on AGVA said.

Street, Greenwich Village and on been out of work for some time Long Island. The clubs have and this was their first date. It taken the position they will dis- was subsequently determined that pense with AGVA acts and use Robinson was an 802 card holder only musical acts working under and the musicians' union told him AFM cards. Gene Seville's Casa if he refused to fulfill the date Seville plans to let its AGVA acts he'd be subject to discipline. out, and Village clubs have said Caught between AGVA and their plan will be the same.

Melchior Backs Traubel; Melton **Supports Bing**

NEW YORK, Oct. 10. - Repercussions of the Helen Traubel . Rudolf Bing letter exchange brought two more Metopera regulars into the act.

James Melton defended Bing. Traubel

order any of his performers not to the Police Department." appear in competitive mediums of mine. on the Metop stage as there is in occasions. night clubs. "Artistic integrity exists within the artist and does not depend upon the medium in BALTIMORE BIZ BOOM which the artist is performing. I think full artistic integrity can exist in a night club just as I believe that on the stage of the Metropolitan Opera can exist many unartistic moments and performances." Lauritz Melchior, current at the Sahara, Las Vegas, Nev., was in Music is months after the labor dispute nine strips and an emsee. The posed of one representative from the section of 17 counties, with only the between the American Guild of current week has the Two largest counties having an music, and it is a great thing to bring great music to places where Variety Artists and cafe opera- o'Clock club featuring Peggy two largest counties having an it has been missing before," Mel-chior said. "Since most Ameri-cans cannot go to New York for ness is booming, and entertain-cans cannot go to New York for ness is booming, and entertainthe opera season, we are bringing ers and owners are working to- is at Al Herman's; Joe E. Ross music back to them in their home get er peacefully. Of the and LaDonna Lee, at Eddie towns."

from many Negro newspapers, Most of these cafes are on 52d claiming that chorus girls had

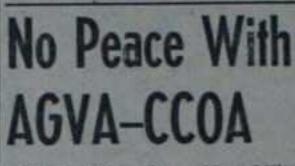
AFM, Robinson named himself as The most recent hassle came at the employer of the acts, paid the the Band Box, which has Sugar AGVA welfare money, and received an okay. Friday night (9) Robinson and the show went back into the club. The Band Box, however, has already determined that, in the future, it will not use any more AGVA people.

The 52d Street clubs, employing about 100 acts, mostly strips attorney for the Building Service here. Employes, Local 32E, currently investigation.

head, said the "fight is won al- per-week from the night club opready. When the Blue Angel erators. We are just as determined Lauritz Melchior sided with Miss signed and then the Latin Quarter not to pay as we were a year ago and other clubs came in, we knew when the controversy started. Melton, currently at the Mount we had them." Jones said if the Further, we intend to fully prose-Royal Hotel, Montreal, said, "The 52d Street and Village clubs cute our case against AGVA now Metropolitan is a wonderful place close, it won't be because of pending in the federal courts un--but so are the night clubs. Still, AGVA. "We haven't even started less the union withdraws its pres-Mr. Bing had a perfect right to on them. The heat's on them from ent welfare payment demand."

COME TO VEGAS

LAS VEGAS, Nev., Oct. 10. -Cashing in on the recent publicity breaking on the Nejla Ates and Sheperd King wedding-to-be, The Thunderbird's Hal Braudis is having a minaret built for the coming nuptials. The Oriental dancer is a Turk. of the Moslem faith. Miss Ates is due to open at The Thunderbird October 28 for a four-wecker, and according to the publicity will marry King during that period. King, on the other hand, still married to Samia Gamal, also an Oriental belly dancer, will use those four weeks to establish residence in Nevada and get his divorce. The big question now is where to get a Mullah (a Moslem priest) to perform the wedding ceremony.



CHICAGO, Oct. 10. - Milton Village spots, who employ ap- Cafe Owners' Association, this proximately the same number in week termed as false talk that an a similar capacity and have re- early peace was expected between tained Arnold Cohen, attorney, to the bistro operators and the represent them. Cohen is also the American Guild of Variety Artists

In a statement, Raynor said: involved in the trotting race track "There will be no peace with investigation." "There will be no peace with AGVA until AGVA withdraws its Dick Jones, AGVA Eastern demands for \$2.50 per-performer

ARABIAN NIGHTS Queens Op Seeks **Brooks' Visa Denial**

NEW YORK, Oct. 10 .- Norman to leave the club, Brooks agreed Brooks is the latest performer to to increase the two-week option get involved in a pay or play to a three-weeker. deal, but this time the club that A few weeks ago Goldstein claims to have an option for three started dickering with Cooper for weeks on his services has started a date for Brooks to come in to proceedings with the U.S. Im- play off the options. Date sug-migration authorities to bar gested by Goldstein was after Brooks from the United States Brooks' Copa job, scheduled for for failure to live up to a contract. mid-November.

Roy Cooper, Brooks' manager, Brooks, now getting between reached by phone in Montreal, \$2,500 and \$3,000 a week, refused said "We don't know of any con- to "honor the contract and offered

Goldstein, operator of the Boule- lose, not the \$1.950 that the convard, Queens, who gave Brooks tract's for." Goldstein further his first date about a year ago, charged that Cooper had "fiatly Goldstein got the singer for \$400, or \$200 more than he'd been getting anywhere up to then. Goldstein said he bought him on the recommendation of Robert Q. Lewis. When original deal was made it had a two-week option of the original contract. Howfor the following year at \$650 a week.

During his first date at the Boulevard, Brooks had to leave and emsees, have joined with the Raynor, attorney for the Chicago for Canada (he's a Canadian citizen) to straighten out his visa. In exchange for getting the okay

Nev. May Hike

Gambling Tax

tract. But if there are any out-standing contracts we will play to pay me off on a pay or play." them." Action was started by Abe \$25,000-that's what I figure I'll refused to play the date."

Cafe op appealed to the American Guild of Variety Artists and was informed that under its rule it was limited to penalizing its members only on the face value ever. Goldstein was told he could proceed in a civil action for whatever damages he could prove.

Goldstein has retained Queens Congressman Lester Holzman to represent him and has filed charges with the Immigration authorities against Brooks and his manager, Roy Cooper.

In the event any charges are sustained Brooks stands to lose about \$100,000 in dates in the United States of which \$40,000 would come from 20th Century-Fox for a picture deal signed some months ago



Farber to 88 For Traubel

CINCINNATI, Oct. 10 .- Burt Farber, town's leading planist and a feature on WLW and WLW-T, will serve as conductor, arranger and accompanist for Helen Trau- acts. The Chanticleer is now bebel on the extended nitery tour ing redecorated and will open currently being arranged for her. Offer came thru Dave Baumgarten, of the New York office of Baltimore's famous clubs are still Music Corporation of America.

Robert E. Dunville, of the Crosley Broadcasting Corporation, has granted Farber an unlimited leave of absence to make the tour. Farber is flying into Washington today to meet with Miss Traubel and her manager to iron out final details.

Tour is slated to get under way around December 1 in Cleveland, with nitery engagements in Cleveland, Miami, Detroit, Los Angeles and Las Vegas, Nev., set to follow. Meantime, Miss Traubel has 50 concert dates to work out. Following the road tour, she is slated to move into New York's Copaca-bana for a six-week stay. A TV show, to emanate from New York following the Copa stand, is now in the works.

About a year ago Farber left

Informed sources say that during the term of their opera whatever the outcome, AGVA attorneys reached in Chicago said engagements, and Miss Traubel and AFM will tangle in the near in reply to Raynor's charges of knew it, and she's a good friend future. AFM head, James C. "false," that talks were progressmine." Petrillo, has made his feelings re-Melton also said there is fakery garding AGVA known on many perhaps "Mr. Raynor isn't as well

NEW YORK, Oct. 10. - AGVA informed as he should be."

parents and educators. If an increase is voted, it will hit every major hotel here plus those in Reno.

The recent session of the Legislature last winter trimmed school aid requests from \$3,000,000 to \$2,000,000. Since then, overcrowded schools in Las Viegas and Reno have complained they are unable to purchase needed books and equipment within their budgets.

crease on the gambling industry to meet school deficits is under

It was explained that the Legislature failed to puss a gambling tax boost earlier because small Nevada counties-with one State senator each - have no school problems as have Las Vegas and BALTIMORE, Oct. 10. - Six running, featuring from six to Reno. Nevada's Senate is com-

a bill calling for local option on a I per cent additional gambling troit: Alpine Village, Cleveland; tax. He said in this manner the Triton, Albany, N. Y., and the small counties with no school problem and hard-pressed small gambling operations would not be affected. Under his plan, Clark County (Las Vegas) and Washoe County (Reno) could raise taxes Strip spots pay about \$60 local on the large gambling interests

scale, and most of the strippers Gambling operators now pay a are locals. The emsees get from 2 per cent gross tax to the State, \$150 and up, with many getting in addition to quarterly license \$200. Feature strips get as high fees for State, county and city on as \$400.

NEW YORK, Oct. 10. - The Lancers broke thru with their "Sweet Moma Tree Top Tall" on the Trend label to such an extent that Irving Siders, of the Shaw Agency, was able to set the boys for a Las Vegas, Nev., date for \$2,000 - their biggest money so far.

The Lancers, managed by Ray Cooper of California (Siders was mistakenly listed as their manager), will now have to push some of their dates back in order to play Vegas. Ordinarily a postponement is fought against by cafe ops. In this case, however, It will be to the advantage of the ops to permit the pushing back because, as the boys get hotter, their draw becomes so much bigger.

The Lancers are set to open on Clark County Assemblyman William Embry said if the special session is called, he will introduce Dates that are now being pushed back call for the Gay Haven, De-Copa, Pittsburgh.

Carroll Tagged Moulin Rouge

HOLLYWOOD, Oct. 10 .- Pending final legal approval, a com-plately refurbished Earl Carroll's is scheduled to be called the Moulin Rouge when Frank Sennes reopens the famed theaterrestaurant as a nitery this Christmas.

Sennes elaborated on plans for the club this week, stating that "e is now dickering for the Borah Minnevitch Harmonica Rascals, the Charlivels, the DeCastro Sis-ters and Frank Libues, all of whom

An extensive facelifting is

direct tie-up with

Strip Spots Run Full Tilt, With Union Fuss Settled

more than 25 strip spots, employ- Leonard Spa, and Lenny Ross ing over 150 entertainers weekly, at the Rally Club with Donna only three have not signed with Joyce and Yevette as features. AGVA. Vincent Iannone, local The Club Ambassador has Elec-AGVA branch manager, reports tra, and the Band Box has Barney that all night club operators and Long. Helena Gardner and Buzz Barrie, emsee, are at the Copa. agents in this sector are complying with all AGVA requirements, filing booking reports and paying theater in the entire area playing into the Welfare Fund weekly.

There isn't one night spot in this town now using legitimate for the Christmas season with a floorshow, sans strips. Some of

AGVA HAS 39G, BUT NO TAKERS

NEW YORK, Oct. 10. -The claims department of the American Guild of Variety Artists has \$39,919 belonging mostly to actors. It is anxious to pay out, but can't find them.

Hal Bongard, department head, said the list includes Peter Lorre, J. C. Flippen, Vic Damone, Ethel Waters and a flock of others. Some of the money has been col-lected by AGVA from organizations for whom the per-formers did benefits; others, for salary claims.

DURGOM-WESSON SUIT

as \$400.

The State Theater is the only

vaudeville on a split-week basis.

Durgom), vs. Dick Wesson con-tinued in Hollywood last week in Superior Court, with the case scheduled to come to trial in the charges breach of contract and involves a total of approximately \$81,000 for monies loaned, due and to be earned and commissions not pald.

HARTFORD STATE

STILL NOT OPEN ...

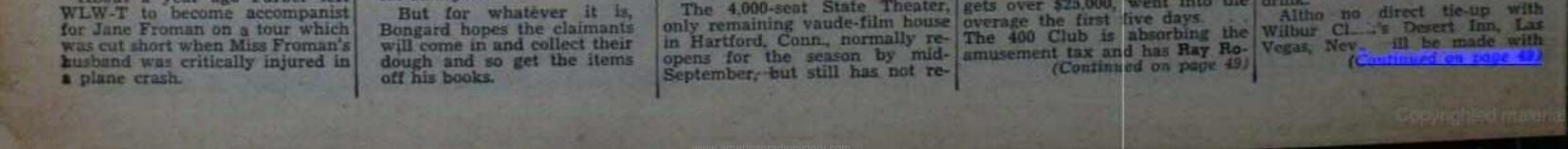
HEARING IN SPRING Preliminary proceedings in the matter of Bullets, Inc. (Bullets Durgem), vs. Dick Wessen con-

Superior Court, with the case top, young Eddie Fisher. Date is An extensive facelifting is scheduled to come to trial in the October 22 at the Park Sheraton. planned for 'he niter', with the october 22 at the Park Sheraton. Banned for 'he niter', with the mamme'h st 'cheduled to be guest of honor at a major Friars dinner to be held in mid-Novem-ber. While on the Coast will do a show on the Jack Benny TV-er. In his first hotel date, the Chase, St. Louis, Johnnie Ray, in for \$10,000, with a split when take gets over \$25,000, went into the

The 4,000-seat State Theater, gets over \$25,000, went into the drink.

Extra Added lighted. Harris Brothers, owners

The next Friars Celebrity Luncheon will have as the guy on "name" talent for the club.



MUSIC

OCTOBER 17, 1953

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

THE BILLBOARD

19

IG KICK-OFF **Celebrities**' **Cavalcade** at ASA Shindig

CHICAGO, Oct. 10 .- The Artists ociety of America, Inc., a newly rganized group dedicated to the oung hopefuls of show business, s holding "a Cavalcade of Celebities" at the Blue Note here, Ocober 13, from 9 until 2 a.m.

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

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

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

Ellington heads the advisory list which includes Nat (King) Cole, Illinois Jacquet, Dr. Roy P. Gar-

A SONG ONCE OVER LIGHTLY

NEW YORK, Oct. 10 .- The Modernaires recently cut the ditty "You'll Never Be Mine" and, as is their custom, taped the accompaniment before decided to use it again with 10 decree. an over-dub by tenor saxist Sam Taylor. The sides will soon he released coupled on a single disk. Title of the flip? "The Other Side of You'll Never Be Mine," natch.

Bess Charges King Pilfers Baby Don't Do

NEW YORK, Oct. 10. - Bess ords and its affiliated publishing firms, Jay-Cee and Lois Music. The action charges that the defendants infringed on the Bess Music 1 re, "Baby, Don't Do It," which clicked heavily earlier this via an Ap 'lo "axing by the

Five Royales. The answer-type ditty, "Baby, I'm Doing It," recorded on King by Annisteen Allen, and held in its publishing firms, is claimed to Do It." The latter was written by Lowman Pauling in 1952. The suit asks for an injunction and

Courts Get Green Light to Fix Video License Rates

· Continued from page 1

definitive action is expected, how- this year. ever, until 1954-the proceedings at least three months.

Speculation

ways in many quarters. It was tee" of telecasters. speculated that ASCAP's case

someone at Coral liked theun rate-setting will mark the first weak to stand up. In any event, possible, however, that an all-

re-opened the entire TV licensing will negotiate. The court is now expected to picture, since ASCAP's blanket gather evidence from both par- license agreement with the netties on the setting of both per- works and some independent sta- rates would mean the acquisition program and blanket licenses. No tions will expire at the end of of a large lump sum of money

involving setting rates will take need for setting a blanket license terim. Whatever the rate may rate by the court with much puz- eventually be, payment would zlement, since the society be-The move by ASCAP in with- lieved that the rate set in Jan- except for telecasters who've drawing its motion to amend the uary, 1949, was after negotiations been operating under the blanket decree was viewed in different with a "representative commit- license.

could be of such strength that it insisting that the current blanket ture, despite the two motion could logically withdraw its mo- license rate is too high. Negotia- withdrawals this week. The curtion. On the other hand, it was tions between ASCAP and the Music filed suit this week in also suggested that ASCAP with- networks on the blanket license

original tape so much they at exercise of this provision in the the two withdrawals this week industry committee of telecasters

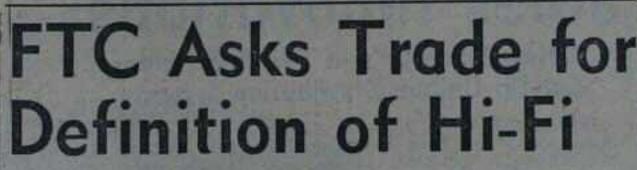
Large Lump Sum

For ASCAP the settlement of from the telecasters who've been ASCAP, however, regards the using ASCAP music in the inbe retroactive to January, 1951,

Several intriguing possibilities The networks, it is known, are still exist in the ASCAP-TV picrent holders of blanket licenses may decide to renew their licasters may delay making any decisions on licensing agreements until they can compare and weigh the advantages of per-program license rates over blanket rates, or vice versa.

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

Capitol Quits



WASHINGTON, Oct. 10 .- The Laboratories, makers of "custom" be a direct copy of "Baby, Don't Federal Trade Commission this hi-fi amplifiers.

week asked the TV-radio industry to come up with a definition of with its definition before the high-fidelity to be included in hearing is resumed on December phono combinations. Calling for the Radio-Electronics-Television Manufacturers' Association to set up an industry committee to study past to evolve a satisfactory the question, the request came definition, and is uncertain . Continued from page 3 from FTC attorney Paul Butz in whether it can gain manuthe course of a hearing of industry facturers' approval of a definition accept their offer was undetercomments on the proposed trade within a few months, even if one mined. rules. Butz said the FTC has had several letters urging the in- versial sections of the proposed its Thesaurus as the only major clusion of such a definition in FTC regulations will come in for in the disk biz fraternity still enthe proposed rules, which are still further discussion at the Decem- gaged in ET's. Decca Records under consideration. Makers of ber hearing. Slated for strong formerly owned World Transcriphi-fi equipment for custom installations are apparently con- posed rule requiring the labeling purchased by Ziv. Indie diskery cerned about advertising claims of cabinet woods as "solid" or London Records is still engaged made by large "name brand" manufacturers entering the will argue that it is being used the their activity in the U.S. is quality radio-phonograph field, as the "whipping boy" for a trade fairly limited. icks, Frank Cannon, Betty Madi- One of the letters received by the FTC was from Scott Radio

Federal Court against King Rec- drew because its case was too have been almost nil. It is still censes without much fuss. Tele-

rett, Dan Burley, Al Monroe and New Talent

Flanagan Ork **To Hit Road**

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

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

Audio Fair to Stress Hi-Fi

bled high fidelity players and hit across the Atlantic. binaural sound equipment at the Audio Fair, which opens here Wednesday (14) at the Hotel New "Where the Wind Blows," Nat (17). Many old-line manufactur- ther Time," June Hutton's "Say first-time exhibitors.

phases of recording and phono- "Limelight," graph reproduction.

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

can be devised.

comment from RETMA is a pro- tions which was subsequently "veneer." The TV-radio industry in the transcription business, alindustry as a whole.

week on FTC's proposal that TV picture tubes be measured horizontally instead of diagonally. The resulting smaller measurement would upset a tradition followed by the industry since its inception, argued Glen McDaniel, RETMA spokesman at the hearing. A compromise method of pher Columbus" and Eve Young's labeling, possibly including both "Silver Young." Miss Young's measurements, may come up for discussion at the later hearing. The re-use of certain parts of TV picture tubes was under discussion when this week's hearing was adjourned, and will probably open the hearing when it is re-

Cap's exit of the transcription Meanwhile, several contro- field leaves only RCA Victor via

Interesting sidelight to the Capbeen imposed on the furniture itol ET exit is the widespread distribution of free disk jockey rec-RETMA took a strong stand this ords, a merchandising method pioneered by Capitol. Latter un-doubtedly contributed to Capitol's decision to guit the field.

McKean Tops Columbia E. T.

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

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

Seeco Buys **Kitt Masters**

NEW YORK, Oct. 10. - Seeco Records, Latin-American diskery, has acquired several masters of currently hot disk thrush Eartha Kitt and will release the material on an EP disk next week. The material was cut a few years ago in South America. The label is

BRITISH PAY LITTLE ready is a March booking in Las HEED TO U. S. DISK HITS

NEW YORK, Oct. 10. - The "Eternally," hrase "reverse English," it "Look at That phrase seems, can be used with equal facility in talking about billiards and the record business in England. British record buyers are disk, incidentally, was issued on still showing their disregard for the London label here and the the histories on American public preferences on recorded songs. For some years, the English have, with some regularity, decided that the American hit side of a NEW YORK, Oct. 10. - Heavy which the trade here considers NEW YORK, Oct. 10. - Heavy which the trade here considers Joy Pubbery

Most recent examples are Dean Yorker and runs thru Saturday Cole's "Mother Nature and Faers who have recently entered You're Mine Again" and the the hi-fi equipment field, such as Johnnie Ray-Doris Day duet on RCA Victor, Columbia Records "Let's Walk That-a-Way." These and Zenith Radio Corporation are recorded tunes were either "B" sides of good-selling records here The more than 100 exhibitors, a or never made The Billboard's o per cent increase over last best-seller lists as "A" or "B" year's show, will display their sides. All these tunes are stirring wares on four floors of the hotel, up a lot of sales action in Eng-

Guy Mitchell's 'Look at That Girl" and "Christo-Decca label in England before she changed her name to Karen Chandler.

Snags 'Think'

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

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

The Audio Engineering Society, which will convene during the event will also hear a number of hit lists in England, but not in Hut-Sut Song" and "Hi, Neighbor," echnical papers read on various this country, were Ron Goodwin's preemed the song on his ABC ra-Jimmy Young's dio network show here recently.

NEXT WEEK:

LUCKIES TOOT CH'FIELD TUNE NEW YORK, Oct. 10 .- A

sumed in December.

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

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



MUSIC 20

THE BILLBOARD

OCTOBER 17, 1953

Distribs Expect End of 1953 Up 11.5% Over '52 Period

be 11.5 per cent greater than in tribs and the smaller wholesalers jobbers. Only 8.9 per cent of the healthy business done in the first and 54.8 per cent of the indie line tors were: bigger, 64.3 per cent; eight months of the year and the wholesalers gave the same an- the same, 26.8 per cent, and smallprojections for sales thru Decem- swer. Twenty-five per cent of the er, 8.9 per cent. ber. These facts were uncovered major distribs and 17.6 per cent of Both the distribs with only one in the preliminary tabulations of the indie distribs said business or two labels and those handling results of The Billboard's second was the same as last year, while more than two lines were in close annual record distributor survey. 8.4 per cent of the major and 17.6 agreement on the percentage of

how record volume for 1953 to said that business was smaller. date compared with the same period last year and percentage of increase or decrease they expected for the final four months of 1952.

Three Categories

Results were tabulated in three ways: (1) For all distributor rethan two labels. The breakdown was designed to compare sales and sales estimates of distributors handling major labels and those handling independent labels. Over 500 distributors and factoryowned branches were surveyed.

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

NEWS REVIEW **Gospel Music Festival Stirs**

Volume Estimate

September thru December period thought business would be 13.2 this year, 58.4 per cent of the ma- per cent bigger, and the indie line jor and 76.4 per cent of the indie distribs thought the increase wholesalers said it would be big- would be 10.7 per cent.

NEW YORK. Oct. 10. - Phono- | than last year, 22.5 per cent said | ger. Estimating that business graph record distributors expect that it was about the same and would be the same as last year for that the record business done in only 12.5 per cent said that busi-the last four months of 1953 will ness was smaller. Major line disthe same period last year. Both were almost in complete agree- major and 5.9 per cent of the indie the large and small distributors ment, as 66.6 per cent of the ma- firms said that business would be are in full agreement on the jors said business had been better smaller. Totals for all distribu-

The distributors were asked per cent of the indie wholesalers increase expected for the last four months of this year in comparison with sales in the same period in In estimating volume for the 1952. The major line wholesalers

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

Cap Deal for Tunes, Masters With Aussies HOLLYWOOD, Oct. 10 .- Capi-

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

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

The label, set here as the trade- first diskery of any size to set a Capitol Records, the Aussie firm ditty. (U. S.), Ltd., will also distribute Enforcement Act. Cetra line is firm maintains its own labora- Five is all Artie Shaw, the the

Power comes from hydro-elec-

season it is used sparingly.

Madrid, at this moment, is ration-

ing electricity to three days a

electronic recording equipment.

GRAMERCY 5 **Show Unveils** Commercial, **Cooler Combo**

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

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

All Shaw

The spark of the new Gramercy

plies, (2) for distributors handling only one or two labels and (3) for those distributors handling more **Sales Innovations** Offers Same LP's in Two Packagings;

Set Up Unique Distribution System

NEW YORK Oct. 10. - In a in effect, a similar pact with the unique departure from accepted Dutch firm, Philips. EMI (U. S.) merchandising practice, Angel is headed by Dario Soria, former Records plans to offer its LP chief of Cetra-Soria Records, who packages in two distinct forms sold his interest in that opera when it debuts its initial release catalog to Capitol. early next month. The de luxe, Angel does not intend to fairfactory-sealed pack will list at trade its records. There had been \$5.95 per 12-inch disk. The same considerable trade speculation on record, carried in a plain stock this question since Soria, in his liner, will retail at \$4.95.

mark of the recently formed legal floor on record prices fol- also processes, manufactures and Electric & Musical Industries lowing passage of the McGuire markets the Cap product. The

Cetra operation, had been the

Larnegie Hall

NEW YORK, Oct. 10. - Joe Bostic's fourth annual Negro Gospel and Religious Music Festival, starring Mahalia Jackson, took subsidiary of EMI, the giant Britplace in Carnegie Hall Sunday (4). ish disk combine, and the North It pulled 2,500 paying customers American outlet for the output in spite of the World Series across of British Columbia. Until Janthe river at Ebbets Field that uary 1, 1953, the latter company same afternoon.

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

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

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

2

DUM TI DA DUM, HI DI HO HUM

NEW YORK, Oct. 10 .- It is Ready to be introduced in disk Cugat is scheduled to kick off becoming apparent that there Plans call for using the album merchandise is the first new work pubbery's recording headquarters, will be in Madrid, where it is now the tour on October 23 in Hawaii, is no limit to the twists in use as the focal point in a suggested issued on the Cetra label since which can be made of the "Dragnet" theme. Thrush following which he will play Ma-nila, Tokyo, Hongkong, Singapore, high fidelity record department or Capitol acquired the company-a setting up its own studio. section in retail stores. Dealers complete recording of the opera Ginny Gibson has cut 25 Guam and Bangkok. will also be supplied with a spe- "Manon Lescaut." New only four months ago, has prompted the maestro to schedule the return trip. Intended booking policy will have the revue playing ball parks in addition to clubs and theaters, a departure from Local Difficulties Cugie's highly successful endifferent deejay shows, all the disks using the opening theme and the typical "Dragnet" dialog. Gimmick was devised to hype deejay inter-est in her M-G-M Record "Dansero." Acetates were cut for jocks who would use the mublic portion tio.ing

factory branch-depots with sales representatives.

The firm was set up here earlier this year as a wholly owned had a reciprocal deal with Amer-Mahalia Jackson, headlining the lican Columbia calling for the exof this year, Columbia has had,

MU Slaps Hobbyists' **Disk Sales**

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

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

Cugat for 2d **Orient Tour**

Xavier Cugat and company leave for a 12-week tour of the Orient in a package deal set by Music Corporation of America calling for a guarantee and a percentage agreement for the Latin maestro.

its product in a manner distinct now fair-traded by Capitol in four tories and raw stock mill and is boys do yeoman work with him. from current custom, combining Eastern States-New York, New equipped to press records in all When he is playing clarinet the d on page 42 (Continued on page 42) (Car

DECCA RECORDS IN SPAIN **U. S. Firms Active** In Iberian Diskings

Continued from page 1

the Angel catalog from Soria | it is reported to be next to impos-Series, a set of LP's produced by sible to import recording equip-Dario Soria, now head of EMI ment because of tight foreign ex-(U. S.). Further, Angel will con- change regulations. Also, electric tinue to add similar items from power is often capricious, working time to time via activity of EMI's havoc with schedules and execu-Spanish subsidiary, Compania del tion of recording projects. Gramofono-Odeon. tric plants, and during the dry

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

Not the least of the increased interest in Spanish recordings can be attributed to the growing importance of LP exports to Latin America. For many diskeries, this is an important amount of total of Montilla's output, for instance, has been earmarked for export.

Long-Term Pact

The contract between Decca and Union Musical Espanola will run for a number of years. The pubbery, one of the oldest in Spain, holds important copyrights by Granados, de Falla, Albeniz, and other top serious composers. Intermediary in the negotiations was Frederick J. Reiter, United States representative of the Span-ish Author's Society (SGAE). Decca will have world rights to

recording arrangements was to foster interest in Spanish music, especially as performed by do-mestic artists and orchestras. The

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

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

There seems to be little quesweek, section of the city by sec-tion. At other times, power dips and surges work their effect on a strong attraction for class clubs

Capitol Bases Oct., Nov. is an important amount of total volume, and works cut in Spain have an immediate appeal in countries below the border. Most of Montilla's output, for instance,

ords' October and November Fidelity Magazine. merchandising program. The label is concentrating its promo-tional guns on the public interest in, and attention to, the hi-fi equipment now being marketed. Major item in the promotional scheme is a specially-packaged album. "A Study in High Fidel-ity." The album contains both technical and non-technical ex- special display piece, etc. Con-planations and information on sumer advertising campaign on Reiter, just back from a visit to Spain, said that Union Musical's prime purpose in completing the recording arrangements was to foster interest in Spanish music. classical excerpts from Capitol re-leases on one side and pop mate-rial on the reverse. The disk sells for \$6.75, including tax.

NEW YORK, Oct. 10. - High | 12-inch package were written by fidelity is the key of Capitol Rec- Charles Fowler, editor of High

The diskery is also making

'Manon Lescaut'



OCTOBER 17, 1953

THE BILLBOARD -

MUSIC

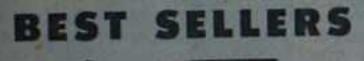
21

DECCA BEST SELLERS --- ORDER NOW!

THE HIT OF THE

	NOT THES
HOT ON RHYTHM	28867*
	Arthur Prysock
EMPTATION NY MOOD	28072* Morgie Day
SWATCHIN" IT BACK	- 48304*
FEED ME. JESUS	Sister Thorpe
THE IT INKODON	48303*
THE SAVIOR WHISPERS & PRATER	The Sisters of Song
IN GOD'S HOUSE	28841*
THE WAR IS OVER	Lightening Hopkins
POLICY GAME	28700*
IN FIVE ANYTHING	Arthur Prysock
THIS IS THE TIME	28804*
THINK ALL OUT MY HEAD	Little Esther
IF YOU WANT ME	28624
HOUR HOPH-	Benny Gree
BLOW, YOUR HORN-	28750
EXPENSE Account	Louis Jard
HOUSE PARTY HOG WASH	4836
THE THADEL	Sister Rosetta Tho
CRYING IN THE CHARGE IN KOREA THERE'S PEACE IN KOREA	M speeds. For 45
austiable in 78 RPM and 45 number.	and the second second

Available in fa ing." to t



CUNTRY

1953 FOOTBALL SEASON EDDEE HABAAT and His Orchestra playing GOMANAGO POLKA

and

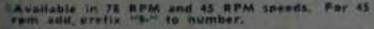
Sharpeys' Polka

Decca 28873 (78 RPM) and 9-28873 (45 RPM)

YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS



I'M WA' KING THE DOG	28834*
THERE STANDS THE GLASS	Webb Pierce
PUCKER UP	28778*
THAT'S WHEN I KEED YOU THE MOST	Autry lamon
THE LAST MILE OF THE WAY	28796*
THE KEYS TO THE KINGDOM (With the Jardana	tires) Red Foley
DON'T THROW YOUR LIFE AWAY	28725*
173 BEEN SO LONG	Webb Pierce
CON LA LA IMon Petite Chouchou-My Little I	Det) 28865*
THE STORY OF MY LIFE	Justin Tubb
PEDRO, THE FOT TAMALE MAN	25851* Leon Payne
DIVORCE GRANTED	28869*
COUNTERFEIT KISSES	Ernest Tubb
NEY. JOE	28797*
MY COLD, COLD READT IS MELTED NOW	Kitty Wells
LESSONS IN LOVE	28826*
SHADOWS	Honk Locklin
A DEAR JOHN LETTER (With Ernest Tubb)	28837*
MEAN AGE IN BETWEEN AGE BLUES S	cooter Bill Tubb
INTERNATIONAL SE	RIES
YENUS WALTZ	Eddie Habot
BANENO POLKA	28810*
AFTER THE MORNING WALTZ	Bernie Roberts
GOOSE PIMPLE WALTZ	28835*
ADELINE POLKA "Whooper	" John Wilfahrt
SUGARBUSH_POLKA	28761*
SAILOR'S WALTZ "Whoopee	" John Wilfahrt
CLARINET POLKA	45022*
SWEDISH WALTZ "Whooper	" John Wilfahrt
	Ent It



E	BUR CONT	255
ARE YOU LOOKING FOR A SWEETHEART 28904 A LITTLE LIE KILLS KILLS THEME FROM "SEVEN DREAMS" 28904 SECRET LOVE Gordon Jenvins HOT DOG! THAT MADE HER MAD 28901 HOT DOG! THAT MADE HER MAD 28901 FROM THIS MOMENT ON DIE MOR	A TINY LITTLE VOICE IN A TINY EITHE Prayer	LET ME BE THE OME 26898 TM VESTERDAY'S GIRL Goldie Hill STAY OUT OF MY DREAMS FEACE OF MIND 28899 Savannah Churchill TD BE ALONE (With Anita Kerr, Singers) 28897 1F GOD CAN FORGIVE
CHILDRES HING CRUSHY SING O LISED I AM NOT WOATHY- MOTHER DEAR, O PRAY FOR ME K-113 (TA REM) • 1-251 (AS PPM) - EIG JON ARTHUR and UN "NU School THORY" CARL SWB CARL	N'S SETTS THE FIVE MARVELOUS PHETZELS and THE THHEE MICE MICE DROTHERS THE THREE MICE MICE DROTHERS TOTAL THE ADVENTURES OF THE LONE RANGER MR. B of a Series HE MILLIS THE STRAMGES FROM THE EAST K-117 (78. RFM) • 1/255 (45. RPM)	NEW ALBUMS EDDIE CANTOR SIMUS EDDIE CANTOR SIMUS Sama features in the Wayner Best Picture "The Cintor Story" ED 592 • DL 5504 MUSIC IN THE NIGHT MUSIC IN THE NIGHT MUSIC IN THE NIGHT MUSIC IN THE NIGHT MUSIC IN THE NIGHT FAUSTO CLEVA, Consults DL 2053 This Long Play Record Includes: FAMILIAR WALTZES From Favorite Duras TD-3525 ED-3524

I'VE BEEN WAITING A LIFETIME	28843*
LAUGHING ON THE OUTSIDE	The Four Aces
WHO PUT THE DEVIL IN EVELYN'S EYES	28818*
BEWARE	The Mills Bros.
CRYING IN THE CHAPEL	28758*
I THANK THE LORD	Rex Allen
WHEN I PLUNK ON MY GUITAR	28558*
WOULD IT BE WRONG	Guy Lombordo
SHAKE A HAND (With Anita Kerr Singer	i) 28839*
STRANDED IN DEEP WATER	Red Faley
TONIGHT, LOVE	28706*
COME TO ME	Bill Dornel
THE EIGHTEENTH VARIATION	28874*
MR. PEEPERS	Jack Pleis
THE TENNESSEE WIG-WALK	28846* Russ Morgon
GO MAN GO POLKA	28873*
SHARPEY'S POLKA	Eddie Hobat
WHEN I'M WITH YOU HORS D'OEUVRE	28848* The Commonders
SHAKE A HAND	28836*
SHED A TEAR	Savannah Churchill
I LOVE PARIS	28875*
EBB TIDE Charlie App	alewhite, Comorate
PLEASE TELL ME	28807*
ENDLESS	Al Alberts
KEEP YOUR PROMISE, WILLIE THOMAS	28833*
AS LONG AS I'M DREAMING	Dinning Sisters
FALLING IN LOVE WITH LOVE	28647*
I WONDER WHO'S KISSING HER NOW	Tommy Dorsey
TIME MARCHES ON	28870*
THERE MUST BE & WAY	Louis Jordon

POPULAR

Available in 78 RPM and 45 RPM speeds. For 45 rpm add prefix "5-" to number.



MUSIC 22

HOLM, GINTER MERGE DISTRIB OFFICES

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

BENIDA CONTRACTS MARY MAYO

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

MPCE DRAWING FOR FORD SET ...

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

SHAW, GRAMERCY MAKE NY DEBUT ...

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

Music as Written

THE BILLBOARD

two weeks: Ralph Watkins, head New York of the Embers, booked Shaw's

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

CHARLOP LONGHAIR

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

MEXICAN EXEC

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

M-G-M Records' Charles Hasin. exec in charge of distribution, is points. His stops will include Buffalo, Cleveland, Detroit, Chi-cago, Minneapolis, Omaha; Kansas City, Mo.; Wichita, Kan.; Oklahoma City, Dallas and St. Louis. ... Franz Allers is conducting the ork for Ethel Merman's personal appearances at the Dallas State Fair musicals. Cindy Lord opens a one-week stand at the Twin Coaches, Pittsnight.... The Metropolitan Opera Company's first performance of "Il Trovatore" this season will be the annual benefit for the Free an option on Cannon. . . . Bob Home magazine is starting a new opens at the Hotel Statler next Friday (16). . . Pittsburgh disk dealer and deejay promoter Elmer Willet has been named a.&r.

dler will conclude a nine-day stint at the Stage Coach in Hack-ensack, N. J., 'on October 18 and will guest-star on the Eddie making a tour of key distribution Fisher show over NBC-TV on points. His stops will include October 23.... Ruth Casey, Decca thrush, opened at the Town and Country Club in Brooklyn this week.

Chicago

Mitch Miller, of Columbia, in town for a few days last week to cut a session with Harry James, who was playing a fournight date at the Aragon Ballroom. Harry does two weeks of one-nighters and then opens at the Coconut Grove, Los Angeles. featuring his brother Jimmy, followed James into the Aragon for a one-week stanza. Opening the Milk Fund for Babies, ... Herb Terpery on October 12 is Paul Leventhal has signed his thrush, Neighbors and his orchestra. . . Judy Tremaine, to a waxing pact Pete Hanley is currently appear-with the Brunswick label. . . . ing at the Towne Room, Mil-Cleveland juke box ops have se- waukee. He moves into Sciolla's, lected the Blue Barron disking Philadelphia, October 12. ... "That's Amore" as this month's Bobby Wayne, Mercury artist, in hit tune. . . M-G-M Records has town for a few days. . . . Art Kaspurchased four sides from Nicky sel and his orchestra, with Gloria Aquaviva. Sides feature chanter Hart on vocals, opened at the Frank Cannon. The label also has Martingue Wednesday (7).

The Sauter-Finegan orchestra and Wanda Wolfe have been sign- plays a one-nighter at the Gladys ed by Flair Records. . . . American Entertainment Center, Monteviedo, Minn., October 27. . . . Al monthly feature written by Rob-ert Bagar and featuring discus-trip to St. Louis where Ed Bonsions of music on records, radio ner. of KXOK, previewed Don and TV. . . Herald Records has moved its offices to West 55th Street. . . . Russ Morgan's ork Wienstroer, general sales manager of Coral, in town last week. Eileen Mack, former Girl Friday of Jack Eigan, joins Bob Elson on his new disk jockey show over and sales chief of the Belle label. Vic Damone starts work next week on his new flick, "Hit the Deck," for M-G-M...."The Big-rest Show over and Dan Sorkin, of

OCTOBER 17, 1953

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





BILL HALEY (Essex)				gest Show of 1953," with Nat Cole, Sarah Vaughan and the Ralph Marterie ork, which plays	
IN THE MISSION OF ST. AUGUSTINE	2.75	1. 2		Hall here tonight (10), has been	The Do Done House
(Republic) SAMMY KAYE (Col.)	Best Buy			doing well on the road to date Connee Boswell will do two	quartet Tommy Re
THE ORIOLES (Jubilee)	R & B Best Buy	Sleeper & Award		weeks at the Chez Paree, Mont- real, opening October 26 the	Hotel, St. Louis, Octob new M-G-M waxing, "H
THE BUCCANEERS (Rama)		R & B Sleeper		Ralph Marterie ork comes into the Hotel Statler here after the "Biggest Show of 1953" is over. Vaughan Monroe will be at	Girl" and "Glad Rag just been released jockey, Jim Lourisberr
I'M YEARNING (Weiss & Barry)	13 M 192	1. L. S. M.		Chubby's, Camden, N. J., until October 15 and then will play the	will be active in both
DON CORNELL (Coral)	New Record to Watch	Sleeper of the Week	Very Good	Don Carolos Casino in Winnipeg, Canada, from October 20 to 26 Guy Mitchell, now at the Skyway	making the rounds of the
I'VE BEEN WAITING A LIFETIME				Lounge in Cleveland, plays the Casino Royale in Washington Oc- tober 19 to 25 Ed Smollett	Hollywood
(Signet) THE FOUR ACES (Decco)	75 (Good)	Disk of the Week		starts with the Virginia Wicks of- fice next week. He was formerly with Dave Alber's publicity firm.	George Anken, genera
LAUGHING ON THE OUTSIDE (BMI)		E		Bill Simon, of Westbrook Mu-	of Peer International.
THE FOUR ACES (Decca)	Best Buy	Disk of the Week		sic, has turned over the selling rights to his new Christmas song, "I Just Can't Wait "Til Christ-	cal scene for New York They planed out last w
LATH DIUCH (Deer)	al al al a	2-117.8		mas," to Keys Music. The tune has been cut by Teresa Brewer on	Nelson Riddle, on the la
LAZY RIVER (Peer)	75 (Good)	B+(Excellent		Coral and Lu Ann Simms on Co- lumbia	"Make Believe That
RALPH MARTERIE (Mer.)	12 (0000)			started at the Old Rumanian here on October 7 for two weeks	Love With Me." Pat is
MR. PEEPERS (Hollis) JACK PLEIS (Dec.)	78 (Good)	(Very Good)		Herald Records has moved to West 55th Street in New York The "Marshall Jamboree," three-	
TEX BENEKE (Coral)		C+ (Good)	Very Good	hour western stageshow held in Marshall, Tex., every Saturday night during the fall and winter,	
PA-PAYA MAMA (Sheldon)	15-26-1	10412-04	Russie H	started in again last week, and was broadcast over station KMHT	IN
PERRY COMO (Vic)	Best Buy	Sleeper of the Week	Top Review	in Marshall. Jim Reeves, of Ab-	
BONNIE LOU (King)	New Record	Best Bet		seg on October 24. A. T. Young is the manager of the western	
CONTRACTOR AND STATEMENT	and the second second		12 111	show Milt Gabler, Decca a.&r. head, visited deejays in Boston	
SINCE YOU SAID GOODBYE (Comet)	New Record	a Alen Cont	19.30 - 30 - 30 - 30 - 30 - 30 - 30 - 30 -	this week Path Page's new	and the second se
BONNIE LOU (King)	to Watch	B (Very Good)	Star St	Mercury cutting of "Father, Fa- ther," which is based on the Hebraic melody, "Father, Father,"	
SIPPIN' SODA (Hollis)	10/12/0	Net Mark	CARLES (was penned by personal manager- cleffer Eddie White and Mack	In the second s second second sec
GUY MITCHELL (Col.)	78 (Good)	Best Bet	Very Good	Wolfson. White notes that the idea for the adaptation was sug- gested to him by deejay Robin	
STROLLIN' BLUES (Montclare))	R Strain	a state	Sagmour of WKMH in Detroit	
GUY MITCHELL (Col.)	78 (Good)	C+ (Geod)	Very Good	Cleffer Paul Denniker is holding classes in pop songwriting at his Brooklyn studios. The course is	
THERE I GO (BMI)	1 2 2 4	1	And the State	given every week. Cleffer Bernie Wayne will lead the ork	
SANDY SOLO (Derby)	72 (Gaod)	B (Very Good)	Very Good	on the new "Chock Full of Nuts show over WNBT-TV here start-	PER
WRITE AND TELL ME WHY (Valley		Sleeper &	State of the	will feature Jerry Lester and thrush Jean Martin. Russ Mor-	
THE ORIOLES (Jubilee)	R & B Best Buy	and the second se	C BI STOR	gan and his ork opened at the	now en

LOVE* and two more words of music magic CY FAITH





Words and Music by

EDWARD R. WHITE & MACK WOLFSON

AS SUNG BY

MISS PATTI PAGE

.... the most Emotionally Moving Record of our time 24

Prom Label Signs Lopez to Cut Pop, Standard Material

NEW YORK, Oct. 10. - Prom Records, low-priced indie label which restricts its product to the syndicate and chain store field nounced the second annual exhas signed the Vincent Lopez ork position will be held at the Palmer for a series of recordings of both House, Chicago, on Thursday, Fricurrent pops and standard material. The diskery's artists and repertoire chief. Enoch Light, is also recording a batch of standwaltzes and Latin-American tunes to supplement the label's constant flow of current pop hit tune coverages.

The firm is rushing a special Christmas disking coupling of "I Saw Mommy Kissing Santa Claus" and "Rudolph, the Red-cents. The firm is also making regular Prom retail price of 49 signs for the syndicate stores.



man, president of the International Sight and Sound Exposition, anday and Saturday, September 30-October 2, 1954.

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

Nosed Reindeer," which will be available new floor and counter sold in a two-color sleeve for the racks in both wood and wire de-

FERRIER DIES IN LONDON, AGE 41 LONDON, Oct. 10, -Ferrier, British contralto who established a world-

THE BILLBOARD

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

RCA Unveils Hi-Fi Product

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

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

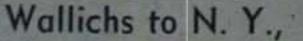
Also shown to the trade and consumer press were the home instrument division's hi-fi units, a table model and a console.

Charges Breach in 10G Suit Vs. 4-Star

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

Suit involves approximately \$10,000 and alleges that Four-Star neglected to fully assume the liabilities of the corporation as provided for when Bill McCall took over the reins of the firm in November, 1946.

Gutshall Distributing Company in 1950, with Nelson instigating suit against the plattery to ostensibly clear the judgment.



GLEASON TO GET CAPITOL AWARD

OCTOBER 17, 1953

ceive a gold record from his diskery, Capitol, for having racked up 1,000,000 disk sales "Music for Lovers Only." The disk signifies his entry into Capitol Millionaires' Club. The presentation will be made on the Gleason, CBS-TV show tonight (I) by Capitol President Glenn Wallichs.

D. C. Variety Club Honors J. Froman

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

Gramercy 5 · Continued from page 20

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

Along with the Gramercy Five the club is also showcasing the Nelson, a former owner of Four- Ralph Sharon Trio, making its Star, had a judgment obtained first appearance here. Sharon, against him by L. D. Dicker, as- one of Britain's top jazz planists. signce for the now defunct Jack arrived in the United States only two months ago, and has played some of the top jazz spots in the East prior to the Embers engagement. Sharon turned in some solid 88-ing with the trio, socking out standards and a few original items. The group held the crowd's attention between the Gramercy Five sets, no mean feat on opening night. Bob Rolontz.



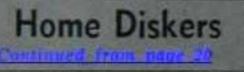
PROMOTION AND A & R HEAD: ELMER WILLET



Then for Holland

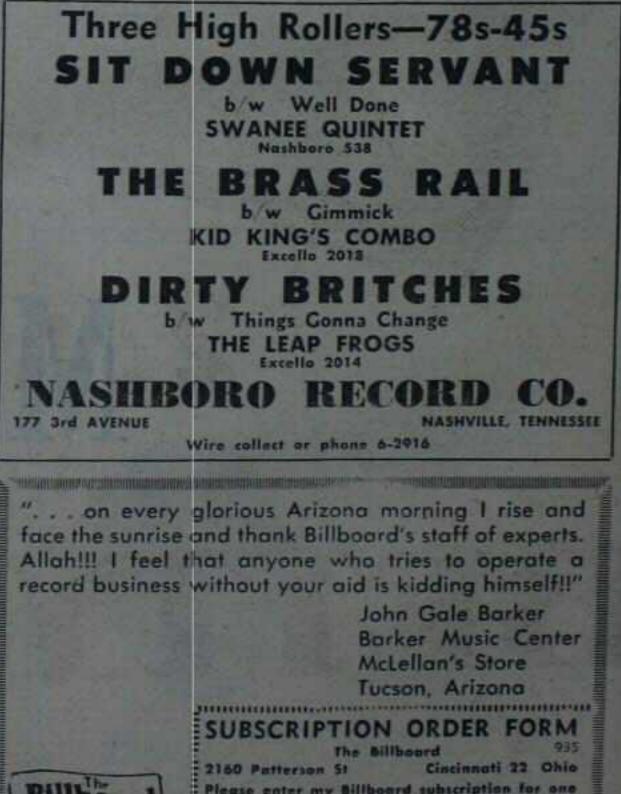
HOLLYWOOD, Oct. 10 .- Glen Wallichs, prexy of Capitol Records. Inc., enplaned for New York vesterday (9) to attend the board meeting of the Record Industry .

Sandor Porges, head of Cap's in- artists for their private use. ternational department, left for Previously they considered a there.



Wallichs will also attend the been taken to court. This MU Audio Fair in New York following move has thrown a panic into which he leaves for Amsterdam, the firms which make a specialty Holland, to further the firm's ex- of recording BBC programs and pansion in the foreign market, selling them to the performing

Holland last week and will confer legend, saying "Not to be perwith Wallichs upon his arrival formed publicly," on the disk label covered them.



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2 BIG FAST-SELLING PERFORMANCES by BETTY HUTTON

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MUSIC

OCTOBER 17, 1953



I JUST OVER LOVE YOU YOU YOU'RE THOUGHTLESS KII603 45 rpm	 By Watter Schummann inPublicated by Authony Cap 2552 OTHER RECORDS AVAIL- BEST SELLING RECORD: R. Anthony, Cap 2552 OTHER RECORDS AVAIL- ABLE: E. Heath, London 1379, B. Murrow, V 20-5398; S. Jones, V 30-5472. G. St. George and the Dragonet 7 3 By Stan Freberg, Daws Buller, Walter SchumannPublished by Alamo (ASCAP) REST SELLING RECORD: S. Freberg, Cap 2596 7. Ebb Ticle 9 7 By Rohert Maswell and Carl SignunPublished by Lobbins (ASCAP) REST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS: C. Applewhite-Toors Ork. Dec 28875; V. Damone, Mercury 70176, R. Maxwell, Mercury 70177. T3AN - RIPTIONS AVAILABLE: Hogo Winterhalter, Thesaurus. 8. Eh Cumpari By Julius La Ross-Publishet' by Resarch (BMD)
TOMMY EDWARDS THAT'S ALL MGM 11604 78 rpm Kil604 45 rpm	 BEST SELLING RECORD: J. Li Rola, Cadence 125. 9. No Other Love (M) By Richard Rodgers & Oscar Hammerstein—Published by Williamann (ASCAP) BEST SELLING RECORD: P Come, V 20-5317. OTHER RECORDS: S Fisher, Okeh 6979, K Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-3342; H. O'Connell, Cap 2497; D. Rose, M-G-M 30796. 10: P.S.: I Love You 8 17
VICKI BENET WHEN HE TAKES ME IN HIS ARMS ME IN HIS ARMS ME IN HIS ARMS ME IN HIS ARMS LOVERS	REST SELLING RECORD: IIIIliappers, Doi 15005 Office 4955; L. Chanon- Brown, Aladdin 3209; J. Bruno, Ba 512, C. Cavallano, Dec 24955; L. Chanon- A. Lloyd, Bell 1004; Four Vagabonda, Apollo 1057; G. Jenkins, Dec 2715; C. Sta- pleton, Londin 242; S. Suit, Prestige 757, TRANSCRIPTION'S AVAILABLE: Gherta De Haven, Thesauros Second Ten 1. I'M WALKING BEHIND YOU
SHIRLEY HARMER WE WILL ALWAYS BE SWEETHEARTS EMBRASSE KI 1603 45 rpm	12. RAGS TO RICHES. Published by Saunders (ASCAP) 17 13. MANY TIMES Published by Broadc is (BMI) 11 14. WITH THESE HANDS. 11 15. HEY, JOE Published by Ben Bloom (ASCAP) 13 16. I BELIEVE Published by Cromwell (ASCAP) 13 17. MY LOVE, MY LOVE 13 13
CLEVELAND JUKE BOX OPERATORS "HIT OF THE MONTH" BLUE BARRON and his ORCHESTRA "THAT'S "TILL WE LOVE AMORE" MGM 11584 78 rpm	18. C'EST SI BON



THE BILLBOARD

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			MUSIC 21
Candol BUI	NS/D	Da	red
TOP SELLERS- DODULAR Based on Actual Capitol Sales Reports	TOP SELLERS- COUNTRY & HILLBILLY Based on Actual Capital Sales Reports	BEST SELLING- POPULAR ALBUMS Based on Actual Capitol Sales Reports	BEST SELLING- "1600" SERIES Based on Actual Capitol Sales Reports
1. ST. GEORGE AND THE DRAGONET LITTLE BLUE RIDING HOOD S. Freberg 2596 2. VAYA CON DIOS JOHNWY (IS THE BOY FOR ME) L. Paul & M. Ford 2486 3. OHI SAN P. Hunt 2442 4. WHEN MY DREAMBOAT COMES HOME SWAMP.FIRE K. Starr 2595 5. DRAGNET DANCING IN THE DARK R. Anthony 2562 6. FORGIVE ME, JOHN MY WEDDING RING J. Shepard & F. Huskey 2586 7. A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU) J. Shepard & F. Huskey 2502 8. LOVER, COME BACK TO ME! THAT'S ALL N. Cole 2610 9. KISS ME BIG CATFISH BOOGIE T. Ernie 2602	1. FORGIVE NE, JOHN MY WEDDING RING J. Shepard & F. Huskey 2586 2. A DEAR JOHN LETTER I'D RATHER DIE YOUNG (THAN GROW OLD WITHOUT YOU) J. Shepard & F. Huskey 2502 3. THE HOUSE OF BLUE LIGHTS BELL BOTTOM BOOGIE M. Moore 2574 4. RE-ENLISTMENT BLUES DANCE OF THE GOLDEN ROD M. Travis 2563 5. LET ME BE THE ONE I'M STILL A PRISONER B. Strange 2592 6. LOOKING AT THE MOON AND WISHING ON A STAR	1. MUSIC FOR LOVERS ONLY Jackie Gleason 352 2. NAT "KING" COLE SINGS FOR TWO IN LOVE Nal "King" Cole 420 3. CAN-CAN Original Broadway Cast 420 3. CAN-CAN Original Broadway Cast 452 4. LOVER'S RHAPSODY & SONGS FROM LOVER'S RHAPSODY Jackie Gleason 366 5. INCA TAOUI Yma Sumac & Moises Vivanco 423 6. GERRY MULLIGAN AND HIS TEN-TETTE Gerry Mulligan 439 7. JOE "FINGERS" CARR AND HIS RAGTIME BAND	1. TWELFTH STREET RAG THE CHARLESTON P. Hunt 1638 2. WHISPERING HOPE I'LL STRING ALONG WITH YOU J. Statford & G. MacRae 1642 3. NOLA JEALOUS Les Paul & Mary Ford 1621 4. SOUTH J WANT TO LINGER P. Daily 1624 5. TENNESSEE WALTZ MOCKIN' BIRD HILL L. Paul & Mary Ford 1676 6. SEPTEMBER SONG LAURA S. Kenton 1680 7. TENDERLY AUTUMN NOCTURNE R. Anthony 1654
CATHISH BOOGLE T. Ernie 2602 10. FROM HERE TO ETERNITY ANYTIME—ANYWHERE F. Sinafra 2560 11. I LOVE PARIS GIGI L. Baxler 2479 12. YOU'RE THE RIGHT ONE D. Martin 2589	I NEED YOUR LOVE S. McDonaid	10. PREMIERED BY ELLINGTON	BRAZIL Dinning Sisters
3. COLLEGIATE THE ONE CALLED REILLY J. Carr	H. Thompson	11. THE DESERT SONG Gordon MacRae & Lucille Norman 351 12. THE HIT MAKERS! Les Paul & Mary Ford	11. I'LL REMEMBER APRIL GET HAPPY J. Christy

D. Martin	n
LYJ. Carr	
4EN. Cole .	
ER	
G. MacKe	
B. Mannin	ley

390 & 390-A

LATEST	DELEASE
	RELEASE

	Statement of the statem
COUNT YOUR BLESSINGS (One By One)	. Chuck Miller
THE KANGAROO DON'CHA HEAR THEM BELLS	Les Paul & Mary Ford _2614
PINK SHAMPOO WHEN YOU LOVE A FELLA	
	Speedy West &
THE CAISSONS GO ROLLING ALONG	
THE LITTLE BOY THAT SANTA CLAUS FORGOT MRS. SANTA CLAUS	
NUNGLE BELLS (Dingo-Dongo-Day) WHITE CHRISTMAS	
THE NIGHT BEFORE CHRISTMAS DHI DHI DON'T EVER GO.	
TAH, DAS IST EIN CHRISTMAS TREE	
	the state state state



"WHEN YOU LOVE A

smartly sung by VICKI YOUNG!

two sensational instrumental performances by

AXEL **STORDAHL** and his orchestra

coupled with **`AM I TO** BLAME'

sings

a new name! an exciting voice!

COUNT YOUR

BLESSINGS'

in a great Capitol debut!

CHUCK MILLER

Orchestra Conducted by DAVE CAVANAUGH

SHI with harmonica solo by EDDY MANSON

THE



MUSIC

AMERICA'S EXCITING YOUNG

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THE BILLBOARD

DANCE BAND

DISCOVERY

4.544.6

Werk Ci

The Billboard's Music Popularity Charts

Favorite Tunes

For Week Ending October 10

Best Selling Sheet Music

Week

Tones are ranked in order of their current "abtionst selling importance at the sheet music jubber teret. Results are based on The flitboard's weekly survey of jobbers' orders from result ers thrunds the country and are weighed according to jobber importance. (R) Indicates that tune is recorded, (F) indicates tune is from a littly; (M) indicates tune is from a leaft musical.

	VAYA CON DIOS (R)-Ardmore	1
	YOU. YOU, YOU (R)-Mellin	3
	CRYING IN THE CHAPEL IR)-Valley	1
	I'M WALKING BEHIND YOU (R)-Leeds	4
•	DRAGNET (R)-Alamo	
	NO OTHER LOVE (R) (M)-Williamson	
	OH (R)-Feist	5
	EBB TIDE (R,-Robbins	15
E.	I BELIEVE (R)-Cromwell	7
	MANY TIMES (R)-Broadcast	-
ē	P. S.: I LOVE YOU (R)-La Salle	
1	IN THE MISSION OF ST. AUGUSTINE (R)-Republic.	
	APRIL IN PORTUGAL (R)-Chappell	
	EH CUMPARI (R)-Crescent	10
	C'EST SI BON (R)-Leeds	-

Tunes with Greatest Radio and Television Audiences

His Orchestra

His Trumpet and

Featuring His Original Composition and Arrangement

fuers listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles, Lints are based on John G. Pealman's convrighted Audience Coverage Index, Tupes are bated ALPHA-BETICALLY on both thits. (R) Indicates tune is available on records; (F) indicates time is from a film; (M) indicates tune is from tegit musical.

Top 31 in Radio

Billierflies (R)-Sunity-Joy-ASCAP C'EN SI BOA (Ra-Lecal-ASCAP Choo Train (RE-Dissey-ASCAP Crying in the Chapel (R)-Valley-IIMI Cup of Joy (R)-Southern-ASCAP Don't Take Your Love From Mr. (R)-Wilmark-ASCAP Diagost (RI-Alapso-ASCAP Ebb Tide (K)-R(bbins-ASCAP Eternally (R) (F)-Bourne-ASCAP Gambler's Guitat (8)-Frederick-BMI Hay! Joe (R)-Tomen-BMI Hi Lili Hi Lo (it) (FI-Robbim-ASCAP | Love Paris (R) (M)-Chappell-ASCAP 1 See the Moon (Rs--Plymouth-ASCAP Just Another Police (Ri-Frank-ASCAP Keep h Gay (R) [M]-Williamson-ASCAPI ASCAP

Baby, Baby, Baby (R+-Famous-ASCAP] Madamoinette De Parce (R+-Mills-AS Many Times (R)-Broadcast-BMI No Other Love (R) (M)-William ASCAP

> Ohl (R)-Feist-ASCAP P. S.: I Love You (R) La Salle-ASCA Ricochet (Ri-Sheldon-BMI Sittin' in the Sun (tt)-Berlin-ASCAR Vara Con Dios (R)-Arimure-BMI When Love Goes Wrons (R)-Fent-ASC When My Decamboat Comes Hume D Remick-ASCAP

> With These Hands (Ri-Bre Bloom-ASC You Too, You Too (R)-t B. Mark BMI

You, You, You (R)-Mellin-BMI You're the Right One (Ra-Parama

Top 11 in Television

C'Est Si Bun (R)-Leeds-ASCAP Crying in the Chipel (R)-Valley-BMI Hey! Joe (Ry-Tannen-BMI I'm Walking Dehind You (R)-Lerds-ASCAP I Got the World on a String (R)-Stills-ASCAP Many Times (R)-Broadcast-BMS

No Other Love (B) (M)-Williams ASCAP Sweet Mama Tree Top Tall (R)-Land BMI Vara Con Dios (II)-Ardmore-BMI With These Hands (R .- Sen Bloom - 4%) You, You, You (R) - Mellin - BAH

England's Top Twenty

Saurel, on cabled reports from England's top music jobbyrs. America publichers of each used is listed in parenthesis. Astering indicates American publisher

L. Erernally (Limetight)-Bourne, Lit.	11. Suy You're Mine Again-Victor
and the second s	12. Mother Natisee and Father Tim
(Brandrast)	bach (Alamo) 13 Your Chestin' Heart-Bradbur (Acutt-Rme)
5. April in Portugal-Streting (Casportion 6. Seven Longia Days-Feist (Inffersion)-	14. Kins-Faint (Miller)

b/w LOVE FOR SALE

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

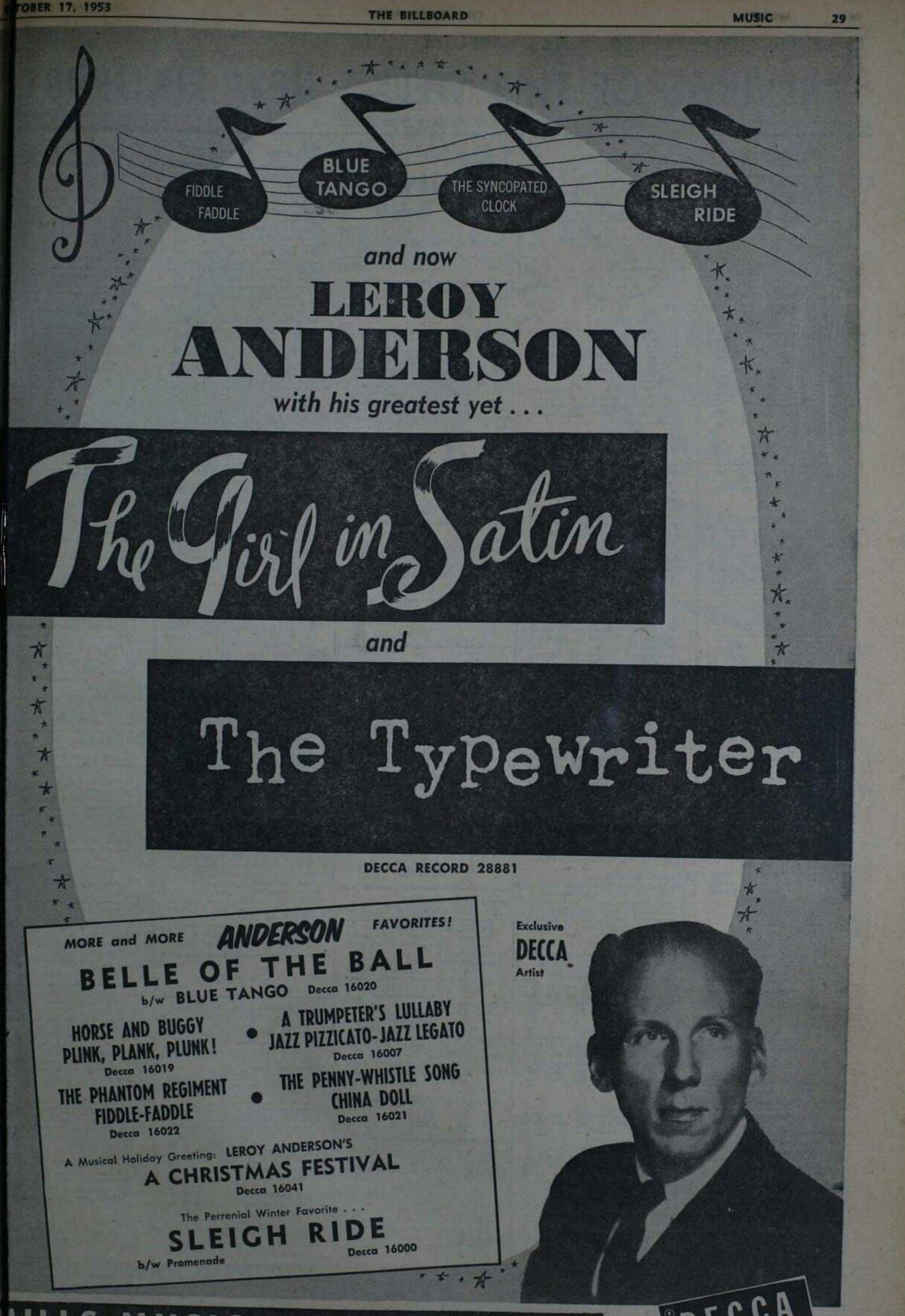
WIDNIGHT

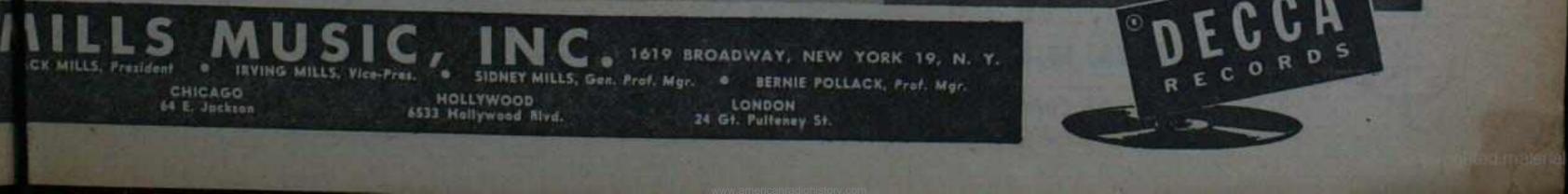
IN SPANISH

HARHAN

78 rpm 89081 45 rpm 89081 x 45 Extended Play EP 184







30

THE BILLBOARD



no wrong-so far as her many fans are concerned. This, by most other artists, would be an ordinary hunk of war. As done by Patti it's figured to eatch some coin-particularly in juke boxes. (Lear, ASCAP) My World Is You 81

Patti comes thru with a first-rate reading of bouncer. At times she acta as lead voice in a group. But it's mighty pleasant listening. (Al Gallico, ASCAP .

JOHNNIE RAY

PATTI PAGE

ASCAP)

ASCAP)

Picase Don't Talk About Me COLUMBIA 40090-Once more Ray tackles an oldie by singing it with a fine beat and backed by the wonderful Buddy Cole combo. This is the stuff that Ray seems to sell best these days. (Remick, ASCAP)

An Orchid for the Lady 75 In a more sedate mood, the chanter comes thru with his usual, striking performance on a ballad. (Advanced, ASCAP)

GEORGIA GIBBS

Home Lovin' Man 80 MERCURY 70238-Miss Gibbs is still one of the best thrushes in the business-at least this bouncy reading of a cute ditty shows off her rhythm singing style to good advantage. It's akin her "Ballin' the Jack" disking of some many moons ago. Good listen-IONE.

Here Miss Gibbs tackles a-torch ballad for equally effective results. The fiddle-full ork delivers a neat background for her smooth vocalizing. Both sides could move out. Watch them.

PEGGY LEE

DECCA 28889 - A remarkably fine performance by Pezzy Lee and a haunting tune, somewhat in the style of the thrush's "Golden Earrings" of a few years ago, distinguish this new disk. The ork arrangement is in the proper mood and the disk is many steps above the average. This, with enough push, has a chance, watch it, (Trinity, BMI)

Apples, Peaches and Cherries.....75 The thrush turns in a good job on an old folk tune dressed up now for the pop market. She sings it sweetly, while the rhythm section backs her with a jazzy beat, as well as a few bop phrases. Many jocks, including jazz men, will spin this side, the the flip is much stronger. (Broude, ASCAPY

LIBERACE

cated treatment of the familiar longhair melody is played expressively by Liberace. The carlier waxings have gotten a long head start, the planist's many fans should make this a profit-

crives a good rendition from the warbler, over okay ork backing by the Lennie Hayton crew, Martin name should help it pull jock spins. Atrangement is a hit on the concert lide. (P.D.S., ASCAP-Miller, ASCAP)

MITCH MILLER ORK

COLUMBIA 40100-The pretty, folkbased tune is a real hummable and it's played strongly by the ork, with the chorus contributing wordless support. Extra-laviah opening and close seems out of place, tho. Spins should nevertheless he heavy. (Leeds Music & Beim, ASCAP)

Broad, sweeping melody is taken from the new pic, "Tanga Tika," is handed an atmospheric reading by the Mitch Miller ork. There's good listening here, (M. H. Goldsen, ASCAP)

NORMAN BROOKS

I'd Like to Be in Your Shoes, Baby 77 ZODIAC 104-Brooks injects lots of old-fashioned charm in his reading of the quick, two-step opus. He sounds more than ever like Jolson, and that ain't bad. Side could rake in loot. (ASCAP) I'm Kinda Crazy.....72

Another typical Brooks waxing, but without the verve of flip. (ASCAP)

GEORGE SHEARING QUINTET

M-G-M 11600 - Tho the titles are similar, this tune, penned by Shearing. bears no relation to the oldie. This new item is a wild riff effort and it's played by the quintet with a solid Latin-styled beat, with the planist rapping it out on the 88, with solid support from Cal Tjader on bongo drams. Riff moves all the way and a lot of Shearing fans will enjoy this hunk of wax, especially since the style marks a real change for Sheating.

Here is Shearing as his fans have come to know him. The mellow tone, the slightly cool style of the quintet and the planist's lead work all stand out on this instrumental version of the Cole Porter evergreen. Good listening and one that jocks, in both pop and jazz fields, can use.

JOHNNY LONG ORK

CORAL 61061 - Cute Irving Berlin tune is given a merry ride by the Loog ork and chorus. The bouncing beat of this wax effort is perhaps its best recommendation. (Berlin, ASCAP) 1. 1 6 (Contin* - pa

International

FRANK WOJNAROWSKI ORK

- DANA 808-A swingy polka effort receives a bright, happy reading from the polks ork, plus a listenable vocal from the lead singer and the orkmen. Double tempo bit in the middle of the disk sparkles.
- Nie Zapomnij Mnie.....78 An infectious waltz effort receives a good performance from the ork and vocalists Frank, Eleanor and Dorothy, plus a gang vocal by the ork. A good one for the ork's many fans. Vocal is in Polish.

Sacred

THE STAMPS QUARTET

COLUMBIA 21168-Enthusiasm of the singers carries across well in this rhythmic performance. Sales in the market of this entry should be good. (SESAC)

Somehody Knuws.....72 There's expert harmonizing by the group in this sincere reading of the religious selection; (SESAC)

RICHARD BAKER

WORD 503-Straight sacred reading of the pop click by the resonantvoiced Richard Baker is compelling. Backing is appropriately simple. Keep Looking Up 69

Another good performance by Baker, this of more traditional sacred ma-(stial.

Jazz

WILLIE (THE LION) SMITH ORK.

- BLUE CIRCLE 501 - Willie The Lion's ork attacks this instrumental with a lot of vim and vigor and awings it out in jam session style. (ASCAP)
- Stop It Joe 39 Joe wants a goodnight kiss and Myra Johnson isn't about to give in. It's a sing-talk effort between Mins Johnson and Nell Lawrence. There's little here (ASCAP)

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 baais of six different categories, each of which is assigned a maximum point score in accord-

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

idiom that could create some interest in the bop set. Thompson again solos. (Causeway, BMI)

EDDIE KIRKLAND

KING 4659-Eddle Kirkland bows on the label with a warm reading of a down home blues, plus some standard Southern blues guitar backing. For the Deep South market. (Jay & Cee, BMI)

Same comment. (Jay & Cee, BMI)

ROSCO GORDON ORK

- ing by Gordon for a listenable side. (Lion, BMI)
- Rosco's Mamber 68
- Nothing special here tho the ork delivers a alick mambo instrumental on a very familiar theme. (Lion, EMD)

LITTLE HUDSON

- J.O.B. 1015---Material here is almost in the folk music vein. It's neatly handled, too. (Lawn, BMI)
- I'm Looking for a Woman 67 Routine blues chanting effort by Hudson and the combo. (Lawn, BMI)

Spiritual

- THE FLYING CLOUDS OF DETROIT NASHBORO 537-A great reading by the spiritual group. The spirited beat is near irregistable and the effort ought to excite much interest. Sales
- are in order, too,
- Another fine side by the choral group, Good complement to flip, making the coupling a strong market entry.

THE CARAVANS.

- 1 Know the Lord Will Make a Way 79 STATES 128-Albertina Walker is the lead on this gospel tune, and she does a fine job with it, shouting out the words while the Caravana answer be-
- the well known spiritual with conviction and meaning. Thrush sells the tune well, and it should appeal in the market.

SILVERTONE SINGERS

EXCELLO 2013-Lead singer has an impressive sivie and the combo backs

- Fm Giving Up This World to Live With God. DUKE 203-A bright jubiles spirit-ual is sold with drive by the boys, who sing it on this side in unison at most thrucut, backed by a big beat. A good side. There's a Hand Gone Before

(Tannen, BMI)

MILT DICKEY

- CORAL 64169 Dickey has a fine bass voice and he socks across this weeper nicely. He's an artist wall worth watching. (Gail, BMI) Checkbook Baby 72
- Tune is written to a blues structure and it's a good idea because Dicky has them. His gal is a heavy worke with a checkbook. It's a real appra ing side with a good beat and fin performance by Dickey, (Gall, BMD

VAN HOWARD

- Living With Memories of the Past . IMPERIAL 8213-Good job by How and on a catchy weeper effort. sings it with the proper and feeling. Better-than-average country side.
- Swingy novelty tune receives a plane ant performance from the chanter The material is not as strong as the flip.

HAL "LONE" PINE

No Heart at All V 20-5468-Chanter tosses musical p criminations at his hard - heard flame. A good reading by Lone Pin that might snare a fair number of 1400

him with spirit. An excellent spire stal side and it should carrier sales handed proper exposure. In My Heart 76

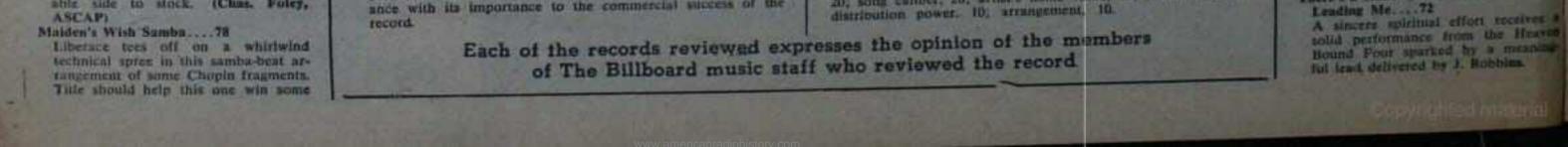
Quieter, but just as impressive as flip, this side also rates attention The group shows real yocal class.

PROF. HAROLD BOGGS

- Praying for God's Amazing Grace. KING 4660-A mighty pretty rost tune receives a persuasive perfo ance from the wathler, backral brightly by the rhythm Side could pull spins. (Jay & Cee, BMD) t Want to Live Right 73
- Strong performance by Boggs on this new spiritual item, backed by organ and plano. Could please his fame Uay & Cee, BMB)

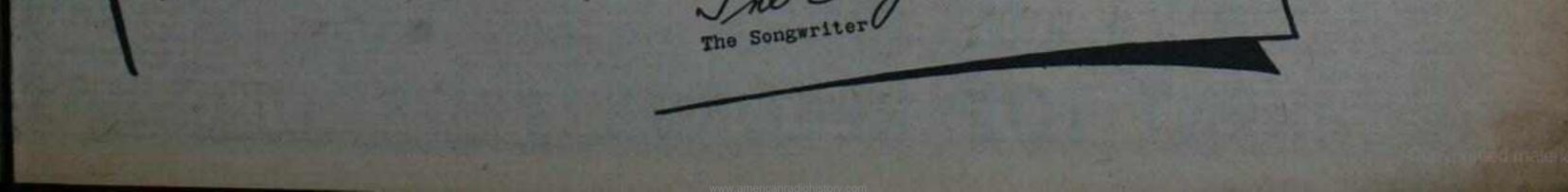
THE CINCINNATIANS.

- In the Upper Garden BRUNSWICK 84022-The Cincinna ians inject much feeling into the gaining plenty of spins. (Theo. Wal Ince)
- Step by Step 12 Happy spiritual is given an infections reading by the group. (Thes. Wallace)
- REAVEN BOUND FOUR





When Senator Pat McCarran introduced S. 1106 to modernize the 1909 copyright law, a few individuals claiming to represent your interests raised a big hue and cry. They claimed the McCarran bill would put you out of business. Mr. Operator -- this is sheer nonsense. Don't believe a word of it. Have the reasonable fees paid for using my music put television out of business? <u>Radio</u> out of business? <u>Hotels, night clubs, restaurants, or any other</u> user The amount you would pay me for the right to make a profit out of my music of my music out of business? would not mean that you would have to increase the dime or nickel you are currently charging the public to hear my songs. The small performance fees for the use of my music would, in the long run, <u>cost you nothing</u> because you would be getting <u>more songs</u> and better songs from America's composers, thus getting more plays and greater income Here's another statement made by individuals claiming to speak for you: that Songwriters are already getting paid for the use of their music in juke boxes, because the record manufacturers pay a Small royalty to composers and authors for manufacturing for yourself. Mr. Operator -- this is nonsense too. Don't believe it. These people are intentionally confusing recording fees with performing fees. Everybody pays his own way. The record company pays a recording fee (limited rights. Radio stations and other businesses who play my songs also buy records, paying to 2¢ a side). It does not pay a performing fee. the recording fee because it's included in the price of the record, But when playing my song to the public for profit, commercial users of my music pay me a small performing fee because they are making money by performing my song. That's fair enough, isn't The McCarran bill only places music machine operators on the <u>same basis</u> as <u>all</u> other users of my music -- radio, television, hotels, night clubs, dance halls, skating Mr. Operator, don't be confused by complicated arguments. You and I are in rinks, and the rest. Isn't that fair enough, too? the <u>same business</u>. I want you to <u>stay in business</u> and to make <u>bigger profits</u>. You want me to go on writing the songs you need in your business. Our interests are the Next week I plan to write you about the popularity of my songs on your juke The Songwriter same. boxes.



MUSIC

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THE BILLBOARD

OCTOBER 17. 195

The Billboard's Music Popularity Charts

... for Week Ending October

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

Popular

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

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

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

Operator and one-stop reports are particularly good on this altho some retail action was noted. Best reports came from Milwaukee, St. Louis and Pittsburgh where it is said to be moving strongly. Good reports came, from Boston, Philadelphia and Detroit. Most reports on "Live." A previous "New Record to Watch."

Country & Western

SATISFACTION GUARANTEED (Alamo, ASCAP)

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

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

Rhythm & Blues

MARIE (Berlin, ASCAP)-Four Tunes-Jubilee 5128

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

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

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

NEW RECORDS TO WATCH

WEEK'S BEST BUYS

Popular

FRANK CHACKSFIELD

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

GAYLORDS

Sweet Sue (Shapiro-Bernstein, ASCAP)-Mercury 70235-The group duets off the old standard with a sparkling performance. Group has done well with other standards and could do likewise here. Flip is "Wonderin'." (Vincent, BMI). and thrush does a bang-up job. Issued on the kiddie label, it also has good pop potential. Title alone should guarantee plays. Other versions of tune will be out. Flip is "I Dreamt That I Was Santa Claus."

Popular Album

PERCY FAITH

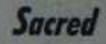
Percy Faith Plays Continental Music-Columbia CL 525-A collection of tunes, current and otherwise, that stem from abroad, played instrumentally. (See separate review in Packaged Record section.) NEW records marit special attention.

In the OPINION of The Billboard, these

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

LEFTY FRIZZELL

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



JOHNNIE RAY

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

SONDRA AND JON STEELE

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

Christmas

LU ANN SIMS

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

Childrens

PATTI PAGE

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

Country & Western

REX ALLEN

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

HANK WILLIAMS

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

Rhythm & Blues

FIVE ROYALES

All Right

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

BIG DUKE

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

SAVANNAH CHURCHILL

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

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

MONEY HONEY

THE WAY I FEEL Clyde McPhatter—Atlantic 1006

PERFECT WOMAN

Four Blazes-United 158 THE PROPOSAL

Shirley & Lee-Aladdin 3205

SHAKE A HAND Savannah Churchill—Decca 28836

THE TEARS KEEP TUMBLING DOWN Ruth Brown-Atlantic 1005

TV IS THE THING FAT DADDY Dinah Washington-Mercury 70214

MEMORIES THE VERY THOUGHT OF YOU Earl Bostic-King 4653

COMING UP IN THE TRADE

(Listed Alphabetically)

Popular

EBB TIDE Vic Damone-Mercury 70216

EIGHTEENTH VARIATION William Kapell—RCA Victor 10-4210

FROM HERE TO ETERNITY Frank Sinatra—Capitol 2560

I LOVE PARIS Lex Baxter Ork—Capitol 2479

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

ISTANBUL Four Lads—Columbia 40082 LAUGHING ON THE OUTSIDE Four Aces-Decca 28843

LOVE WALKED IN TO BE ALONE Hilltoppers-Dot 15105

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

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

WHEN MY DREAMBOAT COMES HOME

SWAMP-FIRE Kay Starr—Capitol 2595

Country & Western

NORTH WIND Slim Whitman—Imperial 8208 SORROW AND PAIN YOU'RE GONE Davis Sisters—RCA Victor 20-5460

THERE STANDS THE GLASS I'M WALKING THE DOG Webb Pierce—Decca 28834 WHY DON'T YOU OPEN THE DOOR?

York Brothers-King 1248

Rhythm & Blues

THE COME BACK Memphis Slim—United 156 I WISH YOUR PICTURE WAS YOU Lloyd Price—Specialty 471

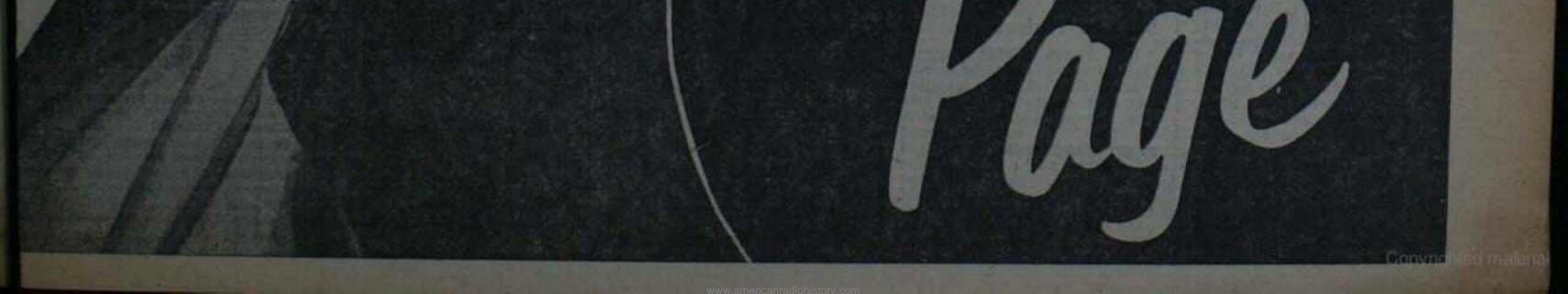




MAN WORLD

Mercury 70230 • 70230X45

HALL



34

MUSIC

THE BILLBOARD

OCTOBER 17, 1953

The Billboard's Music Popularity Charts

18

17

15

13

5

12

17

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling impursance 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 in also fisted.

	ast rek	or Chi
1. ST. GEORGE AND THE DRAGONET-S. Freburg. Liture Blue Riding Hood-Cap 2596-ASCAP	1	
2. VAYA CON DIOS_L. Paul-M. Ford Johnny-Cap 2486-ASCAP	24	
3. YOU, YOU, YOU-Ames Brothers Once Upon a Tune-V 20-5325-BMI	3	
4. OH—Pee Wee Hunt Sun—Cap 2442—ASCAP	-	
5. EBB TIDE-F. Chacksfield	-	
6. EH CUMPARI-J, La Rosa Till They've All Gone Home- Cadence 1232-ASCAP	7	1 1
7. DRAGNET-R. Anthony Dancing in the Dark-Cap 2562-ASCAP		
8. NO OTHER LOVE-P. Como		A LAN
8. RAGS TO RICHES-T. Bennett Here Comes That Brattache Again- Col 40045-ASCAP	11	
10. CRYING IN THE CHAPEL J. Valli Love Every Moment You Live-V 20-5368-BMI		
11. P. S.: I LOVE YOU-Hilltoppers	10	1

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in Juke boxes throout 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.

	ast C	
1. VAYA CON DIOS-L. Paul-M. Ford Johnny-Cap 2486-ASCAP	1	17
2. YOU, YOU, YOU-Ames Brothers Once Upon a Tune-V 20-5325-BMI	2	16
3. OH-P. W. Hunt. San-Cap 2442-ASCAP	3	14
4. DEAR JOHN LETTER-J. Shepard I'd Rather Die Young-Cap 2505-8MJ	7	6
5. CRYING IN THE CHAPEL J. Valli Love Every Moment You Live-V 20-5368-BMI	4	9
5. DRAGNET-R. Anthony. Dancing in the Dark-Cap 2562-ASCAP	5	6
7. P. S.: I LOVE YOU-Hilltoppers I'd Rather Die Young-Dot 15085-ASCAP	6	17
8. CRYING IN THE CHAPEL-Rex Allen I Thank the Lord-Dec 25758-BMI	8	12
8. EH CUMPARI-J. La Rosa Till They've All Gene Home- Cadence 1232-BMI	15	5
10. CRYING IN THE CHAPEL-D. Glenn Hang Up That Telephone-Valley 105-BMI	10	21
11. HEY JOE F. Laine	11	9

12. CRYING IN THE CHAPEL-Orioles... 12

Most Played by Jockeys

... for Week Ending October 10

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

		eetas Daut
1. YOU. YOU, YOU-Ames Brothers Once Upon a Tune-V 20-5325-BMI	1	16
2. ST. GEORGE AND THE DRAGONET-S. Freberg Little Blue Riding flood-Cap 2596-ASCAP	*	2
3. VAYA CON DIOS-L. Paul-M. Ford Johnny-Cap 2486-ASCAP	3	17
4. DRAGNET-R. Anthony Dancing in the Dark-Cap 2562-ASCAP	2	8
S. OH-P. W. Hunt.	5	14
6. EBB TIDE-F. Chacksfield	7	
7. CRYING IN THE CHAPEL-J. Valli Love Every Moment You Live-V 20-5368-BMI		12
8. RAGS TO RICHES-T. Bennett Here Comes That Heartache Again- Col 49048-ASCAP	19	4
9. NO OTHER LOVE-P. Como	6	17
10. EH CUMPARI-J. La Rosa Till They've All Gome Home- Cadence 1232-RMI	10	5
11. MANY TIMES-E. Fisher	12	2

12. LITTLE BLUE RIDING HOOD- S. Freberg. St. George and the Dragonet-Cap 2596-ASCAP 12	2
13. HEY JOE-F. Laine	7
14. MY LOVE, MY LOVE J. James 15 You're Fooling Someone-M-G-M 11543-BMI	8
15. CRYING IN THE CHAPEL- Rex Allen	11
16. CRYING IN THE CHAPEL—Orioles 13 Don't You Think I Ought to Know?— Jubilee 5122—BMI	
17. I SEE THE MOON-Mariners 17	4
18. MANY TIMES-E. Fisher	1
19. WITH THESE HANDS-E. Fisher	14
20. STORY OF THREE LOVES- R. Hayman	3
20. IN THE MISSION OF ST. AUGUSTINE-S. Kaye	1

Dou	1 100	TURK F	Ought	10	WIRCH S-
34	tbiller 5	122-BMI	10. 22		

Settin' in the Sun-Col 40036-BMI

- 13. NO OTHER LOVE-P. Como..... B 15 Keep II Gay-V 20-5317-ASCAP
- 13. I'M WALKING BEHIND YOU-
- 15. C'EST SI BON-E. Kitt...... 12 11 African Lullaby-V 20-5358-ASCAP
- 15. RAGS TO RICHES_T. Bennett..... 15 3 Here Comes That Heartache Again-Col 40048-ASCAP
- 17. GAMBLER'S GUITAR-R. Draper..... 15 16 Free Home Demonstration-Mercury 70167-BMI
- 18. I FORGOT MORE THAN YOU'LL EVER KNOW-Davis Sisters..... 18 Rock-A-Bye Boogie-V 20-5345-BMI
- 18. YOU'RE FOOLING SOMEONE-J. James My Love, My Love-M-G-M 11543
- 18. MANY TIMES-E. Fisher..... Just to Be With You-V 20-5453-BMI

12. LITTLE BLUE RIDING HOOD-S. Freberg. St. George and the Dragonet-Cap 2596-ASCAP 13. MY LOVE, MY LOVE-J. James..... 14 You're Fooling Someone-M-G-M 11543-BMI

Just to Be Wit You-

- 14. WITH THESE HANDS-E. Fisher..... 17 When I Was Young-V 20-5365-ASCAP
- 15. P. S.: I LOVE YOU-Hilltoppers..... 11 19 Fo Rather Dir Young-Dot 15085-ASCAP
- 16. EBB TIDE-V. Damone...... If I Could Make You Mine-Mercury 70216-ASCAP
- 17. RICOCHET-T. Brewer. 13 Too Young to Tango-Coral 61043-BMI
- 18. HEY JOE-F. Laine. 17 Satur' in the Sun-Col 40016-BMI
- 18. ISTANBUL .- Four Lads. -I Should Have Told You Long Ago-Col 40082-ASCAP
- 20. C'EST SI BON-E. Kitt. 19 African Lullaby-V 20-5358-ASCAP
- 20. VELVET GLOVE-H. Winterhalter -Elaine-V 20-5405-ASCAP

XOX JOX

B* CHARLOTTE SUMMERS

lox Trix

100

"The Mystery Voice" contest conducted by Phil Sheridan, WFIL, Philadelphia, announced its first winner last week. A completely stocked home freezer was awarded to the contestant who had composed a slogan which was most effective in the cerebral palsy drive and who had also identified the mystery voice. Additional awards of RCA Victor personal portables were presented to the six entries qualifying as runner-up winners. This month's first place prize will be a waterfront-seashore home with two bedrooms and pine-paneled living daily show which runs from 4 to 5:15 p.m. in Vermillion, S. D., offers college students the opportunity to air their -hA ph

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

Surface Noises

Bob Shaw, KSEO, Durant, Okla., writes us that he is now playing rhythm and blues one day a week on his show and has been quite successful with it. "But," he adds, "I need records badly. We're sort of

See PAGES 40 AND 42 for The Billboard Pasinged Second

Best Sellers in These Categories:

TAX TEN DED ORCHESTRAL WORKS

CONCERTOS

Other Records **Released This Week**

Popular

2

Spots (Here in My Lunely Room) King 4670

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

Country & Western

Liniment and Turpeatine-Hoot & Curley SWill Tomorrow Bring Yesterday) Imperial #211-

Will Tomorrow Bring Yesterday-Hoot & Curley (Liniment and Torpentine) Imperial #211

Rhythm & Blues

Latin American

Flowers, Mister Florist, Please-The Ink Cielito Lindo-Charlie Palmieri (Noche F Dis) Sceco 7328 Noche y Dia-Charlie Palmieri (Ciclise Limio) Secco 7328

International

Going to Town-Stree Adamczyk Ork (Polato Chips Polks) Dana 1141 Polato Chips Polka-Steve Adamaty's Ork (Going to Town) Dana 3141

Spiritual

Lord, Come On and See About Me-Mid South Singers (With Meet You in the Morning) Duke 202 sit Down Servant-Swance Quintet (Well Done) Nashborn 538



OCTOBER 17, 1953

MUSIC 35

How BIG a Hit Will It Be? JUNE VALLI

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

DON'T FORGET TO WRITE and MYSTERY STREET

000,000 One of 21 of the yes 750,000 Probably million 500.000 a mash a solid 350,000 -a hit 200,800 100,000

"I Know For Sure" THAT VAUGHN'S GOT A BIG NEW HIT!

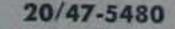
VAUGHN MONROE sings

I KNOW FOR SURF

and

(All Roads Lead to)

THE FIESTA with Orchestra and Chorus conducted by HUGO WINTERHALTER



NEW RELEASES

RCA Victor-Release #53-42

POPULAR

THERE'S DANGER IN YOUR EYES, CHERIE (from the film "Puttin" on the Ritz")

I JUST LOVE YOU

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

MYSTERY STREET

DON'T FORGET TO WRITE

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

I NEVER KNEW-Polka

TAH DEAR-Waltz

Johnny Vodnal and his Orch.

KEEP IT GAY-Mambo

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

THE NEARNESS OF YOU_Bolero

Al Romero and his Orch.

····· 20-5482 (47-5482)*

COUNTRY/WESTERN PIG LATIN SEREMADE

(Po Won's Know and Mo Won's Care) YOU'RE MY DOWNFALL

Johnnie and Jack, The Tennessee Mountain Boys 20-5483 (47-5483)* THREE O'CLOCK IN THE MORNING

CITY SLICKER

Chet Atkins and his Golloping Gulter 20-5484 (47-5454)*

HEARTBREAK AHEAD

LOOKING AT THE MOON AND WISHING ON A STAR

Charline Arthur 20-5425 (47-5425)*

RHYTHM/BLUES YOU'RE KILLIN' ME

FLIP OUR WIGS

Milt Tranier and His

TEN DAYS IN JAIL

EMPTY BOTTLES

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

ALBUMS

HYMNS OF CATHOLIC DEVOTION-Series 1 IN HONOR OF OUR BLESSED LORD

HYMNS OF CATHOLIC DEVOTION-Series 2 IN HONOR OF OUR BLESSED LADY

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

HOT BLOOD

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

"B. G."

Benny Goodmon and his Orch. (EPAT-412)* "THE BIG BEAT"

Buddy Marrow and his Orch. .. (EPA-462)* BUDDY MORROW

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

COOL AND CRAZY

Sharty Ropers and his Orch. Featuring the Gionts ... (EPB-3138)* LPM-3138***

STRINGIN' ALONG WITH CHET ATKINS Chet Atkins and his Golloping

CRAZY AND COOL

Kenny Clorke and his 52nd St. Boys. Lucky Thompson and his Lucky Seven, Dizzy Gillespie and his Orch, Metronome All Stars. Gene Krupa and his Orch. Charlie Venturo and his Orch.

And the providence

..... (EPBT-3046)* LPT-3046*** THE BIRD CALL GAME

Norration by Bert

SPIKE JONES

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

PERRY FOR KIDS

Perry Como with String Ensemble. COMO FOR KIDS

Perry Come with Mitchell Ayres (Y-467 and Y-488 Combined on EYA-40)*

*45 rpm cat. nos. **78 rpm cat. nos.

BEST SELLERS

POPULAR

Pa-Paya Mama/Yeu Alone You, You, You/Once Upon A Tune

Many Times/Just To Be With You

Call Me Fool/You Are My Leve

The Volvet Glove/Elaine

Hupo Winterbalter-Henri

I Want To Be Evil/Annie Doesn't Live Here Any More Dan'l Take Your Love Fram Me/Under Paris Skies

He Other Love/Keep II Gay

Perry Como	(47-5317)
Eighteenth Variation/Introduction, Then	ne & Five
Variations	
William Kopell 10-4210	(49-4210)
Peter Piper Boogie/Something Special	Put the set
Rolph Flanogan 20-5451	(47-5451)
Re-enlistment Blues/Quarter To Twelve	
Buddy Morrow 20:5466	(47-5466)
With These Hands/When I Was Young	
Eddie Fisher	(47-5365)

COUNTRY/WESTERN

Serrow & Pain/You're Gene

I Fargot Mare Than You'll Ever Know/Rock-A-Sye Boogie

I Found Out More Than You Ever Knew/Don't Believe Everything You Read About Love

Betty Cody _____20-5462 (47-5462) Tee Old For Teys/Lillle Girl Love

Rainbow In Ev'ry Teardrop Slim Whitmon 20-5431 (47-5431) Mama, Come Get Your Baby Boy/H I Hever Get

To Heaven

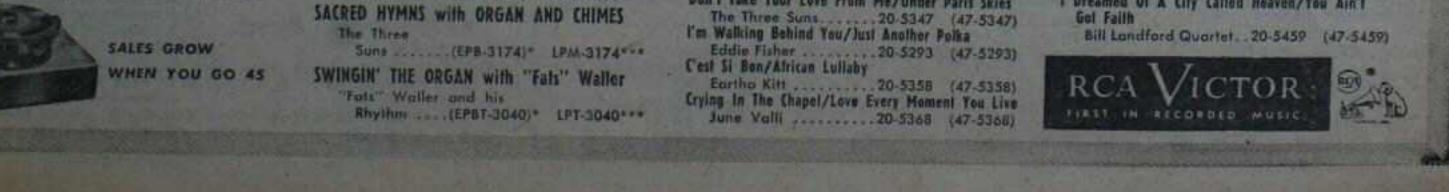
Howkshow Howkins ... 20-5444 (47-5444) Hew's The World Treeling You/Free Home Demonstration

My Adobe Hacienda/Spanish Two-Step Pee Wee King 20-4969 (47-4969) Honey, Honey Mine/No Heart Al All

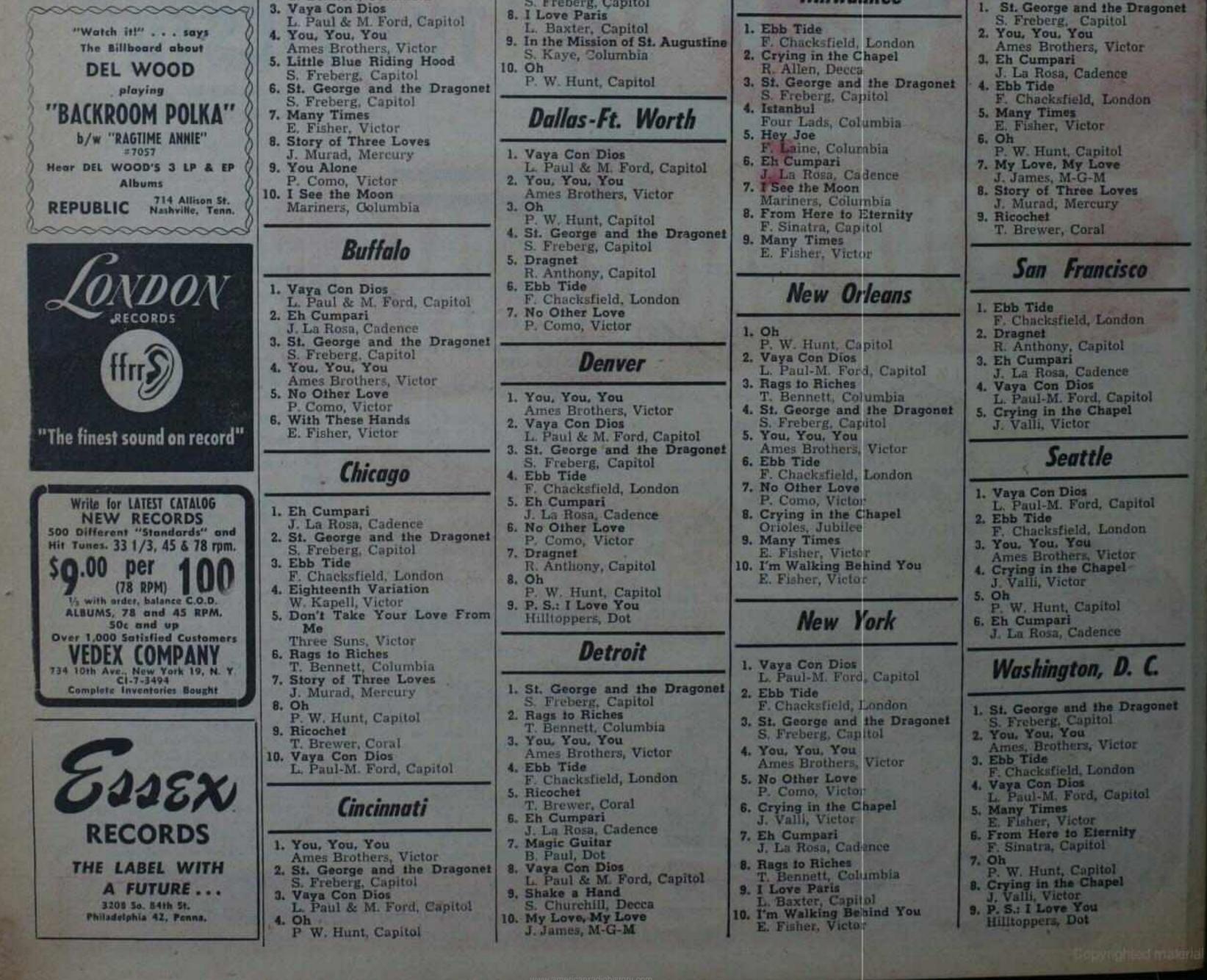
Hal "Lone Fine"..... 20-5468 (47-5468)

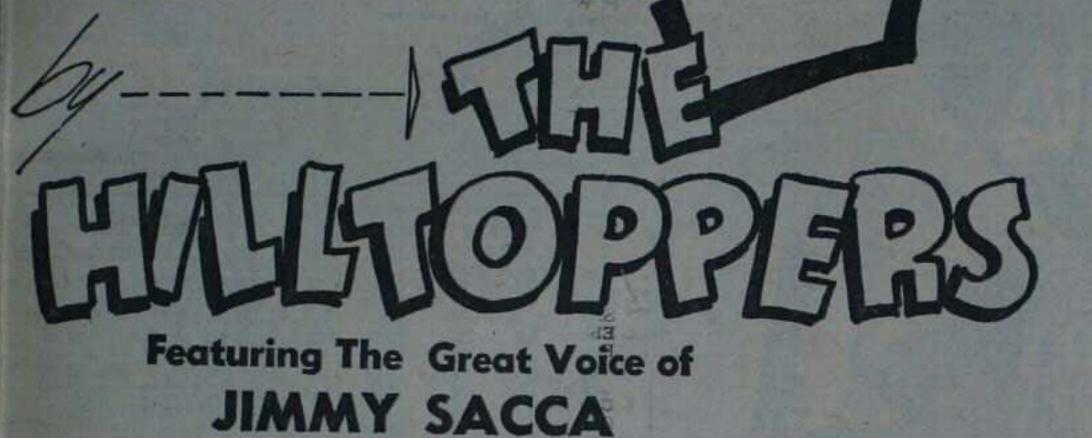
RHYTHM/BLUES

Chickon Scratch/Easy Rocking



36 MUSIC		THE BILLBOARD		OCTOBER 17, 1953
Kinsey's Book	The Billboard's Mus	ic Popularity Charts	For Week En	
• Continued from page 1		· 1 .	C 11 /2	
Kinsey." The second Kinsey re- oort, however, has made a stronger impression, with three		orial Best	Sellers (Po	opular)
book's publication.	This Week's Net	. Tornisonial		
Handing for the TODI			Kansas City, Mo.	Philadelphia
Heading for the TOP!	Best Sellers to		1. You, You, You	1. Vaya Con Dios
THE ORIOLES	Records listed under "Territorial Best S first time this week on any of the convenience of dealers and operators	Selicrs to Watch" have appeared for the	Ames Brothers, Victor 2. Vaya Con Dios	L. Paul-M. Ford, Capitol 2. St. George and the Dragonet
WRITE AND TELL ME WHY"	Boston		L. Paul-M. Ford, Capitol 3. St. George and the Dragonet S. Fraberg, Capitol	S. Freberg, Capitol 3. You, You, You Ames Brothers, Victor
IN THE MISSION OF	ClevelandYOU ALONE DetroitMAGIC GUITAR	P. Como, Victor 20-5447 B. Paul, Dot 15107	4. Dragnet R. Anthony, Capitol	4. Crying in the Chapel Orioles, Jubilee
ST. AUGUSTINE"	Milwaukee Washington, D. CBaltimore, Md		P. W. Hunt, Capitol	5. Oh P. W. Hunt, Capitol 6. Ricochet
THE RAY-O-VACS		F. Sinatra, Capitol 2560	 Crying in the Chapel J. Valli, Victor Ebb Tide 	T. Brewer, Coral 7. Ebb Tide
"OUTSIDE OF PARADISE"	Territorial Best .	Collors	F. Chacksfield, London 8. Little Blue Riding Hood	F. Chacksfield, London 8. Little Blue Riding Hood
Jubilee 5124	Listings are based on late rep	orts secured via Western Union meaninger	S. Freberg, Capitol 9. Eh Cumpari J. La Rosa, Cadence	S. Freberg, Capitol 9. No Other Love P. Como, Victor
THE FOUR TUNES	service from top dealers in eac	t of the markets listed. 5. Ebb Tide	10. No Other Love P. Como, Victor	10. In the Mission of St. Augustine S. Kaye, Columbia
Iubilee 5128	Atlanta	F. Chacksfield, London 6. Dragnet		Pittsburgh
FREDDIE KOHLMAN	1. Vaya Con Dies	R. Anthony, Capitol 7. Love Walked In	Los Angeles	
"HOLE IN THE GROUND"	L. Paul & M. Ford, Capitol 2. Crying in the Chapel	Hilltoppers, Dot 8. No Other Love P. Como, Victor	1. St. George and the Dragonet S. Freberg, Capitol	1. Rags to Riches T. Bennett, Columbia
JUBILEE RECORD CO., Inc.	J. Valli, Victor 3. Rags to Riches T. Bennett, Columbia	 Crying in the Chapel J. Valli, Victor 	2. Ebb Tide F. Chacksfield, London	2. St. George and the Dragonet S. Freberg, Capitol 3. Eh Cumpari
315 W. 47th St., N. Y., N. Y.	4. St. George and the Dragonet S. Freberg, Capitol	10. Eh Cumpari J. La Rosa, Cadence	 Vaya Con Dios L. Paul-M. Ford, Capitol Crying in 15: Chapel 	J. La Rosa, Cadence 4. Love Walked In
The Original and Best!	5. You, You, You Ames Brothers, Victor	Cleveland	Orioles, Jubilee 5. You, You, You,	Hilltoppers, Dot 5. Ebb Tide F. Chacksfield, London
"Love Every Moment	 -6. Ebb Tide F. Chacksfield, London 7. Oh 	1. St. George and the Dragonet	Ames Brothers, Victor 6. P. S.: I Love You	6. No Other Lo S P. Como, Victor
You Live"	P. W. Hunt, Capitol 8. Dragnet	S. Freberg, Capitol 2. Rags to Riches	Hilltoppers, Dot 7. Velvet Glove H. Winterhalter-H. Rene,	7. Love Me Again S. Gale, Victor 8. Dragnet
AZS Century Mike Pedicin Quartet	R. Anthony, Capitol	T. Bennett, Columbia 3. To Be Alone	8. C'Est Si Bon	R. Anthony, Capitol 9. In the Mission of St. Augustine
Any DJs who have not received their	Boston	Hilltoppers, Dot 4. Ebb Tide F. Chacksfield, London	E. Kitt, Victor 9. Oh P. W. Hunt, Capital	S. Kaye, Columbia 10. Istanbul
Hanufactured by Gotham Record Corp.	1. Eh Cumpari	5. Eh Cumpari J. La Rosa, Cadence	P. W. Hunt, Capitol 10. Dragnet R. Anthony, Capitol	Four Lads, Columbia
AVAILABLE IN CANADA ON QUALITY RECORDS	J. La Rosa, Cadence 2. Rags to Riches	6. Vaya Con Dios L. Paul & M. Ford, Capitol		St. Louis
100000000000000000000000000000000000000	T Dement Columbia	7. Little Blue Riding Hood S. Freberg, Capitol	Milwaukee	1. St. George and the Dragonet





TPATC

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T.R.E-M-E-N-

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MILLING

MUSIC

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STRADBING THT



DISTRIBUTED

KONO, San Antonio, in a similar capacity. Jan King recently joined the staff of KSAN, San Francisco, as announcer-operator on the aftermidnight show from 1:00 a.m. to 6 a.m. titled "The Rounder." After approximately three years of retirement, Dick Carson, is making a comeback at WBSC, Bennettsville, S. C. Carson would like to extend an invitation to all folk stars passing thru for station guest appearances. . . . Gordon Towne, formerly with WHOO, Orlando, Fla., for the past three years, is now morning man and conductor of "Tunes, Talk and Towne" over the CBS affiliate, WBSR, Pensa-

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

Tom Edwards, WERE, Cleveland, has a suggestion for jocks who play at dances. Be sure to bring along a copy of Ray Anthony's 'Bunny Hop.' The kids go crazy over the hop and soon pick it up if they don't know it already." Other

CORAL RECORDS

RECORDS



PICKED_

ACROSS THE

BOARD

NEW RECORDS TO WATCH

DON CORNELL You're on Trial (Hill & Range, MBD)—Coral \$1068—Two You're on Trial (Weiss & Barry, BMI)—Coral \$1068—time. I'm Yearning (Weiss & Cornell, his best in some time. fine belting efforts by Cornell, his best in some ace in Should the market be ready for a change of pace Should the market be ready for a flurry. The Billboard, October 8

SLEEPER OF THE WEEK M YEARNING" (2:58) (Weiss & Barry BMI-Twomey, Wise, Weisman) nd") on C -ell (Coral 61068; 9-61068)

and and an another meaningful styling of a good tune.

RECORDS

10

39



MUSIC

THE BILLBOARD

OCTOBER 17, 1953

The Billboard's Music Popularity Charts

RECORD REVIEWS PACKAGED

Fackaged Record Review Ratings CLASSICAL LP'S

EXTENDED ORCHESTRAL WORKS

WACHER: TANNHAUFER OVERTURE AND VENUSBERG MUSIC: FLYING DUTCHMAN OVERTURE (1-12") - Vienna Philharmonic Ork; Hans Knappertsbusch, Conti, London

RIMSKY KORSAKOV PROGRAM (1-12")-Fabiene Jacquinot. Pianist, Philharmonia Orchestra of London; Anatole Fistoulari, Cond M-G-M E3045

ALBENIZ: IBERIA SUITE: WORKS BY FALLA, TURINA. GRANADOS (1-12")-London Symphony Ork; Gaston Poulet, Cond. M-G-M E3073 58

SHORT ORCHESTRAL WORKS

GREAT OVERTURES: ROSSINI: CHERUBINI; WOLF-FERRARI (1-12") - Austrian State Symphony; Vittorio Gui, Cond. Remington R199-142 55

COMPLETE OPERAS

LEONCAVALLO: PAGLIACCI (2-12")-Mario del Monaco: Charus and Orchestra of the Accademia Bi Santa Cecilia Rome; A. Erede, Cond. London LL 880-881

CONCERTOS

CHOPIN: PIANO CONCERTO NOS. 1 & 2 (1-12")-Branka Musulin, Piano, Sueddeutcher Rundfunk Symphony Ork; Hans Muller-Kray, Cond. Period SPL574 RACHMANINOFF: CONCERTO NO. 2 FOR PIANO & ORCHES-73 TRA IN C MINOR, OP. 18 (1-12")-Edith Farnadi, Piano. Or-

chestra of the Vienna State Opera; H. Scherchen, Cond.

CHAMBER MUSIC

MENDELSSOHN: QUARTET NO, 1 E FLAT MAJOR OP. 12:	
QUARTET NO. 3. D MAJOR OP. 44 NO. 1 (1-12")-Curtis	
String Quartet, Westminster WL 5220	7
BEETHOVEN: STRING QUARTET, B FLAT MAJOR, OP. 14.	
NO. 5: STRING QUINTET. C MAJOR. OP. 29 (1-12")-	
Barylli Quartet, Westminster WL 5312	
BEETHOVEN: STRING TRIO IN C MINOR, OP. 1, NO. 3:	
STRING TRIO IN D MAJOR (SERENADE), OP. 8 (1-12")-	
Pougnet, Riddle and Pini, Westminster WL 5219	7
MOZART: DIVERTIMENTI, K. ANH. 229, NOS. 1, 4 & 5 (1-12")	
-Wlach, Bartosek, Ochlberger, Westminster WL 5213	

INSTRUMENTAL

BELA BARTOK: FOR CHILDREN VOL. 2 (1-12")-Menahem Pressier, Planist. M-G-M E3047 BACH: CHACONNE, ETC.; Andres Segovia, Guitariat, BACH: 3 PRELUDES AND FUGUES (1-12")-Carl Weinrich, Organ.

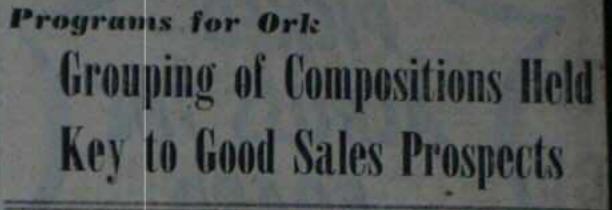
EXPLAINING THE **REVIEW RATINGS**

Each record or album listed under "Backaged 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.

Out of TV Victory at Sea LP Launched

Here in effect is a TV sound-track album package. The music was written for television and the recording itself is actually por-tions of the score as broadcast on Victory at Sea, the NBC-TV film series which ran for a full halfyear. The score by Richard Rodgers as performed by members of the NBC Symphony Orchestra is delightful program music. It varies in mood from fiery and dynamic selections for the battle scenes, to soft ballads for the Pacific calm. Quite evident in at least two portions of the disk are the melodic strains of what turned out to be a big pop hit in "Me and Juliet"-"No Other Love. The market, it would seem. consists primarily of the many people who saw and were greatly impressed by the film series. Many people thought more highly of the music than of the films. And many people listened more attentively than they watched. As a result, the music has received quite some critical acclaim. Aside from this obvious market, the disk should appeal to buyers of orchestral music. It is certainly on a par, for these people, with much ballet music being sold heavily. And with "Victory at Sea" still being played on many television stations, the market should remain constant-or grow. Packaging and recording are just excellent. Joe Martin. Concerti More for the **Chopin Dollar**



Since the advent of LP, disker- Philharmonic under Hans Knap ies have experimented with vari-ous types of programing to take care of those shorter selections that do not take up a complete Wagner disciples. LP disk, or even one side of an The M-G-M collection of Rim LP. One of the most salable of sky-Korsakov compositions is no

Wagner, contains the "Tannhaus- is a good one for the many wh



LP. One of the most salable of these programs, the diskeries have discovered, is a collection of works by the same composer, or selections that complement each other. Four new LP releases il-lustrate this thinking with works by Wagner on London Records, by Rimsky-Korsakov on M-G-M, Spanish Music on another M-G-M platter and a collection of concert overtures on Remington Records. The London LP, merely titled Wagner, contains the "Tannhauser Overture and Venusberg Mu-sic," "The Flying Dutchman Overture" and "Ride of the Val-kyries." These works are splen-didty performed by the Vienna Chamber Music not been waxed on LP before The many other waxings "Iberia" will not help the sale of this set.

> Remington has coupled some of the lesser-known overtures by Rossini, along with Cherubini's "The Water Carrier" and Wolf-Ferrari's "Secret of Suzanne," and called the set Great Gver-tures. Rossini's "Siege of Cor-nith," "The Italian Girl in Al-giers" and "The Happy Deception" are handed adequate real ings by the Austrian State Symphony. In spite of the economical price, appeal of this set will be limited. Bob Rolonte

BACKGROUND & LISTENING

PERCY FAITH PLAYS CONTINENTAL MUSIC (1-12")-Columbia CL 525 ---------

PERCY FAITH PLAYS ROMANTIC MUSIC (1-12")-Columbia CL 526

THE MUSIC OF IRVING BERLIN (1-12") - The Kingsway Promenade Ork; Stanley Black, Cond. London LL 811 ALONE TOGETHER: HOWARD DIETZ AND ARTHUR

SCHWARTZ (1-10")-Leroy Holmes Ork. M-G-M E215 70

TV SCORE

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

New 'Pagliacci' **Jostles Others**

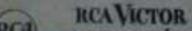
A new recording of Pagliacci in its entirety by London is the Petrella as his taunting wife and third such set to appear on the market in the last few months, clown are particularly realistic in Adding the recent Victor and the roles they portray. The Columbia pressings to the Cetra chorus and orchestra of the Acand the older Gigli version on cademia di Santa Cecilia of Rome Victor, available previously, the

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

London's "Pag" is an Italian production and has the stamp of that country's best opera-house tradition. That is to say, it is satisfying theater as well as serving as a brilliant vocal vehicle for its singers. Mario del Monaco as a furiously jealous Canio, Clara Afro Poli as the pitiful, deformed (Continued on page 42)

NEVER MIND THE ULCER MEDICINE, MISS BROWN,

sure of top quality, quick delivery . 1 . at competitive prices. That's why over 100 problems, Dept. A-90.



20 PCA) custom record sales 445 N. Laks Shurs Dr., Chicson, Weitshall 4-3313. Radio Corporation of America 1015 N. Sycamure Ave., Hollywood, **RCA** Victor Division HOllywand 4-3171.

have been made available in new Wlach, Bartosek and Ochlberger, shows. versions and in their head-on they can serve as examples to The Continental set is particucollision with tough competition emulate for the host of wind larly appealing, since it package have something special to offer players around the country who recent entries on The Billboard which may enable them to find are repertoire starved, at least best selling charts as well a niches in the total sales picture, when it comes to chamber music, standard and less well-known Their special values are worthy Strongest entry in the group is songs. Both albums effectively of dealer consideration.

the Chopin Piano Concertos, Nos. Op. 12 and Op. 44, No. 1. The melody dominant but adds a rich 1 and 2 on a single disk, an in- each is available in a competing and resonant background. genious feat no other diskery has version, this is the first back-to- The other two sets salute yet attempted. Each is a disk back pairing. The performing American songwriters From Lon staple in any number of powerful group has a growing reputation don Records comes The Music of treatments, but always alone on gained thru frequent recitals and Irving Berlin, by the Stanley a record except for a few short many of their listeners should Black Ork. Any album featuring companion selections in one in- want to own this disk. The music, the music of Berlin, the dean or stance. Pianist Branka Musulin also, is of the kind that could American pop songwriters. reads the works with technical quickly appeal to the collector bound to be a good one because facility and a sense of their po-etry. Here's a tempting bargain music. Performances are first able to work with. Starting with

I'VE TURNED THE RECORD JOB OVER TO RCA VICTORI THE BEST CURE for any platter problem is RCA Victor's custom service. You can be Indie labels come to RCA Victor with their recording, processing and pressing 438 Fifth Ave., New York, JUdsen 2:5631

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

The dealer who has gathered to himself some of the growing number of chamber music buyers -a truly dedicated lot-should be aware of Westminster's current batch of disks. Depending on sales history, one or more of the four just released by the ful programing in pop albums diskery may sifely be stocked, which was noted in a Billboard If not, knowledge of what they story several weeks ago is apconsist of should be tucked away parent in four very listenable inin memory, talked up and or- strumental pop albums released dered when customer interest has this week. Two by Percy Faith been aroused.

is the coupling of three Mozart tunes originating from acress the Divertimenti for two clarinets seas, and Percy Faith Plays Reand bassoon. A catalog first, the mantic Music, a mixture of Amerworks are charming, light and ican waltzes and other tunes full of the expected Mozartian written in a romantic vein. Maay Three popular plano concertos melody. Beautifully played by of these are from past Broadway

probably the Curtis Quartet read- showcase the arranging talent of In one case, Period has coupled ing of the Mendelssohn Quartets, Faith which always keeps the



The increasing accent on careon Columbia feature munic by The disk whose commercial type-Percy Faith Plays Conti-future might seem most in doubt nental Music, a collection of pop

14 Berlin tunes, Black has added package that retailers can suggest rate. to their more Impecunious Other fine performances cap- his own talent, for he, the not too patrons. In Westminster's release of the Rachmaninoff Second Piano Con-certo, played by Edith Farnadi and the Vienna State Opera Ork under Hermann Scherchen, pure locy to whatever success the disk will encounter. While the inter-protection is more than acceptable, on musical grounds the disk must (Continued on page 42) tured on vinyl include those of well-known in this country, is an





MUSIC Christmas with Columbia! The **GREATEST Christmas Album** of Them All! ARTHUR GODFREY and His TV Gang, Featuring

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

Long Playing CL-540

Extended Play 45 B-348 Shellac) 78 C-348

GENE AUTRY



Where Did My Snowman Go b/w Freddy, The Little Fir Tree 40092 and Children's Set J-172 Santa Claus Is **Coming To Town** b/w Up On The Housetop Children's Set 1-176



JO STAFFORD

Christmas Blues

1.35

b/w What Good Am I Without You

40103



CLOONEY

ROSEMARY

C-H-R-I-S-T-M-A-S b/w Happy Christmas, Little Friend 40102 Children's Set Backing Winter Wonderland Set 1-175



AVE MARIA

b/w White Christmas

48001

JIMMY BOYD



Santa Got Stuck In The Chimney b/w

I Said A Prayer For

GAYLA PEEVEY



Are My Ears On Straight b/w

I Want A Hippopotamus for Christmas

LU ANN SIMMS



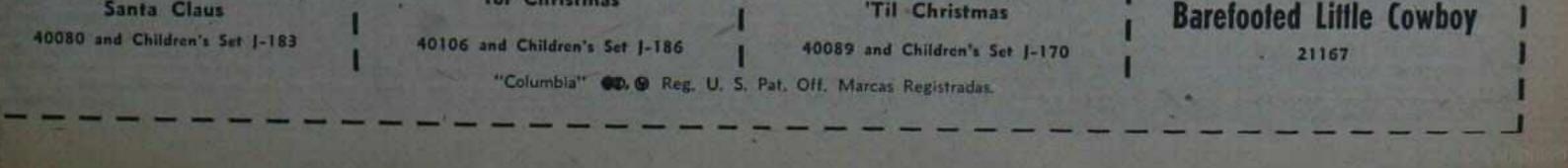
I Dreamt That I Was Santa Claus b/w I Just Can't Wait

JIMMY DICKENS



No Place Like Home On Christmas

b/w



MUSIC

42

THE BILLBOARD

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.

53 EXTENDED ORCHESTRAL WORKS

DEBUSSY: AFTERNOON OF A FAUN; RAVEL: ALBORADO DEL GRACIOSO (L'Orchestre de la Suisse (Romande-Ansermet) London LD 9031 GERSHWIN: PORGY AND BESS ORCHESTRAL SUITE (Minneapolis Symphony-Dorati) Mercury BG 50016 MOUSSORGSKY: PICTURES AT AN EXHIBITION: STRAVIN-SKY: FIREBIRD SUITE (Philadelphia Orchestra-Ormandy). Columbia ML 4700

RAVEL: BOLERO: RIMSKY-KORSAKOFF: CAPRICCIO

ESPAGNOLE (Detroit Symphony-Paray) Mercury MG 50020 RESPIGHI: PINES OF ROME: FOUNTAINS OF ROME (NBC Symphony-Toscanini) RIMSKY - KORSAKOFF: SCHEHERAZADE (Philharmonia Or-SHOSTAKOVITCH: BALLET RUSSE: TCHAIKOVSKY: SERE-NADE MELANCILIQUE (Columbia Symphony-Kurtz) Columbia ML 4671

TCHAIKOVSKY: NUTCRACKER SUITE: ROSSINI: WILLIAM TELL OVERTURE (NBC Symphony-Toscanini)

... RCA Victor LRY 9000 WAGNER: SIEGFRIED'S RHINE JOURNEY, FUNERAL MUSIC. ETC. (Paris Conservatoire Orchestra-Weingartner)

Columbia ML 4680

CONCERTOS

- BEETHOVEN: PIANO CONCERTO NO. 1 (Badura-Skoda, Vienna BEETHOVEN: PIANO CONCERTO NO. 3 (Iturbi, RCA Victor Orchestra-Kubelik) HMV 1042 CHOPIN: PIANO CONCERTO NO. 1 (Sandor, Philadelphia Steinberg) Capitol P 8219 LISZT: PIANO CONCERTO NO. 1 (Arrau, Philadelphia Orches-MacDOWELL: PIANO CONCERTOS NOS. 1 & 2 (Rivkin, Vienna
- MacDOWELL: PIANO CONCERTO NO. 2: HANSON: SYM-PHONY NO. 2 (Sanroma, Eastman - Rochester Orchestra-

CHART COMMENTS

EXTENDED ORCHESTRAL WORKS

This week is the third time that this category has been surveyed, and a comparison of results show good stability in the catalog chart. Four disks, the Gershwin (Colum-bia), the Grofe (RCA Victor), the Grieg (Columbia) and Moussorgsky (Mercury), have made the catalog on each of the other two surveys. Four other items have appeared on one of the previous charts. Only the Bizet (Columbia) and the Capitol version of Gershwin's American in Paris appear for the first time. The latter, however, was included in the catalog section for the first time in this survey since it is now over the six-month mark.

The recent release chart shows two disks just recently released --the Respighi (RCA Victor) and the Moussorgsky (Columbia). The Toscanini Respighi record, incldentally appears to have pushed the Westminster and Mercury versions into the background, for the moment at least. Both of these had been on the charts in the two previous surveys.

CONCERTOS

The same stability as noted above is also evident on the catalog in this category, altho this is only the second time around for concertos. All but the Horowitz version of the Tchaikovsky No.1 (RCA Victor) were listed on the chart several weeks ago. New entries on the recent release chart in

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 throout the country. Musical categories change weekly.

51 EXTENDED ORCHESTRAL WORKS (Listed Alphabetically

BIZET: CARMEN SUITE: TCHAIKOVSKY: CAPRICCIO ITAL. DEBUSSY: LA MER: MENDELSSOHN: MIDSUMMER NICHT'S Sulsse Romande-Ansermet) GERSHWIN: AN AMERICAN IN PARIS: BHAPSODY IN BLUE (Pennario, Orchestra-Whiteman) GERSHWIN: AN AMERICAN IN PARIS; RHAPSODY IN BLUE (Levant, N. Y. Philharmonic-Rodzinski) Columbia ML 403 GRIEG: PEER GYNT SUITE NO. 1: LISZT: HUNGARIAN RHAPSODIES NOS. 1 & 2 (Philadelphia Orchestra-Ormandy) Columbia MI 431 GROFE: GRAND CANYON SUITE (NBC Symphony-Toscanini). MOUSSORGSKY: PICTURES AT AN EXHIBITION (Chicago

CONCERTOS

(Listed Alphabetically)

BEETHOVEN: PIANO CONCERTO NO. 5 (Gieseking, Philhar-phony-Reiner) BEETHOVEN: PIANO CONCERTO NO. 5 (Horowitz, NBC Sym-phony-Munich) GRIEG: PIANO CONCERTO: LISZT: PIANO CONCERTO NO. (Rubenstein, RCA Victor Symphony-Dorati) RCA Victor LM 101 GRIEG: PIANO CONCERTO: SCHUMANN: PIANO CONCERTO (Lipatti, Philharmonia Orchestra-Galliera) ... Columbia ML 452 PAGANINI: VIOLIN CONCERTO NO. 1; SAINT-SAENS: VIO-LIN CONCERTO NO. 3 (Francescatti, Philadelphia Orchestra-...Columbia ML 431 Ormandy) RACHMANINOFF: PIANO CONCERTO NO. 2 (Rachmaninoff, Philadelphia Orchestra-Stokowski)RCA Victor LCT 10

Hanson) PROKOFIEFF: VIOLIN CONCERTO NO. 2: BACH: VIOLIN CONCERTO NO. 2 (Francescatti, N. Y. Philharmonic-Mitropou- lis) Columbia ML 4648 TCHAIEOVSKY: PIANO CONCERTO NO. 1 (Ciccolini, Paris Conservatoire Orchestra-Cluytens) Bluebird LBC 1020	this week's results are the Bee- thoven No. 3 (RCA Victor), the Gershwin (Capitol) and the Tchai- kovsky No. 1 (Bluebird).	RACHMANINOFF: PIANO CONCERTO NO. 2 (Rubinstein, NBC Symphony-Golschmann) TCHAIKOVSKY: PIANO CONCERTO NO. 1 (Horowitz, NBC Symphony-Toscanini) TCHAIKOVSKY: PIANO CONCERTO NO. 1 (Rubinstein, Minne- apolis Symphony-Mitropoulos) RCA Victor LM 1029
Best-Selling Children's Records	NEXT WEEK	Angel's Sales Innovations
The following children's records are the current best sellers according to a survey of key dealers thruout the country. 1. PETER PAN-Bobby Driscoll RCA Victor Y-4001 2. DOGGIE IN THE WINDOW-Patti Page Mercury Playcraft No. 1 3. HANS CHRISTIAN ANDERSEN-Danny Kaye Decca 5433 4. BOZO AT THE CIRCUS-Pinto Colvig Capitol 114 5. TWEETY PIE-Mel Blanc Capitol 3074 6. ME AND MY TEDDY BEAR-Rosemary Clooney	and the second	• Continued from page 23 Jersey, Connecticut and Massa- chusetts. De Luxe Packaging Angel's de luxe pack aims at providing consumers with records they can be certain have not been played by any one prior to pur- played by any one prior to pur- played by any one prior to pur- poses or otherwise. Company
7. LITTLE WHITE DUCK—Burl Ives Columbia J-85 8. TEDDY BEAR'S PICNIC—Harry Babbitt, Rosemary Clooney Columbia J-54; J-168 9. BOZO HAS A PARTY—Pinto Colvig Capitol 3133 10. THE LITTLE ENGINE THAT COULD—Rufe Davis Capitol 3142 11. ROBIN HOOD—Original Movie Cast Capitol 3138 12. WOODY WOODPECKER AND THE LOST MONKEY—Mel Blanc Capitol 3161 13. JOHNNY APPLESEED—Dennis Day RCA Victor Y-390 14. THE NOISY EATER—Jerry Lewis Capitol 3120 15. SNOW WHITE AND THE SEVEN DWARFS—Ilene Woods RCA Victor Y-33	• Continued from page 40 • Continued from page 40 buck outstanding versions by Kappell, Rubinstein and Rach- maninoff himself, among five others. Sales experience with Miss Farnadi's recent Liszt Con- certi coupling can be a guide to experimentation with this item. M-G-M's Menahem Pressler continues his delightful explora- tion of piano works written for	execs feel that there is a large body of collectors to whom this factor is significant. Before pack- ing, the disk will undergo a rigor- ous set of inspections at Angel headquarters here. Basic cover of the package is somewhat thicker and sturdier than those commonly used. Dur- ing storage, the open end is cov- ered with quarter-inch wooden dowling to which is attached an ordinary white sleeve of soft paper. This sleeve carries the
<text><text><text><text><text><text></text></text></text></text></text></text>	children with a new Bartok set devoted to 39 short pieces based on authentic Slovakian folk tunes. The appeal of this music is cer- tainly not limited to youngsters alone, but it can best be pro- moted for their edification. The ed- ucational slant may be most ef- fective. M-G-M has also coupled two previous 10-inchers on a single 12-incher, making an ap- propriate Bach package of guitar- ist Andres Segovia playing the Chaconne and several shorter pieces, with organist Carl Wein- rich's interpretation of three Pre- ludes and Fugues. Is Horowitz.	from the cover by pulling on the dowling rather than the record. The possibility of friction scuffs is precluded, since the disk is in- serted or removed from the card- board while still in its soft paper sleeve. All de luxe packs will be de- livered in sealed cellophane. They can be returned after purchase

Elaborating on the Capitol ing, for all its merit, does not Blanc and Faron-Young.

nid. Elaborating on the Capitol deal, Aitken added. "As franchised distributors for Capitol Records in Australia for over two years, we have enjoyed the most cordial related by Been demonstrated, latons with the company and believe them to be most progressive and co-operative." Blanc and Faron Young. Capitol Records' entire release the for elease before Christmas. The is appearances at the wetropolitan Opera and on numerous video shows, and so he should not lack for a ready-recordings for sale through the anoty is given the package for on the should not lack for a ready-recording for sale through the should not lack for a lack for a ready-recording for sale through the should not lack for a lack for a lack for a ready-recording for sale through the should not lack for a lack for a

Capitol Records' entire release list at \$4.95. There are two 10- probably be accomplished





Don'cha Hear Them Bells' (WITH VOCAL)

AND

Capitol Record No. 2614



44 MUSIC

THE BILLBOARD

OCTOBER 17, 1953



128

in a follow-up smash to their great

"I FORGOT MORE THAN YOU'LL EVER KNOW" The No. 1 Country Tune





ing reached Seattle 20 minutes be- backlog TV shows thru November fore Hank's plane landed and the to allow her absence for her Jagroup immediately flew back.

WWVA, Wheeling, W. Va., putting Lone Pine, Betty Cody and the Mountaineers, Crary Elmer, Mery Shiner and Bud Messner, with Molly Darr and the Skyliners together to tour as "WWVA Jamboree" beginning October 15. Station's Bailey Brothers, with their Happy Valley Boys, have just concluded a North Carolina trek and are currently in Maine. They return for the Raleigh (N. C.) Fair October 19. . . . Merv Shiner just back from successful week in Vermont. . . . Doc Williams and the Border Riders just in with new wax session, and two aides being released immediately.

Porter Wagoner, of KWTO, Springfield, Mo., joined Smiley Burnette for two days last week at Villa Grove, Ill., Pancake Festival, where they attracted a record 14,000. . . . Bill Ring and John Mahaffey, of KWTO, currently in Hollywood on business. Last month's "Radio-TV Mirror" and current issue of "Country Song Round-Up" have features on Bill show. . . Lee Bonds, who oper-Ring. Last weekend Bill played ates "Midway Jamboree" at Gadshost to several General Mills den, Ala., in Nashville last week execs on one of Radiozark's famous float trips. . . . Joe Slattery. recently released from the hospiannouncer on two top country

improved. The news of her pass- ances this year. She's going to pan-Korea Christmas tour. . . Jim Reeves back at KWKH, Shreveport, La., for "Louisiana Hayride" after successful run at Roosevelt Lounge, Detroit.

Red Garrett planning an Australian tour for this winter upon return from successful trip into Canada and Alaska. Tour covered 20,000 miles, playing to audiences who had never seen a live country singer. He's already set for a similar four-month tour with Wilf Carter next summer. . Curtis Gordon back on TV at WABB, Mobile, Ala., and a Gulf Shore, Ala., lounge, after a new RCA Victor session in Nashville. The Trailway Bus people have asked him to head an opening of their new Atlanta terminal this month, following a successful opening for them recently in Mobile. . . Ernest Tubb set for Oc- for a singing deejay show tober 15 Atlanta show, with Smith Brothers and Boots Woodall also on hand. City's jockeys, Cotton club setting schedule of re Carrier, Pau Rice, Pat Patterson and Joe Farmer, also set on the for new Capitol waxing. He was tal after an appendectomy and and western shows (George Mor. plans on making a West Coast tour Portsmouth, Va., reports a

Otherwise same comment as on side. (Gordon, BMI)

ing from Nashville, Lee we Atlanta, where Capitol Re feted with deejay party in cent guest on "Midway Jamb at Gadsden, Als.

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

. . Columbia has also s Dusty Owens, who recently j the "WWVA Jamboree," W ing, W. Va., where he's alr earned a top feature. You also hear him on WWVA's urday Night-Country Styl CBS.

RCA Victor's Tommy Sand Houston, where he attends L High School. Tommy's loca Coke meetings in Houston. There's a new Lee Bonds Club, with Atlanta's Bill M heading. , . . Joe Maphis and Lee rating fan-club honors, Delorise Jones, of South Calif., at the helm.

Sheriff Tex Davis, of WI gan's "Robin Hood Shows" and beginning November 1. Return- deejay dinner shindig at North Monticello Hotel Monroe last week. Local RCA distrib, Wyatt-Cornick, was ... Cleveland set for its first try stageshow, with WERE's Edwards heading as emsee. and Glen currently only reg set, but more regular talen guests will be booked before vember 7 opening at Circle ater. . . . George T. Popkins b to his turntables at WXGI, Ri mond, Va., after two weeks of reserve duty at Fort Meade, Md. ...

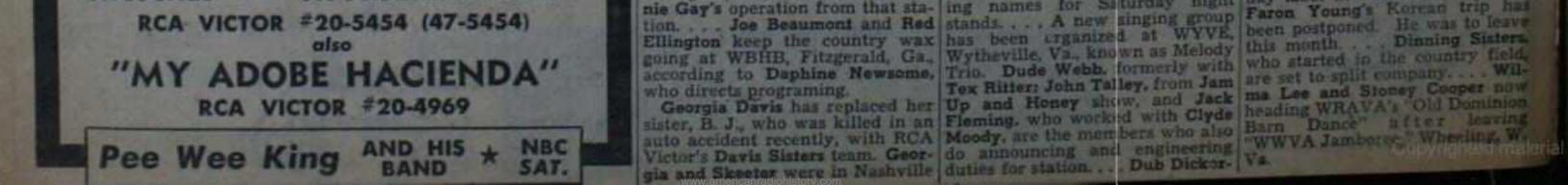
country wax schedules at WARL, Ky., opening new bullroom end of nie Gay's operation from that sta-tion. ... Joe Beaumont and Red stands. ... A new singing group beau rostnoned. He was to leave

	and the second s
Dallas-Ft. Wor	th Nashville
 Caribbean M. Torok, Abbott I Forgot More Than Y Ever Know Davis Sisters, Victor Let Me Be the One H. Locklin, Four Star Tennessee Wig Walk B. Lou, King You All Come A. Duff, Starday It's Been So Long W. Pierce, Decta Hey Joe C. Smith, Columbia Forgive Me John J. Shepard F. Huskey, If I Never Get to Hea E. Arnold, Victor There Stands the Glas W. Pierce, Decta 	 Z. Dear John Letter J. Shepard-F. Huskey, Capitol Hey Joe C. Smith, Columbia 4. Forgive Me John J. Shepard-F. Huskey, Capitol S. There Stands the Glass W. Pierce, Decca 6. Let Me Be the One H. Locklin, Four Star My Wasted Past E. Tubb, Becca It's Been So Long W. Pierce, Decca Capitol Shake a Hand R. Foley, Decca
Houston	New Orleans
 I Forgot More Than Y Ever Know Davis Sisters, Victor Hey Joe C. Smith. Columbia Shake a Hand R. Foley, Decca Weary Blues From Wa H. Williams, M-G-M There Stands the Gla W. Pierce, Decta It's Been So Long W. Pierce, Decta It's Been So Long W. Pierce, Decta It's Been So Long Sentimental R. Allen, Decca Sing Me Something Sentimental M. Robbins, Columbia Let Me Be the One H. Locklin, Four Star Caribbean M. Torok, Abbott 	2. I Forgot More Than You'll Ever Know Davis Sisters, Victor 3. Dear John Letter J. Shepard-F. Huskey, Capitol 4. Weary Blues From Waitin' H. Williams, M-G-M 5. Trademark C. Smith, Columbia 6. Yesterday's Girl H. Thompson, Capitol 7. Crying in the Chapel R. Allen, Decca 8. Mama Come Get Your Baby Boy

WROS, Scottsboro, Ala., from ly during cutting of new RCA Vic-WAVU, Albertville, Ala. Uncle tor sides. They are being man-waxing in Nashville, and is in Jack, formerly of WROM, Rome, aged by Detroit's Norman O'Neill. Ga; also a new face at WROS.... Pee Wee King conducted a weeks of October will be spent in Slim Lay recently moved from Country Talent Hunt show in South Texas and Louisiana, ac-WFMH, Cullman, Ala., to WHSB, Huntsville, Ala. . . Phil Long and Ray Armand carrying the The American Legion, Princeton, Country way schedules at WAPI Arlington, Va., in addition to Con- October and watching for travel- ords, now with Jack Starns' Star-

Wild Bill Prickett now at for "Grand Ole Opry" spot recent- son has been filling West Texas Oklahoma this week. Last two





THE BILLBOARD

MUSIC

47

The Billboard's Music Popularity Charts

TOP R & B RECORDS

For Week Ending October 10

National Best Sellers

The	the second of the second the	Lay		m
1.	SHAKE A HAND-F. Adams. I've Gona Leave You-Herald 416-BMI		1.	
2	GOOD LOVIN'-Clovers		2	1
3.	CRYING IN THE CHAPEL-Orioles		3	1
4.	ONE SCOTCH, ONE BOURBON, ONE BEER- A. Milburn. What Can 1 Do7-Aladdin 3197-BMI		5	
5.	HONEY HUSH-J. Turner		6	
6.	TOO MUCH LOVIN'-Five Royales		4	
7.	FEELIN' GOOD-Little Junior's Blue Flames	10	6	
8.	DON'T DECEIVE ME-C. Willis		8	1
9.	PLEASE HURRY HOME_B. B. King	-	-	
10.	ROSEMARY-Fats Domino You Said You Love Me-Imperial 5152-01MI			

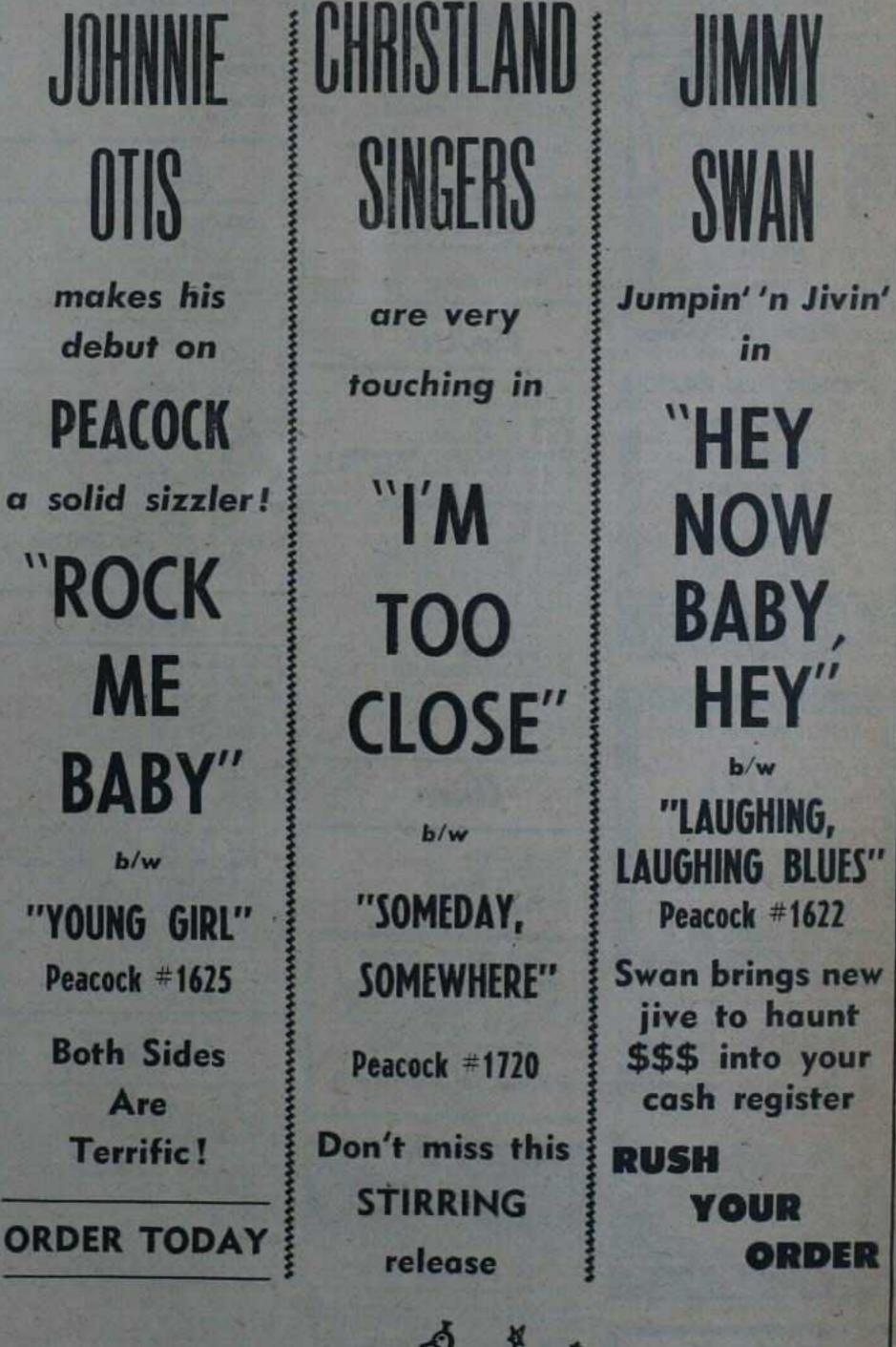
Most Played in Juke Boxes

This Week	Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Hillboard's weekly survey among operators thrucuit the country using a high proportion of thythm and blues records.		1	
1. CF	The CHAPEL Orioles		1	1
1. SH	IAKE A HAND_F. Adams		3	
3. NJ	ADINE-Coronets		3	
	OOD LOVIN'-Clovers		2	-
5. DF	Specialty 470-BM		6	
6. HO	ONEY HUSH-J. Turner		5	
1000	LUES WITH A FEELING -Little Walter			
6. PL	EASE DON'T LEAVE ME-Fats Domino	1	0	-
	RPM J91-BMI			
9. IN	THE MISSION OF ST. AUGUSTINE-Orioles			

ORDER THESE BRAND NEW PEACOCK RELEASES TODAY ----JOIN THE **\$\$\$ PARADE TOMORROW**









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

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

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

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

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

RHYTHM AND BLUES NOTES

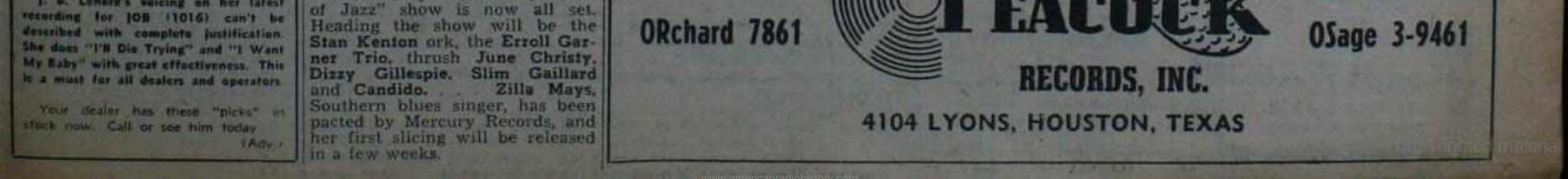
By BOB ROLONTZ -

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

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

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

the Gale Agency. The line-up on the "Cavalcade Phone



Phone

48 MUSIC		THE BILLBOARD		OCTOBER 17, 1953
The Billboard Mu	sic Popularity Cha	rts	for Week	Ending October 10
1	OP RHYTH	IM & BLUE	S RECOR	DS
Sabre HAS THE HOT ONES Try These	Detroit MATTIE, LEAVE ME	Watch I liest Sellers to Watch" have appeared for of the charts. These are spotlighted for the rators in other markese	7. Feelin' Good Little Junior's Blue Flames	7. Baby It's You Spaniels, Chance 8. Please Love Me B. B. King, RPM 9. Good Lovin' Clovers, Atlantic 10. No More In Life B. Doggett, King St. Louis
THE 5 ECHOES	St. LouisTV IS THE THING Territorial Best	D. Washington, Mercury 70214 Sellers	9. Third Degree	 The Come Back Memphis Slim, United Shake a Hand F. Adams, Herald Too Much Lovin' Five Royales, Apollo TV is the Thing D. Washington, Mercury
"BABY, COME BACK TO ME" Sabre #102-45 & 78	Listings are based on late sales service from top chythm and t markets listed. Atlanta	 Teports secured via Western Union messenger place dealers and juke box operators in the 3. Crying in the Chapel Orioles, Jubilee 4. Feelin' Good 	 Shake a Hand F. Adams, Herald Crying in the Chapel Orioles, Jubilee One Scotch, One Bourbon, One Beer A. Milburn, Aladdin 	 Good Lovin' Clovers, Atlantic Shake a Hand S. Churchill, Decca Nadine Coronets, Chess Blues With a Feelin'
Sabre RECORDS, INC. 1225 47th St. Chicago 15, Illinois	 Shake a Hand F. Adams, Herald Feelin' Good Little Junior's Blue Flames, Sun Good Lovin' 	Little Junior's Blue Flames, Sun 5. Please Don't Leave Me Fats Domino, Imperial 6. Please Love Me B. B. King, RPM 7. Don't Deceive Me C. Willis, Okeh	 TV is the Thing D. Washington, Mercury Don't Deceive Me C. Willis, Okeh C'Est Si Bon E. Kitt, Victor Too Much Lovin' 	Little Walter, Checker 9. In the Mission of St. Augustine Orioles, Jubilec 10. I Found Out Du Droppers, Victor
Biggest Spiritual of 19531	 Clovers, Atlantic 4. Please Hurry Home B. B. King, RPM 5. Honey Hush J. Turner, Atlantic 6. Crying in the Chapel Orioles, Jubilee 7. One Scotch, One Bourbon, 	 Too Much Lovin' Five Royales, Apollo Honey Hush J. Turner, Atlantic Clock J. Ace, Duke 	Five Royales, Apollo 8. St. George and the Dragon S. Freberg, Capitol 9. Clock J. Ace, Duke 10. Drunk J. Liggins, Specialty	1. Shake a Hand F. Adams, Herald 2. Grying in the Chapel Orioles, Jubilee 3. Rosemary
I DON'T CARE b/w TOO CLOSE TO HEAVEN by ALEX BRADFO'D #852 #852 #852-45	One Beer A. Milburn, Atlantic 8. Too Much Lovin' Five Royales, Apollo 9. Blues With A Feelin' Little Walter, Checker 10. Drunk J. Liggins, Specialty	Cincinnati 1. Shake a Hand F. Adams, Herald 2. Good Lovin' Clovers, Atlantic 3. Too Much Lovin' Five Royales, Apollo	Philadelphia 1. Shake a Hand F. Adams, Herald 2. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin 3. Nadine Coronats, Chess	 Fats Domino, Imperial 4. Fat Daddy D. Washington, Mercury 5. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin 6. Good Lovin' Clovers, Atlantic 7. Baby It's You Snaniels, Chance



THE BILLBOARD

NIGHT CLUBS-VAUDE

Burlesque Bits

towing her big attendance week ... Death struck twice at the New due to open at the St. Regis, Oc-at The Hudson, Union City, N. J., Follies, Los Angeles, during the tober 8, didn't make it because week of September 27, take her week of September 21. First was man and for the last 25 years The good looking Natalie Cartier- minute film, "Striporama," ler. Alice Seccie, Barbara Kemp, board and the "Burlesque Bits' 13 while she was at the Rialto, Chicago, opened at the Palace, Buffalo, October 1 for two weeks



CHICAGO, Oct. 10 .- Ralph Mitchell, operator of the Preview, announced a new policy which will go into effect at the club be- a chorus (The Venus Beauties) of of the line-up for two days last

Winnie Garrell's bookings, fol- as co-feature with Rose LaRose

the Emerald Room, Sound Mrs. Melba Saks wife of Lou View Hotel, Milford, Conn.; the Saks, backstage electrician. Then Empire, Newark, N. J., Palace, on September 24, Sherry Winters Buffalo; B. & B. Club. Provi- (Nadine Moroney), 25, strip, died dence: Gayety, Norfolk, and a unexpectedly of diabetes, leaving December. . . Suey Welsh, part women were interred in Valhalla Les Baxter band came in thru the owner of the New Follies, Los Cemetery, Glendale, Calif. At-Angeles, was a New York visitor tending the funerals were Leon to see the World Series. . . . From DeVoe (representing the cast). Baltimore comes word of the sud- R. O. Biggs, Bob Biggs Jr., Ralph den death of Gus Flaig, 65, old- Niebles, Marlana, Dixie Evans, time burlesk straight-character Joe Schnecker and Ralph Newton. Rosita Royce and her doves house manager for the late Hon stand out and are seen to excel-Nickel at the Gayety there. ... lent advantage in the new 70in ettes at the Hudson, Union City, colors, that preemed October 2 at this season include Marie O'Hal- the Rialto, New York, with loran, captain; her twin sister, Georgia Southern, co-starred in Eleanor O'Halloran: Ora May and two strip routines of her own. Ellye Farrelly, who double in Emphasis is placed on burly as a strip specialties; Annie Ciribisci, "must" enterainment with Jack vember 12. . . . Shelly Winters Jean Allen, Violet Peters, Coreen Diamond and Mandy Kay, set for the Flamingo, Las Vegas, Bankine, Gerry Dean, Lorie An- comics, straighted by Charlie October 15. drews, Terry Lemont. Selma Harris, offering several old come-Vindekres. Jean Stiffler, Pat Mul- dy scenes in between. The Bill-Dorothy Dymek, and Virginia column are shown in a micely Troy. . . Rita Ravell, whose produced pic, much better in father passed away on September many respects than were seen in such predecessors as "Rage of Burlesque," featuring Lillian White and four others of the same texture. Martin J. Lewis, operator of pic theaters, representing the head of Venus Productions, with a large corps of assistants headed by Jerald Intrator, associate producer and director, shot the first chapter of "Striporama" in a New York studio early last year. Others in the cast are Marinette and Andre, (Apache dancers), Betty Page, Nola Lee, Doris MacKenzie. Pat Lombard.

Extra Added

Continued from page 18

dell, guitar and voice, as the attraction. Fernando Montel. she couldn't get a visa without a long wait. So Connee Moore was held over.

Big hassle between GAC, Joe Grade office and not thru them. . Henry Beckman out of the Beth Israel Hospital and now convalescing at the Burke Convalescent Home, White Plains. . . Miles Ingalls underwent surgery at the Polyclinic Hospital. . . Charlie Hogan, who has a piece of the Adams Theater, Newark, playing burley, in town the Thunderbird, Las Vegas, No-

Chicago

The Chez Paree got its first break in its 20-year history, in Life magazine. The break resulted from Helen Trauble's recent appearance there and the resulting hassle over her ouster by the Metropolitan Opera. . . . The Hotel Sherman held a cocktail party last week celebrating the third anniversary of its Porter-house Room. The room now features a show which includes Frank York, his singing violins and orchestra, and Johnny Boyle, cowboy singer. The room also houses the "Welcome Travelers" show which is aired over radio and TV. ... Bobby Van, M-G-M dancing star headlining the show Betty Tunell, Aline Slayton and at the Chicago Theater, was out ginning October 21 with the re- nine. . . House singers Bob Hart week with a virus infection. Mickey Sharp, local comedian, filled in during the lay-off.

Hocus-Pocus

By BILL SACHS

TAGICIANS' Night was cele- mald the Magician, Mrs. Prince I brated at the Palms-State Zogi and Joe and Darla. ... Karl Theater, Detroit, Sunday (11), on the Magician writes from his home the occasion of the opening of the in Sydney, N. S.: "Dr Morton. motion picture, "Houdini," with hypnotist, recently drew good Will Rock, just returned from an houses in Sydney and Halifax, extended motor trip thru the East, and Joe Kara, of Montreal, is still presenting a trunk and strait- packing 'em in with his performjacket escape in the lobby as a ances on the Bill' Lynch Shows, return date at the Hudson in a son, Michael, age four. Both Glazer and Paramount because special bally Mrs. Alice Gorham, Canadian carnival company. Dr. in charge of display for the the- Silkini, ghost show worker, and ater, had the lobby decorated with Ali the Fakir also played this a collection of Houdini memora- area recently to good business. bilia and photos loaned by Al Mun- Magic acts passing thru here will roe and Robert Ungewitter from always find an open house and their private collections. ... Ran- the latest copy of The Billboard dolph and Company are back in at my home." . . . Kuda Bux is the Midwest after a week at the playing other Canadian dates aft-Seville Theater, Montreal. ... The er winding up a week at the Casa magical turn billed as Rae-Jo- Loma Montreal. . . . Leon Pinter Lene and Company, after a three- scribbles from La Grange, Tex., month vacation in Yellowstone that he will play schools and the-National Park, are slated to begin aters thru Arkansas and Missouri a trek soon thru Kansas and Mis- beginning in December. for a o.o. Phil Foster goes into souri, before heading south for the late fall and winter. On Sunday, October 4, Rae-Joe and Lene tossed a magic party at their home in Cherryvale, Kan. Among those in attendance were Wor-

Stone Ponders

HOLLYWOOD, Oct. 10 .- Coun-

try star Cliffie Stone is currently

mulling a possible purchase of the

famed Trianon Ballroom in subur-

entered into for the property,

spokesman for Stone disclosed

that the ballroom site had been

looked into, ...s were other possible

Altho no negotiations have been

Trianon Buy

ban South Gate.

sites.

BIG TOWN

Vegas Says It's Biggest In Nevada

LAS VEGAS, Nev., Oct. 10 .-The Chamber of Commerce here this week laid claim to being the biggest city in Nevada, an honor long cherished by Reno.

Chamber Managing Director Ken Frogley said it can be shown that Las Vegas now has a permanent population of more than 39,000, to about 36,000 for Reno.

In the 1950 official census, Reno had 32,000 to 25,000 for Las Vegas. Frogley said the astound-Stone currently runs the Har- ing growth of Las Vegas in the mony Park Ballroom in Anaheim, past three years can be proved and emanates his weekly "Home- by checking power company statown Jamboree" telecast from the tistics, school enrollment, garbage

turn engagement of Al Morgan.

strumental show, featuring jazz sky's Rialto, Chicago, to Minand Dixieland music in the bar sky's Adams, Newark, and vice downstairs, and Latin music with versa. . . . Paul Weintraub, attora show and dancing in the Omar ney for the burly interests, is out Room upstairs. The bar will con- of the hospital after 11 weeks of tinue on the same policy. The illness and three major opera-Omar Room, however, will hence- tions. He is convalescing at his forth be called the Encore Toom home, 370 Central Park West, and will use name acts. Dancing New York. will be cut out and the room will again seat 300 persons. The show will include several - --, all of which are to be closely related in price. Mitchell stated he doesn't want one good high priced act and several duds.

The reason the change, according to Mitchell, was the recent big money pulled in during the s.r.o. engagement of Al Morgan,

The success of the format, which was pr nted in the downstairs bar, led Mitchell to believe that this type how should be prosented in a separate room because he felt the show in the bar would take care of itself. Currently appearing in the bar is Jimm; I e and His Dixieland Band which has to three major local charities-

Same price policy of a small minimum with no cover or admission will be main* 'ned in the new room.

Jerry Murad and His Harmonicats are signed for the downstairs room for the Chr'stmas holidays. The opening show for the new room will include besides Morgan. Doodles a. Skeeter, comic record mimics; Maria Velasco, chanteuse, and the Leon Sasl. T. Io. The dicy - will include a continnous show with sh intervals an a full-length show rather . with a long intermission.





Information fer the stage, displays, decorations. STROBLITE CO. 25 W STI St. H.Y.C.

and Bob Goodman switched thea-The club presently has an in- ters, the former going from Min-

Philly Next to Give La Tucker Feast

PHILADELPHIA, Oct. 10. -Leaders in the town's economic, social and political life will stage another Golden Jubilee Testimonial Dinner for Sophie Tucker Sunday evening, November 5, at the Bellevue-Stratford Hotel.

The dinner will follow the plush pattern of the New York testimonial affair last week. Proceeds will go to the theatrical charities on a national level thru the Jewish Theatrical Guild and been drawing steadily at the club, the Variety Club Camp for Handicapped Children, the Golden Slipper Square Club Camp for Needy Boys and Girls and the Children's Heart Hospital.

Golden Supper Op **Starts Latin Kick**

PHILADELPHIA, Oct. 10. --The mambo is starting to take Brighton Hotel, Atlantic City, hold here, with the Golden Supper the first of the town's cafes groomed as a singer ... Sciolla's, changing its policy in favor of the playing the big names, adds a Latin pattern. Since he opened the room a few years back, operator Joe Vogel has been operating on an American-Yiddish show floorshow policy for the past policy.

Reopening this week on the uous shows nightly. mambo kick, Vogel brought in the Bobby Ascota (Tico Records) band, plus Nick Ravell. To balance the opening floorshow, Valadai Snow came in as headliner, with Thelma Lee also in the cast.

Gala Denied License; Spot Appealing Case

HOLLYWOOD, Oct. 10 -- Operators of the Cafe Gala here, yes- entertainment at his Clock Cafe

Philadelphia

Marty Collins returns to the show. Coronet, Lancaster, Pa., as house emsee . . . Opera singer Walter Nelson being groomed for the nitery circuit by singing teacher Artie Singer. Guy Marks heads the opening show at Ciro's, with Lee Henderson putting in the line.

Dick Stanley launches the new season of week-end entertainment at the private membership Patterson Club, Norman Joyce. of the Jolly Joyce Agency, takes over the personal management of the Vibra Notes opening this week at the New Sherwood Inn. Singer grooming cover girl Kitty Stroup, a former "Miss Pennsylvania," for the after-dark circuits, combos. Lou Solomon, bowling alley operator, negotiating to take midtown basement boite. Sunday night fashion shows at the private membership RDA Club. ... Embassy Club launched its fall season with Jimmy Burryll and Leni Lynn in the spotlight

Al Diamond, former beauty shop operator, now a theatrical the "foulin Rouge, Senne: will booker. . . . Danny Raye, who acquire buying power in booking staged the dancing sessions at the during the summer, -is being Saturday matinee to the playing schedule. Lexington Casino. which has been on a week-end couple years, switches to contin-Latin Casino grabs off a three-day run, starting January 14, for Eddie Fisher to mark his first local club stand since scaling the heights.

Al Antonio, local comic, leaves the local nitery circuit to break in a new routine on the New England and Canadian circuit as he goes under the personal management of Tony Phillips and Will Weber.

Charley Curry reopened the

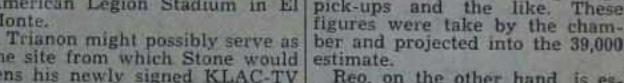
American Legion Stadium in El pick-ups and the like. These Monte.

the site from which Stone would estimate. lens his newly signed KLAC-TV



The new firm has signed with KB Productions, which produces TV films, and will handle all sales Trenton. . . . Vocal coach Artie for that organization. The agency will also do all types of performer booking as well as bands and

The agency will affiliace with big independents in Chicago, New over the operation of the Little York and Los Angeles and is in Rathskeller in combine with Joe the process of trying to become Conner, former manager of the what it calls the fourth major agency. Territories will be as-Libby Haines staging a series of signed the same way as the majors.



Reo, on the other hand, is estimated to have 36,000 by virtue of their average annual population increase.

However, the chamber official pointed out that with Las Vegas' transient population as a resort area, it more than doubles the actual figure, which is reflected in the commercial trade done by merchants of the town.



Right in the heart of Philadelphia's theatrical and night club district . . . excellent facilities, spacious, homey rooms.

74 John Bartram Hotel

BROAD AND LOCUST STREETS

Robert Pearce, Resident Manager



OCTOBER 17, 1953

Roadshow Rep

RT (DOC) MILLER, biller with

Hunt Bros.' Circus this season,

IN MEMORY OF E. H. BROOME

50

who passed away October 18, 1952

Although you have gone on before, as the days pass by we miss you more and more.

BOBBIE JEWEL JOHNSON FRENCHIE MOORE AND WIFE FREDDIE FITZPATRICK AND WIFE JUNIOR AND RAY JAMES CHARLIE REILLY HEAVY CALDWELL AND WIFE JIMMIE BOGGATT AND WIFE AL HARVEY



Died October 2, 1948

Helen and Harry Julius

IN MEMORY of Our Precious Mother

The Final Curtain

BALDWIN-Ivr. a7. former aerialist. on October 2 at Elderado Springs, Colo Both in Houston. Elderado Springs, Colo Both in Houston. Elderado Springs, Colo Born in Abdustan, he began a wire-walking career at 15, and traveled with circuses until 1892, when he became a balloonist. He went to Elderade Springs in 1807 as an at-traction for a revort hotel, walking a 635-foot cable 500 feet above a cham-In 1948 he celebrated his \$26 birthday by walking a 300-foot cable across South Boulder Greek Canyon there.

BEHYMER-Sylvia Olive,

83, slater of the late impressivo, L E 63, sister of the late impressive, L. L. Behymer, October 8 in Los Angeles. She was widely known in musical and cultural sircles both in Southern Call-fornis and thruout the world. She went to Los Angeles in 1904 and made her home with Mr. and Mrs. L. P. Behymer. She leaves her sister-in-law; two nieces, Mrs. E. Earl Moody and Mrs. Roy Malcoim; a nephew. Glenarvon Bebymer, and several grandnieces and nephews.

BLACKBURN-Edward J. (Pop).

72. veteran concessionaire and carnival electrician, September 26 at Risco, Mo. Survived by his widow, Marie, and two granodaughters, Frieda and Bonnie Dr-Wald, Eurial in Parma Cemetery, Parma

BONNELL-Mrs. Minnle Barris,

18, wife of Edward Bonnell, planeer radio comedian, September 30 in Los Angeles, A native of New York, she had lived in Los Angeles the past 45 years. Sur-viving are her husband, and a brother, Frank C. Harris, Oxnard, Calif. Inter-ment in Inglewood Park Cemetery, Los Angeles.

BRUCE-Nigel,

SE liim actor, October 7 at St. John's Hospital, Santa Monica, Callf., following a heart attack. A leading interpreter of the Brilisher in some 70 motion picture rules here and in England since 1931. He was actually born in Ensenada, Mexico. However, his parents were Sir Willim and Lady Bruce of Stirlingshire, Scotland, and he studied extensively in Eng-land and made his stoge debut in London in 1919, after serving in World War I. His first Broadway play was Noel Coward's This Was a Man" in 1928 He returned in 1931 in "Springtime for Henry," which was also his first Holly-wood vehicle in 1933 The actor was best known, however, for his characterization of Dr. Watson in the film and radio dramatizations of the "Sherlock Holmes" stories of Sir A. Conan Doyle. His most recent films were "Limelight," "B'Wana Devil" and "The World for Ramson," the last as yet unreleased. He is survived by his widow, and two daughters, Mrs. Geoffrey Page and Mrs. Jennifer Gilvey, both of England.

CONEAD-Gaylord and Abigail,

18 and 20, respectively, of Blamarck, N. D., killed instantly in an automobile accident while driving between that sity and Garrison, N. D. In addition to being associated with his father and brother in the Conrad Publishing Company, Bis-marck, he maintained an intense interest in show business and was well known among circus and carnival performers. Survived by three sons, Boan, Dean and Kent; his father, E. J. Conrad: grand-mother, Mrs. Hilds Larson, Mandan, N. D., and three trathers, Currie, John and Charles.

CRAWFORD-Mrs. Eva M.,

17, eldest sister of Walter B. Fox, well known in outdoor show business, and Delbert R. Pox, at the Meadville, Pa. family residence September 30. Her late husband's parents were early settlers of Crawford County, Pennsylvania, with the county being named after them. Other survivors include a sister, three daughters, a son and five grand-children Services at Methodist Church,

FERRIER-Kathleen, 41, one of the world's leading contraiton who made her debut at the Glyndebourne (Eng.) Opera Pestival only seven years ago, October 8 in London after a long illness. (See Music Department for details.)

FIELDS-Robert C., Sr., 51, president of a radio station and several newspapers, recently in Lebanon. Mo. He was president of the Lebanon Broadcasting Company, owner of Station KLWT, and of the Lebanon Publishing Company.

FINLAYSON-James H.,

perennial villain of the Keystone Kopa comedians of the silent acreen era. October 9 at Rollywood of a heart at-lack He later played in a number of feature comedies, and during the 10's appeared in live Laurel and Hardy films. In later years he had become a character actor in films and TV shorts.

FORE-Thomas S.,

fil, at Richmond, Va., October 6. He is the father of Mrs. Fred Sawyer, of the Gooding Amusement Company.

GRIMARD-Eloi.

singer, October 6 in New York, He had sung with the Met opera chocus until eight years ago when he became chorister with the New York City Opera Company.

HALL-Porter.

65, veteran stage and screen actor and often referred to a filmland's highest wolf-Ann Stanley, Samaritan Hospital, Los Angeles. He had been a Hollywood character actor in both dramatic and comedy roles for nearly 20 years. He was equally well known on the Broadway stage. He was a native of Cincinnati where he was bern Clifford Porter Hall. He was a University of Cin-cinnati graduate. Hall entered the professional theater to tour with Robert Mantell in Shakespeare reperioire after having been director of the Cleveland Little Theatre. He later played leading Shakespearean roles in Fritz Leiber's company. He served in World War I as an Army lieutenant and played leading roles in Theatre Giuld productions on Broadway before going to Hollywood in 1934 after he left the East with the play "The Dark Tower," His first movie role was in "The Thin Man." He returned to Gotham for the musical play, "As Thousands Cheer," and followed it with roles in more than a score of films. Two of his best-known film rales were as the legtonnaire in "The Petrified Forest" and as the villain in "The General Dies at Dawn." He won the Screen Actors Guild Award as the best supporting actor for 1937 for his role in "The Plainsman." He was often nominated for Academy Award honors. His recent screen appear-ances were in "Holiday for Sinners," "Carbine Williams," "Half Breed," "Mirscle on 34th Street," 'Unconquered," 'Eig Carnival," "Beautiful Blond Prom Bash-ful Bend," and others. He appeared in ful Bend, and others, He appeared in such well known earlier films as "Mr. Smith Goes to Washington," "Blory of Louis Pasteur," "They Shall Have Music" and "Dark Command." He had made his home in Beverly Hills. Surviving are his widow, Geraldine; a son, David, a UCLA law student, and a daughter, Sarah Jane.

LAZZARI-Virgillo,

se, for 17 years a leading harmo of the Metropolitan Opera Company, October 4 Virginia peninsual. The movie in Rome Making his debut in 1900, tent opry was billed with special Lamari sang for it seasons in Italy and pictorial cards, says Miller, and Argentina before making his debut in the United States. After singing with the St. Louis and Boston opera com-panies, he joined the Chicago opera where he remained until 1533, His Metopera bow was made - that year in "L'Africana," and his last performance was in "Don Glovanni" in 1950, after having sung 22 different roles at the Met. His widow survives.

McCONNELL-Oviatt.

b5, film soriot writer, on October 8 at Los Angeles, of a heart attack. He was a Harvard graduate and New York newspaperman before turning to maga-zine writing Later he wrote two prize films, "Power Unilmited" and "Northern Hamparts" for the "This is America" series. Survived by his widow, two rons and four daughters.

Sagerstown, Pa., October 2, with inter-ment in the family plot at Saegerstown. ERRIEE-Kathleen, ORANSKY-Victor Alexandrovitch, Saviet composer, October 1 in Moscow, Among his ballet works are "The Merry Wives of Windser" and "Three Fat Meri."

ILBER-Jeseph.

74. carnival supply dealer, in Detroit. October 1 He operated the Fred Silber Company in partnership with his sans, Fred and William, for a quarter century until his death' Survived by his widow, Elsie, and his two sons. Burial in Workmen's Circle Cometery.

SMITS-Mrs. Helen Hull,

80, mother of Ted Smith, Associated Press vive: Lee, author, newspaper columniat

TAYLER-Leslie G.,

51, September 10 at Electroit. He was formerly operated the Taylor Radio Shop. His widow, Lucille, survives. Body was cremated at White Chapel Comstery.

WHITE-

Chicago. Father is public relations director for Course Hilton Hotel, Mother

WIRBERLY-Raiph.

56, former concessionaire, October 3 in Chicago (Details in Carnival section).

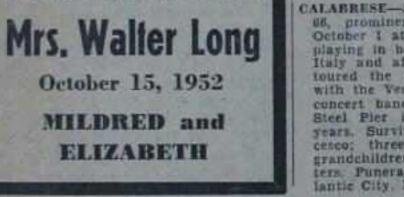
writes a good report on Sike's Tent Show, which he ran into re-cently on the Delaware-Maryland-Virginia peninsual. The movie the outfit made a pleasing appearance with a new top, neat trailers and trucks and everything glistening with fresh paint. Storekeepers in the area spoke well of the show; according to Miller. "The best laugh I had all season accurred in a small Yankee town in Eastern, N. Y.," says Miller. "The town was sour and the old-fashioned hardware store just had to be made with lithos. The owner of the store was hostile as the devil, so thinking I would thaw him out by recalling that the area was excellent Tom show territory previously, 1 casually asked whether he re-called the billing by a well known Tom show years ago. The storekeeper peered over his glasses and

caustically replied, 'Yes, I remember it. That shown wasn't any good, either."

A LLEN CUSICK will present his

puppets in the Vinefand, N. J., area beginning the middle of October . . . H. G. Gallagher writes general sports editor. October 3 in from Denver: "Was sorry to hear Constantine, Mich. Three other constants of the passing of Harry Darr. I and breadcaster for radio station WXY2; remember the Darr-Gray rep Larry, verpee of Steve Hannagan Associ- show. It was a good one and was ates, publicity firm, and Ben, Kannas well known and well liked in the State College professor emeritus Southwest as well as farther north.

It had good performers when I awner of the Commodore Record Shop. saw it in the 1930's and offered Detroit. for the past four years and good plays.". L. J. Delevan reports from Ogden, Utah, that he has been working on a subscription deal the past summer, mostly in Utah, and has met only two A son, Elchard H., September 28, 10 in Utah, and has met only two Mr. and Mrs. Richard H. White, at small shows. "Met a lot of stroller performers who work both outis program director for the "Bob and door and indoors," said Delevan. Kay Shaw" on NHC-TV. "Most of them had some merchandise. 1 also bumped into Ollie Anderson, one-time big-city vaude performer, who recalled the days when he was with Gus Heege in the Swede comedy, 'Yon Yonson,' piccolo pitch. He winters in Los Angeles." . . . , From Mobile, Ala., H. G. Frunk writes: "What has Berlin. His plays caused a tonin bis become of the colored contraction of the over contraversy in Germany and led to his most My business has carried me over famous plays were produced successfully Alabama and I have caught but one."



CALABRESE-Angelo, 08, prominent Atlantic City musician, October I at his hume there. He began

playing in bands at the age of nine in Italy and after coming to this country toured the United States and Canada with the Vessells, Creator and Goldman concert bands. He also played on the Steel Pier in Atlantic City for many years. Surviving are his widow, Francenco; three sons, two daughters, six grandchildren, a brother and three sistern Puneral services October 6 in At-lantic City, Burial in Pleasantville, N. J.

HAYNES-Robert.

29. Matordrome rider, October 3, in the new theater is Bel Air. Oklahoms City. (Details in Carnival section.)

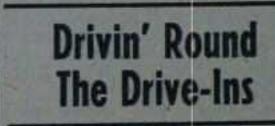
wife of John Wolf and mother of John L. Wolf Jr., September 29 in New the Swede comedy, Yon Yonson, Orleans, Services at St. Thereas's Church on one-night stands. Ollie now October 1, with interment in Metairie plays celebrations with a flute and Cemetery.

WOLF-Friedrich.

fin, German playright, October 5 in Berlin. His plays caused a slorm of famous plays were produced successfully in New York, "Sailors of Cattaro" and "Professor Mamloch," in 1934 and 1937, respectively. Another of his works which caused a sensation in Germany was "Cynkall."

YOUNG-William.

45, actor, playwright and radio news-caster, in Houston. He was also a mem-ber of the staff of The Houston Post.

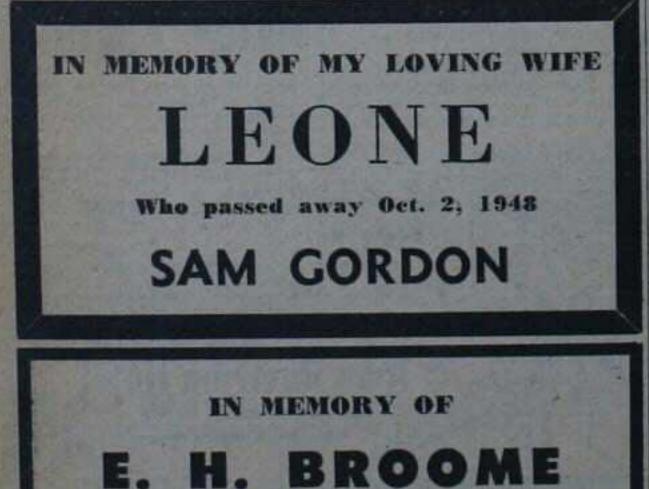


widow, Geraldine: a sen, David, a UCLA law student, and a daughter, Sarah Jane. HASSARD-Rebert, 63, a former member of the Saskatche-wan Legislature and for same years and for same years on coin fax, N. S., is building a drive-in wan Legislature and for same years a director of the Biggar, Sask, Agricul-tural Eoclety, at Calgary, Alta, Sep-tember 28. Survived by his widow, a daughter, and one son. Burial was in Saskatoon. MAX. 17. 00, N. S. Robertson is near Truro, N. S. Robertson is near Truro. With the completion of the new one, the other drive-in will be abandoned. The name of Will be abandoned. The name of Soc: 10°, 60c S. O. S. CINEMA SUPPLY CORP., Dept. L. 607 W. 52 St. New York 19.

FROM Clearwater, Fla., F. J. Tomlinson writes: "I have been

all over the 'gator State looking for a spot to try some old-time melos, but couldn't see anything that looked good. The Southern part of the State is loaded with eating spots that have an act or two, but nowhere could I find anything that would be likely for such bills as "No Mother to Guide Her" or "I'm a Good Girl, I Am." Says Tomlinson: "I hope the min-A DRIVE-IN theater near Locke- strel shows that are about to cover sold by C. E. Ballish to E. Bou- are a little early for winter trade, dreau and J. Venict. Boudreau they might make it if rightly pro-had concentrated his business op- moted." Tomlinson will move

OPEN A DRIVE-IN THEATRE



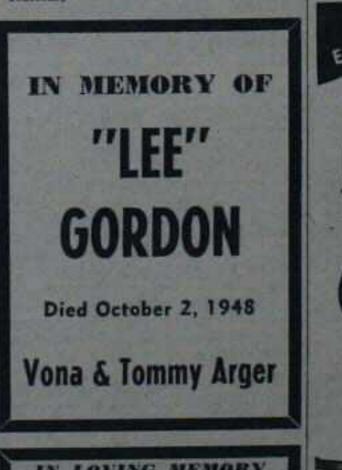
IN LOVING MEMORY OF

GAYLORD & ABIGAIL CONRAD

Who died October 4, 1953

THE CONRADS

Bismarck, North Dakota





EASY SET-UP ON UNEVEN GEOUND -- Built-in floor levelers provide firm base for set-up on level or uneven ground.

ACCURATE PICTURE CENTERING - Easy lock and an either front or rear of machine ansures positive centering at any picture throw angle. Trouble-free film safety.

Write today for illustrated bundlet



OUTDOOR Communications to 188 W. Randolph St., Chicago 1, Ill.

Birmingham's First Four Days Under '52 Chi Games Mfr., With Sights on New

Gate In Slide; Spending Dips; Cool Weather Hits Stand; Open New Ag. Bldg.

BIRMINGHAM, Oct. 10 .- In Company of America holds forth common with the general trend, with its rides, shows and con-the Alabama State Fair, which opened its six-day run here Mon-erally about 10 per cent. day (5), is experiencing slightly lower attendance and small per

weather, the gate was running a Barnes-Carruthers revue, plus & Company, manufacturer of slightly behind '52, with estimates Thearle-Duffield fireworks - midway games, who died Saturplacing the drop at between 5 and was given enthusiastic response, day (3) following a brief illness. 10 per cent. On the main midway but the cool weather took a slice He was one of the industry's zone, where the Amusement out of crowds.

Waterloo, Ia., **Cattle Expo Gate Declines**

B-C Circus Show Tabs Big Crowds; Midway Biz Good

WATERLOO, Ia., Oct. 10 .- The National Dairy Cattle Congress this week overcame a combination of deterring factors to wind up its eight-day run slightly below last year, attendance-wise. thru Thursday (8), its sixth day, the gate was estimated to be off approximately 7,500, and officials figured that by the close tonight, the count would be approximate- Miniature Train ly 10,000 off last year's total of 250,000. Leading factors in the decline were the tighter dollar, a cutback in production at the local John Deere farm machinery plant, and the corn harvest which The Miniature Train Company kept farmers busy in the fields. here has turned out more than Strong Crowds The main attraction in the big building, the Barnes-big building, the Barnes-Carruthers variety circus, re- magazine. The yarn states that ceived excellent press and radio Miniature Train's plant employs notices and as a result played 60 persons and turns out from to strong crowds. Nearly every 75 to 100 trains a year for a evening performance was close gross of around \$500,000 to a sell-out and most afternoon to a sell-out and most afternoon Coming in for mention are shows played to at least three- Griffith Park, Los Angeles; Jo-Entries of cattle were slightly Swope Railways' operations in quarter houses. above average and a total of 2,076 Los Angeles, Cleveland, Kansas head were on display. Royal United Shows, the mid-way attraction, was well satisfied R. D. Robertson, vice-way attraction, was well satisfied and R. D. Robertson, vice-way attraction, was well satisfied and R. D. Robertson, vice-way attraction, was well satisfied and R. D. Robertson, vice-way attraction, was well satisfied and R. D. Robertson, vice-way attraction, was well satisfied and R. D. Robertson, vice-way attraction, was well satisfied and R. D. Robertson, vice-way attraction, was well satisfied and R. D. Robertson, vice-way attraction, was well satisfied and R. D. Robertson, vice-bile regime the afternoon forture. with business. Ride and show president and general manager, bile racing the afternoon feature, ops reported takes on a par with last year when the midway did whopping business. The expo had four new cattle NAAPPB's Show a whopping business. barns this year, replacements for those destroyed in the July 5 tornado, which did considerable damage, Talent in the B-C show included the Machinos, Shyrettos, Adriana and Charly, Nita and Peppi, Craig's Chimps, Watkin's Chimps, Hap Hazard and Mary, Miss Loni, Tubby and Spatz, Risko and Nina, Los Robertos, Jimmy Troy and a list of clowns. Rube Liebman repped the office here and Leo Hamilton was equestrian director.

Hit By Weather Of the paid attractions, the

The Tournament of Thrills, 50 years in the business. managed by Earl Newberry, played to a fair thrill show crowd Wednesday and a good thrill show turnout Thursday. No father, the late Edwin C. Hood, afternoon attractions were of established the present business. fered in front of the grandstand He started working as a salesthe first few days.

Strong Build-Up

tion of National Speedways, with the presidency of the concern Al Sweeney in personal charge, upon the death of his father. were virtually assured of ex-cellent crowds the two closing all phases of outdoor show busiafternoons. The advance newspaper campaign was exception-

000 square feet of floor space, Fair.

Veteran Exec Headed H. C. Evans For Over 50 Years

CHICAGO, Oct. 10.-Funeral capita spending on the grounds. grandstand showed the business services were held here Tuesday At the end of its four days, losses, with the blame going to (6) for R. W. (Dick) Hood, 71, all of which were given clear unusually cool nights, The show, owner-president of H. C. Evans pioneers, having spent more than

super-socko.

initial week.

222,310 set in 1948.

Weather conspired to set up

the opener for a ten strike. A

hundreds, was broken early this week by a cold front that brought

crisp autumn weather but sunny

skies to put folks in a fair-going

mood. Good weather was pre-

dicted thru the opening week-end

and into the first days of the

publicity, the fair figured to outdo

last year's opening day attend-ance of 172,325 easily and nudge

into the two-hundred-thousands.

Under ideal circumstances, the

expo had hopes of breaking its

all-time opening-day record of

Bowl Sold Out

Riding an intensive wave of

man for the games firm in his Big car races, under the direc-of National Speedware with

ness. In addition to dealing with carnivals, amusement parks ally strong, with Sweeney scoring and independent concessionaires, repeatedly with feature stories in the local press. Outstanding among the fair's World's Fair in 1933-'34, the Dalnew attractions is its \$240,000 las Centennial of the '30's and Agricultural Building, with 17,- the 1939-'40 New York World's

Dick Hood, Dallas Kicks Off Succumbs at 71 Attendance Record

Merman Coliseum Show, Strong Grid Schedule Boasts Big Advance Sales

THE BILLBOARD

51

DALLAS, Oct. 10 .- The 1953 siderably to the final few days State Fair of Texas started its of pre-fair build-up. 16-day run here Saturday (10) The fair offered prized tickets

with a program stacked in favor to the Texas-Oklahoma game as of breaking its 1952 attendance part of its Press Day courtesies, record of 2,387,140. Opening which resulted in a record atweek-end was expected to be tendance for Press-Radio-TV Day gathering on opening day and paid off with more publicity in all sections of both Texas and Oklahoma than ever before in late September heat wave, with the fair's history. temperatures soaring into the

Southern Methodist - Missouri football game drew about 50,000 into the Cotton Bowl Friday night (9), adding nothing to fair attendance, but adding to the over-all show and build-up.

Advance Big

The fair's major attractions and the way they seemed to be shaping up include: The Ethel Merman Show in the Auditorium (4,301 seats), 24 performances, sold out for three out of four shows first weekend, only cheaper seats left for five performances second week-end, advance ticket sale better than highly successful Dean Martin and Jerry Lewis show last year. The Cotton Bowl Stadium Merman show has, besides the (75,504 seats) was sold out weeks famous singing star herself, all unobstructed by any supports. The building houses not only agricultural exhibits but a flower show and the women's exhibits, marking the first time in 20 years girls). Franz Allers conducts the pit orchestra. "Ice Cycles of 1954," 24 performances. Ice Arena seats 5,650, presented by Clarence Linz, advance sale of tickets ahead of last year when show had 15 sellouts, three out of four shows sold out on opening week-end, second week-end tickets very scarce. The Aut Swenson Thrillcade, in front of grandstand, 23 performances, including three on Saturday, October 17; Rural Youth Day, getting good pub-licity, does most of business at gate usually.

Toronto Trade Fair Sets Aircraft Show

TORONTO, Oct. 10.—Canadian International Trade Fair for 1954 will feature for the first time a separate aircraft industry section. To give the show added color, arrangements have been made said, the show still would be with the National Air Show Com- about 13 per cent ahead of last mittee to have an Air Show in conjunction with the Trade Fair. The aerial show will climax the will be actual operation on the exhibit.

Production Goes Above 500 Units

RENSSELAER, Ind., Oct. 10 .-

CHARLOTTE BIZ PASSES '52 MARK Substantial Gains Likely as Fine Weather Continues Thru Five Days

was in River View Cemetery, St. of the week" on General Motors Joseph, Mich., where the elder NBC program. And the excite-Hood had a summer home. ment of the game added con-

CHARLOTTTE, N. C., Oct., 10. also promised to be bigger than -Favored by excellent weather, the Southern States Fair was reported comfortably ahead of last year yesterday by Dr. J. S. Dorton,

last year.

Dorton, who runs three events, including the State Fair at Raleigh, thus was batting 500 per cent with the weather. His initial presentaand, as a result, some 60 per cent of the business was lost.

Opening on Tuesday (6) the five days of the event were loaded Midway to 35. Clif Wilson, in with strong show features. On the his first year as Midway show midway the James E. Strates Shows were reported ahead in their earnings over last year. The grandstand featured Hamid's Fantasies Revue at night, harness and pony racing in the afternoon, Jack Kochman's Hell Drivers on Wednesday and Friday nights, stock cars yesterday afternoon and big cars this afternoon.

The grandstand business, while good, was not what he judged it should be, Dorton said. He attributed the decline in the earnings of special attractions to a number of reasons, chiefly selling, and said he would discuss these with bookers and producers of such shows before setting programs for next year.

A new feature inaugrated this year by Dorton was a competition for marching bands from high schools. Cash awards were made to the winners and the contests were staged in front for the grand-stand on Tuesday, Thursday and Friday afternoons immediately preceding the regular track and stage entertainment.

The fair listed premiums totalling \$18,000. The attendance figure goal was said to be 300,000.

"Waters" Looks Big Clarence Linz' "Dancing Wa-ters" is expected to do excellent business in a big tent at the crossroads of the midway. "Waters" will stand right across the Cotton Bowl plaza from the Rotor ride.

Rotor and the new Round-Up ride, along with the Looper, a small Ferris wheel and a few other kiddie rides, brought the contractor, had 15 shows grinding away on the first day.

Entertainment at the fair, in addition to daily major shows, include the new planetarium in the Museum of Fine Arts, featuring a "Trip to the Moon," Saturday Nite Shindig in the bandshell with Western and hillbilly talent from WFAA, the free Sky Revue which presents the Sensational Kays and the Alcidos twice daily in the midway show sponsored by the Magnolia Petroleum Company, and a free magic show by the Great Christe three times daily in the Women's Building.

Unique Bands Two unique bands play several

Robt. Haynes, Killed in Crash NASHVILLE, Oct. 10 .- Final

rites were held here this week

To Set New Record Added Space, 150 Reservations Put **Conventional Annual at All-Time High**

CHICAGO, Oct. 10 .-- Reserva- to coin-operated devices, tions for the National Association third of the booths have been of Amusement Parks, Pools and reserved by makers of coin-Beaches' annual trade show here operated equipment. already insure it will be the largest exposition in the organiza-tion's history, Paul Huedepohl, show, will be the 35th; however, executive secretary, said this Huedepohl said that no special week.

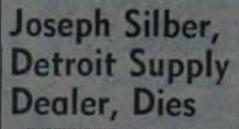
Remodeling of Hotel Sherman

year's.

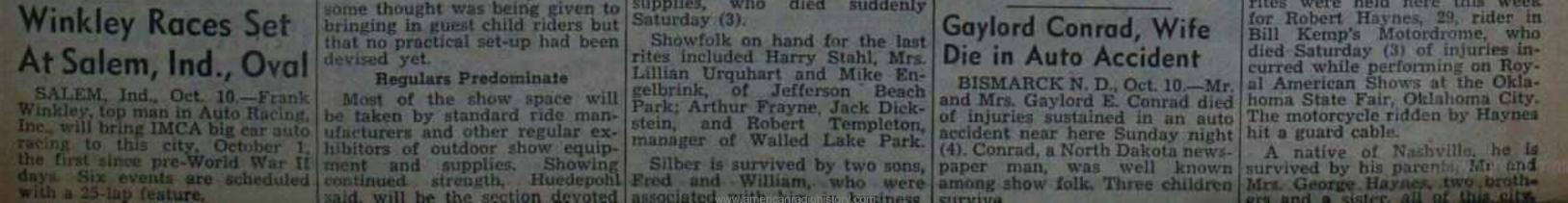
A feature of the 1953 show trade show floor of five or more kiddle rides. Huedepohl said some thought was being given to

One-

NAAPPB convention, which runs concurrently with the trade show, will be the 35th; however, observance of the anniversary was planned at this time.



DETROIT, Oct. 10. - Funeral ervices were held here Sunday (4) for Joseph Silber, veteran Detroit dealer in carnival supplies, who died suddenly



GENERAL OUTDOOR

TINANCI

THE BILLBOARD

"world's fargest manufacturer of amusement rides"

Greensboro Up 10% **Despite Drought**

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

ness this year and it appeared to be getting it with late week averages showing gains of between 5 and 10 per cent.

The gains, however, were judged to be not more than half of the not suffered from a drought last-ing from June thru the present 20% as Good time.

Yesterday was described as very the good weather which greeted the opening has prevailed thru the week.

Many Improvements

changes and additions were made. The job, however, had just begun, according to Manager Clyde Kendall.

er seating accommodating 1,000 ing rapid growth of new industry This summer grandstand bleachcut from one-half to one-third of people and increased incomes cona mile, making for faster, speedier siderably. shows, Kendall said. Stocks were presented at the track on about steel and wood structure, was crect-12 days during the summer.

An improved Greensboro Fair the midway reported good busi-plant was geared for record busi- ness, about on a par with last year. League of America, Underprivil-

Crowds ranging up to 20 per cent Chief Split-Cloud and daughter. ahead of last year were being reg- Frank Moore, Darlene Haines, A vast improvement program istered daily at the Anderson Fair was undertaken after the running this week as fine weather boosted Hawks, and Eddie Lloyd, emsee. participation.

> from that, however, the continu- tickets. in the county has added more

A new grandstand, a 2,200-seat ed for this year's events. A pro-

Considerable more land was gram of George A. Hamid acts is

HUNTSVILLE, Ala, Oct 10.-A jamborce put on hi the "Jeze-bel" show top of the Gooding

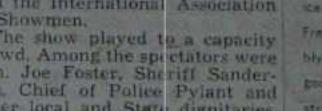
Amusement Company during Madison County Fail here, Sep-GREENSBORO, N. C., Oct 10 .- The Forld of Mirth Shows on tember 30, netted \$1,100, to be dieged Children's Christmas Fund and the International Association of Showmen,

> The show played to a capacity crowd, Among the spectators were Sen. Joe Foster, Sheriff Sanderson. Chief of Police Pylant and other local and State dignitaries.

> Talent was supplied from the grandstand show, Steel's "Frontier Days"; "Jezebel" and the "G-String Follies," including Buddy Peterson and wife, Clara and Eugene, Bobby Gordon, Clarence Canary and June Elreckenridge, Ava Bell, Jody Miller, James

I. V. Hulme, manager, said the the fund raising activities. Frank excellent weather was responsible Du Bois was secretary-treasurer. for much of the increase. Apart with Red McCoy in charge of







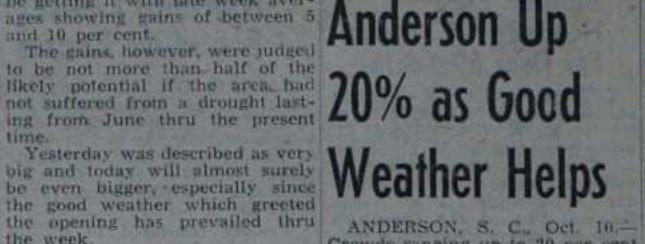
Sure Way Found to Increase Profits in Small Space

Crowdicteasing speciallies like soft se cream, main and shakes unred Fresh from SWEDEN Freezers at accembly-line tiped have caught on - but good! Claims that per-tost profits are stratched terrifically by SWEDEN have been confirmed by reports received from all over the country,

While building volume. SWEDEN aino reduces taker costs by eliminating dipping scraping and handling. Fued costs are cut sharply by use of less expensive ingredients.

SWEDEN models with completely automatic operation for continuous production of soft lice cream, malts and shakes are now available for your big profit season ahead. To make your small space pay bigger profits, reterto phone listing "Ice Cream Freezers" for local dealers or write, wire or phone







Josephine Haywood Leads SLA Contest

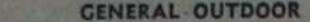
CHICAGO, Oct. 10.—Josephine Haywood, representing Thomas Joyland Shows in the contest to select Miss Outdoor Show Busi-Other candidates in the order of their standing are: ness conducted by the Showmen's League of America, is lead-ing in point standings, Charles June Tate, ing in point standings, Charles June Tate, Wallace Bros.' Zemater Sr., chairman of the Shows of Canada-21,200. auditing committee, announced.



Hazel Maddox, Royal American







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OCTOBER 17, 1953



Communications to 188 W, Randolph St., Chicago 1, Ill.

PARKS-RESORTS-POOLS

THE BILLBOARD

Richmond Fair Mulls Adding Kiddieland

RICHMOND, Va., Oct. 10.- | water which would lend scenic Plans to establish a kiddieland on qualities to the set-up. In advery much alive.

ful fair, said he would give more however, housing developments attention now to the establish- have brought an estimated 25,000 ment of a moppet unit at the persons to live in the immediate fairgrounds before next spring. It is very unlikely that the fair will participate in the investment other than to supply the site and good bet that everyone in the the maintenance and beautifi-cation of the area. The rides would be booked in on a percentage basis.

Altho Richmond is sizable with a population in excess of 200,000, it is remarkably free of park that the fair has had a women's operations, kiddle or major, department. of moppets in rides at the fair runs very high it is logical to assume that a grouping of miniature units in a setting such as the fair can provide would prove a winner.

Plans Picnicking

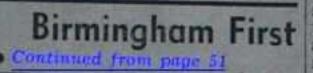
Mitchell has one area with



CHICAGO, Oct. 10. - Ride

the grounds of the Atlantic Rural dition there is ample parking area Exposition-a project first studied and much additional acreage NEW YORK. Oct 10.-After a by J. A. Mitchell, general man- which he feels might attract a lapse of two years, Rockaways'

When the reorganized fair was Mitchell, still busy this week winding up the final details of a just concluded and highly success-pretty well isolated. Since then,



Mrs. Gordon Patrick, assistant to R. H. McIntosh, the fair's general manager, was in charge of the women's department revival. Notable among the women's exhibits is one showing actual or replicas of Coronation gowns.

While the agricultural building is snaring top attention among fair patrons, the industrial arts building pressed it closely. The building housing the industrial exhibits was constructed six years ago, and its exhibits, notable then for their many demonstrations of actual manufacturing processes, are even more varied and interesting than when the building was first opened.

McIntosh envisions the further expansion of the fair into a large-scaled exposition. The Agricultural building constructed

ROOFTOP SITE Rocks' Set To Resume Aerial Acts

Playland will resume presentation of free aerial acts next season, contingent on the signing of a sponsor, Owner A. Joseph Geist said "Operation Sky High" is becial firms, posing the staging of Building from next June 15 to Labor Day.

Mutual promotion is the essor to foot the payroll, maintenance and insurance of the acts, and Playland contibuting its promotional efforts. The park proannouncements every half hour, and with posters and other publicity material thruout the park and in advertisements. The sponsor is to retaliate by plugging Playland in its ads.

The Queens funspot discontinued its free acts-held above the midway-after objections based on the Safety Code. Geist said rigging erected on the Scooter Building rooftop will comply with regulations. Al Martin office will continue to provide the acts every two weeks as in the past, Geist said. A fireworks campaign promoted in co-operation with the Schaeffer brewers proved highly successful this past season.

Playland's grandma contest, with 123 entrants, was held Saturday (3) and the park was jammed at 1 p.m., but was pop-ulated only sparsely from 3:30 to manufacturers may soon reach the saturation point in the construction at a total cost of Series opposition, a good turnout was noted the following day. Eye Magazine, nationally distributed picture publication, features Rockaway's Playland in a six-page layout in its December personal goal, and on past per-formance there is every reason will feature the funspot in its Janto believe that he will meet it. uary issue of Startling Detective, Since the fair was taken over containing the story of a murder at night. by the Alabama State Fair Au- committed in the beachside rethority he, as general manger, sort area. Geist said AP, UP and has made many improvements, INP Pictures have distributed mat-

Dallas Expo Eyes '52-Topping Gate Shoots to Beat 2,387,140 Record With Strong Attractions, Grid Sked

Continued from puge 51

nolia midway stage. They are the Plymouth Kiltie Band from De-troit, and the official U. S. reach climax Thursday night (15) popular at the '50 fair, toured dor, will lend Latin flavor. Central Texas for a week before The fair considers its Pan-Building.

the fair.

program was "Coros Y Danzas Mexico and the Minister of de Espana," troupe of 84 singers Agriculture for Cuba. and dancers representing every province of Spain, in the bandshell for five nights starting fair. Monday (12). On a goodwill tour group is asking \$2.50 top.

Style Shows

small Theater Building are ex- at the Detroit Air Show, pected to prove very popular. Fashion Roundup, presenting 93 a pre-fab house, "The Ranger," blue-ribbon winners of Texas- a three-bedroom model shown by styled fashions, is co-sponsored National Homes of La Fayette, by the fair and Dallas Fashion Ind., set up, landscaped and Arts, Inc. Show was due to be furnished inside the General Expreviewed on national TV on hibits Building, with Architect NBC's Camel "News Caravan" Charles Goodman and famed Friday night (9).

first week of the fair include: help out. "Battle of Songs" in the Cotton

daily concerts each on the Mag- Show, with some 1,200 entries.

55

vertising agencies and commer- Women's Air Force Band from with Parade of Champions of all Lackland Air Force Base, San cattle breeds. Tito Guizar, longentertainment atop the Scooter Antonio. The Kiltie band, highly time radio and recording trouba-

the fair drumming up interest. American promotion, which insence of the plan, with the spon- The Bagpipers also play several cluded a trip thru Mexico by a times each day at the Plymouth State fair and livestock expert exhibit in the Automobile group, and extensive direct mail and publicity promotion in Mexi-WFAA-TV again is televising co and Central and South Ameriposes plugging the sponsor's all "live" programs from the can countries, to have paid off product with spot p.a.-system fair's Science Building. This in spades. Fair at opening had means maximum TV coverage for over 250 reservations for important visitors to show, including Last-minute addition to fair's several governors of States in

> Exhibits, as in past few years, were emphasized big at Dallas

Chance Vought Aircraft, for of the U. S., the semi-official example, had on display, by special permission of the Navy, its new Regulus guided missile, Daily free fashion shows in the shown to the public before only

Also new in exhibit line was decorator and former Dallas resi-Top events up-coming thru the dent Beatrice West flown in to

Science Show

Cale Science Show has exhibits by

amusement park market for kiddie devices, is t e opinio" Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches.

He said NAAPPB members have been giving the situation considerable thought and that several believe the time is not far off when ridemakers and operators will have to look more to teen-agers and adults for new business.

Huedepohl cited introduction of more and more kiddle rides to the market and pointed out that few new major devices have been introduced in recent years.

He implied that kiddle ride play for operators will continue strong but that makers may find it more difficult to locate additional buyers for kiddle rides at established parks.





HOLMES COOK MINIATURE GOLF CO.

construction at a total cost of \$1,250,000 within the immediate years ahead."

The veteran fairman has set that construction program as his plant and program-wise that ted pictures pages based on the have boosted the fair.

FOOTBALL, TOO **Kid Spots Strike Out At World Series Time**

park.

week-end and the operators of riveted to their sets for the purkiddielands felt this interest in the pose of watching the same. classic when the expected turn-outs of moppets failed to materialize despite wonderful weather.

In the eastern zone the games tarted and went on the air dur- cept for their timing. Telecasts in ing the normally peak hours at the areas in which the games are the kiddle installations. On Satur- played conflict with the best day and Sunday (3-4) it was soon hours for taking junior and sister apparent to operators that the crys of offsprings for an outing were poor competition for the the operator happy.

Here in the New York area the of the ball games. An Important pigskin tussles were telecast on both Saturday and Sunday and while the series came in for the most attention, and so rated the early evenings are unlikely virtually all of the blame for the to be nearly so attractive.

NEW YORK, Oct. 10.-The dull hours, it is more than likely World Series apparently had that many additional thousands

Only Timing Hurts

The games, football or baseball, would be small competition exto a kiddle park where they can fair officials encouragement. keep the rides in motion and make Swine shows were canceled be-

Bowl Sunday afternoon (11) featuring both professional and amateur gospel singers with \$1 flat gate.

Music Festival Tuesday (13), 50 high school bands, orchestras, choruses, concerting all day and in the Cotton Bowl spectacle

Tuesday the president of the Chrysler Corporation, L. L. (Tex) Colbert, will receive the second annual "Texan of Distinction" award at the annual State Fair banquet. Colbert is a native of Oakwood, Tex., and will deliver the principal speech at the banquet.

Key Sales Big

Wednesday (14) is Dallas Day, with Jaycees selling State Fair "keys" good for reduced admission prices to various attractions and shows; about 40,000 keys expected to be sold.

Saturday (17) will be Rural Youth Day, with 85,000 farm and ranch kids from over 200 Texas fathers everywhere glued to their of young fathers were afflicted counties expected to visit the television and radio sets last with the autumnal madness and fair. Fair will be host at a giant picnic; Thrillcade and "Ice Cycles" both plan three shows "Ice that day.

> Second week is likely to be even stronger than first on attendance, if expo follows its usual pattern.

Pan-American Livestock Exposition, in its first year, has given cause of an outbreak of swine televised series. Operators wonder now what toll the televising of football games will mean to their business. According to reports, the kids still got in their innings last week-end, being feted by happy or disconsolate dads after the end was especially heartening; show looked bigger than any since 1949 when the National Aberdeen-Angus show was featured. The fair has no national show this year; rather it emphasizes complete show for 12 days, with Hereford, Brahman, Santa Gertrudis (first time for major show), Shorthorn and Aberdeen-Angus beef cattle, Jersey, Guernsey, Ayrshire, Milking Shorthorn and Holstein dairy stock, palominos, quarter horses, Shetland ponies, several different breeds of sheep and Angora goats, plus turkeys before the festival in the Cotton and chickens. Junior LivestockBowl begins.

University of Texas, North Texas State College and Texas State College for Women, plus displays by various industries and the American Chemical Society. Other colleges represented at the fair include Texas A&M College System and Texas Technological College, both in the Agriculture Building.

Big "Tex," the 52-foot cowboy figure dressed by H. D. Lee Company and which wowed 'em at last year's fair, is back again, on neutral ground between the Electric and Auto buildings and looking down on crowds watching the free acts. "Tex" has been remodeled so that his jaw can waggle while he "talks" to the crowds via tape recordings and announces the fair's program for the day.

Besides approximately 1,200 news and radio people, plus their families, on hand for Press Day, the fair was being covered by a reporter-photographer team from National Geographic Mag-azine, on the last leg of a trip which has taken them to several major fairs for a round-up the magazine plans to carry. Other State fairs the team has covered include Iowa and California. Also on hand was Business Week's team of Werner Renberg, reporter, and Ed Miley, photographer, covering the fair on assignment for that magazine.

Grid Sked

From the Texas-Oklahoma football game the fair will go on to Monday (12) Mexico Day feature, grid game in the Cotton Bowl between the National University of Mexico and Midwestern University, Wichita Falls, Tex. SMU plays Rice Saturday night (17); Monday (19) is Negro Achievement Day, with a high school game in the afternoon and a college game at night. High school football is also scheduled Thursday (22), Friday (23) and Saturday (24).

Fair closes Sunday evening

High Quality

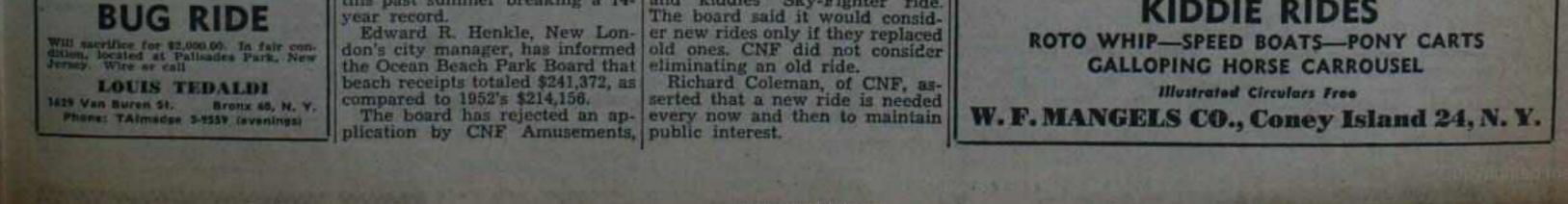
KIDDIE RIDES

Record \$\$ for Ocean Beach; **Ops' New Rides Turned Down**

HARTFORD, Conn., Oct. 10.- Inc., to install a House of Fun at One of Connecticut's largest the beach next season. amusement areas, Ocean Beach Also turned down was an al-

year record.

Park, city-owned-and-operated at ternative proposal by CNF for New London, Conn., had receipts authority to install a Holl-o-Plane this past summer breaking a 14- and kiddles' Sky-Fighter ride. The board said it would consid-



THE BILLBOARD

1912 1 1 1 1 1

Communications to 188 W. Randolph St., Chicago 1, III,

CIRCUSES

OCTOBER 17, 1953

KING HITS STRIDE WITH LA. WINNER Extra Show Given; 11 to 13 Score Near-Capacity Business or Better

CROWLEY, La., Oct. 10 .- King | Rouge (3) and usual slackness Bros. & Cristiani Circus struck of Saturday business failed to another vein of rich business make much of a dent, since the when it moved into Louisiana. matinee was strawed and evening Night turnaway at New Iberia show was near-capacity. Opelouon Tuesday (6) forced a second sa, a Sunday stand (4), turned show. Of 13 performances in six out a straw afternoon and neartowns, all but two were near- full night with the movie, "Greatcapacity or better.

56

large crowds and apparently capacity houses on Monday (5), drawing business for the show- and schools were dismissed. New Bros.' Circus played to light after a tour that was generally Afternoon business was strong, Iberia was two years fresh. On business here (25) with oppo- regarded as a heavy loser. Suwith a number of the towns dis-missing schools for the occasion. a near-capacity matinee. One The scores were run up despite night show was scheduled, but competition Ringling wait ads in with a straw house in the top some of the newspapers.

Football Turns Up

afternoon was three-quarters and the average on Wednesday (7) night house was nearly filled with two near-capacity houses and the new 85-foot round top ritory where it will join a num-Louisiana State football at Baton and schools dismissed.

Collins Org In Quarters

MINNEAPOLIS, Oct. 10 .--William T. Collins Shows are now stored away here in winter quarters, but a crew will be kept on hand here during the offseason to build new show fronts for the '54 trek.

Following the Nebraska State Fair at Lincoln, Owner Billy the Kansas State Fair at Hut-chinson, while the rest of the nicked up as the show moved where burnington, but sponsorship pol-brought on again and the menag-erie top was put in the barn. Ataydes Plan celebrations in Minnesota.

est Show on Earth," in town.

The street parade was winning Lafayette's score was two called for 9:30 and it was two-At Hammond on Friday (2), thirds filled. Crowley maintained

sponsored the New Iberia stand. Don Robinson title.

BEATTY BILLERS BLINK AND BURN

EVANSVILLE, Ind., Oct. 10 .- No one popped at the time but it is being told now that when the Clyde Beatty and Al G. Kelly & Miller Bros.' shows billed Southern Indiana territory several weeks ago, the Beatty billers woke up one morning to find their advance truck plastered with K-M paper.

Ring Bros. Finds Ga., N. C., Light; S. C. Dates Okay

sition from high school football perintendent Charlie Webb and and weather.

in most of North Carolina, but keep part of the Walters show on by 7:30 p.m., a second show was takes were good in the southern the road somewhat longer. part of the State and very good Meanwhile, the retrenched across South Carolina.

with one 30 that replaced an ber of other shows in competition Lions clubs sponsored the show older top in mid-season. In mid- for business and towns. Kingin Hammond and Crowley, Amer- September, Ring had some op- Cristiani, Mills Bros., Ringlingican Legion posts had it in position with Diamond Jim Barnum, Gil Gray and others will Opelousa and Lafayette. Kiwanis Spiegle's show, now using the be playing or billing the area

Beatty in Upswing; **Earlier Closing Set**

show headed north under the management of Gus Pappas and E. W. (Slim) Wells to play three Night houses showed E. W. (Slim) Wells to play three strength and afternoons were bet. for the start of motion picture work on the show. Filming will begin in Memphis (15-17) with the show's colorful new big top in the air. New wardrobe and uniforms are being readied. Closing date for the show was changed to October 29, but the final stand still will be Galveston, Tex. Previously, the date was to have been November 1. Most bration, honoring the famous of the performance will move showman who was one of Bridge- at once to Orrin Davenport dates. Auspices Resumed At Winston-Salem, N. C., for Thursday (1), the show was ahead of the fair. There and at High Point, N. C., the next day, afternoons were light and nights were better than half. Burling-ton, N. C., Saturday (3), was up, with a half house for the afternoon and three-quarters at night. Side Show Manager Arthur Hoffman entertained home town friends.

strength and afternoons were bet-ter, giving the gain over earlier North Carolina stands. Preparations were going strong E. W. (Slim) Wells to play three strength and afternoons were bet- morning rain was followed by turned also. In the shuffling of Preparations were going strong was at the three-quarter mark. it was brought back to replace On Wednesday (7) weather con- a seat truck which burned. A tinued cool and a second set of stake and chain wagon also has half and three-quarter houses was been taken to quarters. on the stands.

Millers Set Closing; Send Trucks Home Winter Dates to Follow Nov. 1 End;

Cole & Walters Shutters in Ark.

HUGO, Okla., Oct. 10 .- Al G. | closing, Kelly-Miller elephants Kelly & Miller Bros." Circus will and horses will make Orrin Dayclose its season November 1 with enport's dates at Wichita and a matinee-only at Atlanta, Tex., Kansas City. Three elephants and move to winter quarters and one Liberty act will go to here. General Agent Art Miller Wichita. Eleven elephants, two announced the closing date this Liberty acts, some lead stock and week. Show has been cut down the hippo act will go to Kansas slightly.

Cole & Walters' Circus, owned by the Millers and Herb Walters, ended its season at Dierks, Ark., CONYERS, Ga., Oct. 10 .- Ring and moved to its quarters here Side Show manager Lee Brad-The show did weak business bury were reportedly planning to

Kelly-Miller show was heading Show includes two elephants into Arkansas and Louisiana terat the same time.

Kelly-Morris Circus is crossing the Kelly-Miller route at two places. The Morris show was one McGehee, Ark., and four days ahead at Hamburg, Ark.

K-M Trims Fleet

The Kelly-Miller show is not using the menagerie top carried earlier in the season. Originally, the Side Show top was sent Grady said. back to quarters, but it was

City.

Billposters' Union Reports **Good Season**

NEW YORK, Oct. 10 .- Thi has been a good year for billposting. with requests for workers and the labor supply both being in better shape than last year. John J. Grady, secretary-treasurer of the 5,000 - member International Alliance of Bill Posters, Billers and Distributors of the United States and Canada, said today there have been nr day le in 1953 due to the union's inability to fill a job request.

The labor organization, whose first local was formed in 1893, built up to peak years prior to World War II, then found condi-tions for billposters affected by postwar higher paper prices. But there have been no serious problems develop in recent seasons,

mus the show ordered in New York. Andres Atayde recently returned to the show after conferring with Wilson Storey, United States agent, about acts for the Mexico City run this winter. The Knight Family, which has been with the show three times, including the present engagement of 16 months, will return to Jacksonville, Fla.

Prior to being stored, all rides North Carolina stands. and equipment were repainted.

Barnum Fete Plans Begun

BRIDGEPORT, Conn., Oct. 10. -Plans are already being made for the Barnum Festival next year. The annual five-day celeport's leading citizens, will again be held around the Fourth of July.

A permanent organization, to be known as the Barnum Festival Society, has been organized. Sigard Swanson has been named ringmaster for next year; William Simpson, chairman of the Ballyhoo show, and Joseph H. Lederer, grand marshall of the parade.

Bistany Inks Macon Fair

MACON, Ga., Oct. 10.-Leo Hagen Loses Two M. Bistany has again been GREAT BEND, Kan., Oct. 10 .grounds.

Bob Hallock is already on hand doing advance promotion. Florida Tour.

No auspice was used at Winston-Salem, High Point or

awarded the midway contract for High wind prevented Hagen Bros." the 16th annual Colored Fair to be heid here October 26-31, fair exects at Hays and Great Bend. Show City (Van Nuys) Wednesday (30) announced. The annual, formerly was sidewalled at Hays (3) and and drew two near-capacity titled the Middle Georgia Fair, drew fractional turnouts for the houses at Pasadena Thursday titled the Middle Georgia Fair, drew fractional turnouts for the has been renamed the Georgia Jaycee auspices. Both perform-State Colored Fair and will be ances were cancelled at Great held at the Central City Park Bend. The Hagen season ended Saturday (10).

Lucile and Lloyd Watton, Diano Following the stand here, Bistany Bros.' Circus musicians, returned will take his winter show on its to their home in Langdon, Mo., recently.

Under the Marquee

the Beatty outfit at Charlotte, is back in clown alley on Polack Denver, Ind., and Chalmer Con-don, of Logansport, Ind. Smith also visited Tony Diano and inspected his Canton, O., quarters. New directors of the CFA

Bob Mills and Jim Hurt visited | Wallace & Clark Harold Conn N.C., after closing with the Hunt Eastern after being away for six show Don Smith, Detroit fan, weeks.... Bere Clinton, bar pervisited with Terrell Jacobs at former, and Ruth Clinton, vocalist

> New directors of the CFA include A. Morton Smith, Gaines-

After the show's November

Wallace Bros. Scores Straw Houses in Miss.

Davenport's Wallace Bros.' Cir- auspices was used. cus played to two straw houses Houston, Miss., gave a light here Wednesday (1). Mayor pro-claimed "circus day" and schools were dismissed. Date came at cee auspices. Parsons-Decaturthe

Calif. Stand Gives **Ringling Turnaway;** Pasadena Strong

Ringling Bros. and Barnum & Bailey Circus played to a turn-(1). It returned to Los Angeles for a second week-end run (2-4).

LA. OPPOSITION IN HIGH GEAR

BATON ROUGE, Oct. 10 .-Conflicting circus dates now are concentrated in Louisiana, with Ringling, King-Cristiani and Mills in the hot spots Same trio will continue closeorder moves later in Florida.

Lake Charles, La., had King October 8 and will have Mills October 15 and Ringling November 3. Alexandria had King Friday (9) and will have Mills October 14 and Ringling November 4. King played Baton Rouge October 3 and Ringling comes Novem-ber 5, while Mills canceled out. Ringling used wait ads at the three stands.

Mills plays Monroe Monday (12) and the town has

WINONA, Miss., Oct. 10 .- Ben | for the parade. American Legion

close of cotton-picking ville, Tenn., with VFW auspices, season. Good crowd turned out turned out a one-quarter afternoon and half house at night on Saturday (3). Earlier, La Fayette, Ga., had two three - quarter houses.

Billing was reported heavy at all stands. Street parade is being given regularly. At Houston an NEW MARCH eight-horse Liberty act was out PASADENA, Calif., Oct. 10 .- of the show because of a truck breakdown.

Tell Teigen Returns To Ringling-Barnum

HELENA, Mont., Oct. 10.—Tell Teigen, Ringling Bros. and Barnum & Bailey performer who was injured in a fall here Sep-tember 5, has rejoined the show and on his departure from Helena said he expected to be working again soon.

Allen Enters Okla.

COPAN, Okla., Oct. 10 .- Allen's Animal show entered Oklahoma Friday (9) after a tour of Kansas, Stewart Douglas is general agent and Bryan Woods is ownermanager. Show moves on 10 trucks and trailers and uses a 50 with three 20s. Jack Williams has the concessions. Charlie Allen's animals are with it. The show will go back to its usual Houston winter quarters about December 1.

HONORS HAMID

BLC LISBURG, Pa., Oct. 10.-A new march, the "Hamid Express," composed by Vincent Borelli, grandstand revue musical director, was played at the Bloomsburg Fair for the first time. Twenty high school bands participating in a mass demonstration were given copies. The song was written in honor of George A Hamid, outdoor agency head, who says he will have it published in the near future.

MILLS TAPS ARK. FIRST; 2 TOWNS SHOW UP BIG

HOT SPRINGS, Oct. 10 .- Mills afternoon and three-quarter night. Bros." Circus, first major outfit to reach Arkansas this fall, scored big turnouts at Russelville and Hot Springs.

Its stand at Tulsa, Okla., Wednesday (30) brought in a one-quarter house on a hot after-noon with World Series competi-

Kiwanis auspices at Russelville ran up a strong advance which was reflected in the three-quarter matinee and near-capacity night, Saturday (3).

During the show's Sunday layover at Hot Springs, performers rave a show at the Army-Navy tion. The night crowd was three-quarters of capacity and auspices was American Business Club. At Fort Smith, Ark, Friday



THE BILLBOARD

Under the Marguee

CIRCUSES

Dressing Room Gossip

Siebrand Bros.

Hans Erikson donated his beach umbrella to protect afternoon ticket seller from blazing sun in Albuquerque, Most actors wore sunglasses during performance. Los Angeles but had to return to Atwell Luncheon Club mem-

Gerald Pina won first prize in a Blackfoot, Idaho, kid parade. dressed in Daniel Boone costume, with Sweet Pea the skunk. Carl Erikson also won a prize with an animal at a masquerade party given by the Barnes-Carruthers unit. Harry Frobess made the Albuquerque societ" column with an interview on his new book. Article mentioned circus and the performance times, which seemed unusual for society page.

Cathy Matchett is now working clown gags. Pancho Roche's sore throat made bally and perform-Clarke, Anne Towne, Princess Tommy Sales purchased a station wagon here, while Concha and Carl Erikson have a new trailer ordered.

George Vest keeps adding new music to the program. Indian Day at the New Mexico State Fair found Charlie Hilderra talking to the different tribes. We all enjoyed cutting up jackpots with Eddie Jackson, who recently was released from the hospital.-JOE HODGES HODGINI.

Ringling-Barnum

The cool, smoggy weather changed before we left Los Angeles, and we got in on a record heat wave, with temperatures to 100.

Kay Burselm celebrated her birthday with a dressing room party attended by many of her relatives from nearby towns. Ernestine and Parly Baer gave a party for their circus friends after the night show in Panarama City. Bobby Kay, former white face

clown, entertained friends at his new home.

Cocky, from the candy butcher cigars when his grandchild was Atwater, Burlington, N. C. With the forried matinees, the the hospital in San Francisco for bers relayed birthday greetings Frank Panisko, Butte, Mont. storms and cool nights. The hospital in San Francisco for bers relayed birthday greetings Frank Panisko, Butte, Mont., arm She arm She arm on her broken from the club table in Chicago amateur clown, was with Ringling

Clara Delbosq; Peggy Forestal, Dwight Pepple, Frank Davis, F. Homor Hobson Sr., Ben Beno, A. Boudinot and Nat Green. Billy Hoffman, Cliff McDougal, Myrtle (Mac) Macnelly, Alec Bakken, Jake Posey, Mr. and Mrs. Bill Hamilton, Carlos and Jones: Ruth White, Claude and Pauline Webb; Carlton and Edna Musette, Erma Ward, Dan Dailey and family; Rochester, Eddie Polo, James Mason, Rose Rosasco, Bert Nelson, Jeff Chandler and family: Adolph Menjou, -Grady Sutton, Ginger Rogers, Jacques Bergerac, Fay, Avalon, Mrs. Mary (Cheerful) Gardner, Cliff Daniel, Mr. and Mrs. Roy Jacks; Beverly Page Butsch and husband and daughter. - MARY JANE MILLER.

Hagen Bros.

Our '53 season ended at Guthrie, Okla., October 10. A farewell party was given between shows in the big top. An impromptu stage date there.... Bill Green, Washperformance was given by members of the back yard, and smorgasbord luncheon was served by season and hosted many troupers. Mr. and Mrs. Harry Allen.

Destinations of the personnel include: Bert and Jeanette

Continued from page 56

Ruth and Don DeWees, Zanes-Linton, Dorothy Herbert and ville, O., visited clowns Ernie husband; Donna Cmaeron, Vicki Burch, Mingo, Gene Warneke and Arden Beacher on the Beatty. show in Charleston, W. Va. Etta Carreon: Frank and Helen Lloyd Davis and Ollie Crowder visited at Covington, Va.

> Ruth Ferguson, sister of Clyde Ferguson of the Polack show, assisted in the mail order ticket sale for Ringling-Barnum at Los Angeles. ... Claire and Tony Conway caught the Beatty show at Lynchbur, Va., and chatted with Clyde Beatty, Dick Shipley, Ernie Burch and Eddie Kohl, At the Hagerstown, Md., fair, they were accompanied by James Waldo Fawcett. Frank Wirth's grand-stand show there included Tom Packs' elephants, the Novellos, Acquabatics and Ernie Wiswell. ... Bob Printy, the old-time circus wrestler of La Gro, Ind., and his wife, Dorothy, visited Terrell and Jean Jacobs at Roann, Ind. Bob Helvie clowned the centennial ington, Kan., fan, caught Capell, Rogers, Mills and Hagen this at his home.

E. R. Gray's line-up at Hop-Wallace, Los Angeles; Barth and kinsville, Ky., included the Arm-

Salem, Ore.; Don Marcks, El (Sailor) Muse, Muse met Mrs. top, passed around candy and Picher, Okla., and William E. of the Campas family. The Wallace Circus was the first to play

arm. She expects to rejoin soon, to President Harry Atwell at at four stands this season ... Fred Jack Dempsey refereed our clown Sarasota, Fla., this week. Those Shelby, formerly with World of boxing gag in L. A. Visitors: Adolph. Marie and Earl Shipley. Harry Duncan. Another trouper there is Irene Earl Shipley. Harry Duncan, formerly with circus iron. jaw acts.

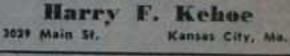
> Show business friends are conville, O., visited clowns Ernie gratulating Phil - Isser, whose fourth and fifth grandchildren were born recently. Isser, president of the National Showmen's Association and general manager of I-T Shows, received his first grandson, born to his daughter, Kay Warner, and daughter Anita Weiss gave birth to a girl.

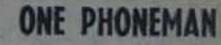
> > Joe A, Thomas, former vaude performer and band leader, substituted in Merle Evans' Ringling band for one show at Los Angeles for Otis Smith, Max Ring, Rex Ronstrom, Joe Browning and Garry Joachim, now with Evans, formerly worked in Thomas" band:

> > King Bros. & Cristiani Circus has become a full member of the Chamber of Commerce at Macon, Ga., its winter quarters.... Chief and Tillie Keys visited the Gil Gray show at Shreveport after Cole & Walters closed. . . . Ed Widamann, Polack Eastern, is buying another elephant.

Harriet (Albina) Beatty Jr. is with the Gil Gray show, working spec, ladders and web. Other Gray performers include the Ted DeWayne Troupe, Hazel King. Flying Malkos, Patrick Duo, Myers, Tampa: the Three Hart-leys, Chicago: Mr. and Mrs. Joe Henderson, Dede Dawn, Whirling Dolly Jacobs, Paul Jerome and Mosher, Edmond, Okla.; Frank Aces, Irv Romig, Fort Weare Portis Sims, Show-owned equip-Smith, U. S. Army; Mike Sullivan elephant, Don Phillips, Aerial ment includes two prop trucks, Christiansens, Jimmy O'Neill, Los two elephant trucks, two stock Aeros. Jackie LeClaire and trucks and an air calliope truck. D. R. Miller has been released from a Hugo, Okla., hospital and was to rejoin K-M this week The Duke Kana Kua act closed with K-M. . . . Bob Snodgrass, husband of Evalina Rossi, has returned from service in Korea. Kelly-Miller visitors have included Leon and Kitty Snyder, the Leon Bennetts, Tommy Marvin and Margaret O'Brien.







Sall Advertising-Br

SIDE SHOW

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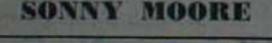
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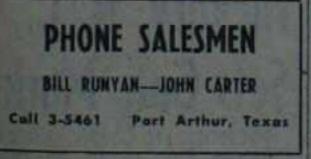


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100

Oklahoma City; Ray Brison, Reading, Pa.; Tommy Comstock, Jackson, Mich.

Heading for Texas are Paul Pyle and Bertha Drane, Gonzales; Frank and Emma Francois, Dallas; Mr. and Mrs. Bob Stevens, Gainesville. Mr. and Mrs. Harry Allen go to Clyde Bros.' Indoor Circus, with Maxine handling concessions and Harry as general manager. Also going to Clyde Bros. are Lee Virtue, Jackie Dale. Fancher Pierce, Danny Styron, Jack and Media Banta, Reynosos Trio, Eddie Aikens, Slim Biggerstaff, Harry and Louis Villa-ponteaux, and Jack LaPearl.

Visitors included: Mr. and Mrs. Melvin Oleson with Larry and Jerry, of Indianapolis; Frank and Florence Stancliff, of Houston; Francis Graham, of Dixon, Ill.; Bette Leonard, and Brace and Stella Helfrich.

Uncle Billy Dunn, ex-trouper, Pearl entertained Harry Mills at Great Bend, Kan. Other visitors included Dave and Millie Curtiss, Mr. and Mrs. Ray Curtiss, Vern Two Macon Lodges Colvert, Loretta LaPearl, Bill Green, Glen Sloop, Clarence Ab-ling, Mr. and Mrs. Tom McLaugh-lin, Rusty and Mary Plunkett, Lucinda Plunkett and the Norman Spencers.-JACK LaPEARL.

Wallace & Clark

We received our final route cards, with "Season ends" on them. Everyone is talking of winter destinations.

Norman and Frances Anderson are driving a new car. Small fry on the show attended birthday parties honoring Clinton Anderson and Billy Powell, Recent visitors have been the Johnny Jordan family, Smokey Rouse and John Bratt.

Winter quarters will be only a few miles from Los Angeles. Some of our animals have been booked for a few weeks to make a movie .- JO-ANN JENNIER.

Hunt Bros.

Paul Kaye and Ray Sinclaire The show winters in Burlington. were guests of honor at a party N. J. Others returning to quar-Marcia Hunt. Everyone congre-gated in the big top to watch her in Batavia, O. The De Riski open her gifts. Jimmy and Clara Troupe is joining Ring Bros. Guy

Charles and Mamie Baker.

Bud and Edna Jeffries, traps act playing Chicago club dates, have acquired a five-piece furniture set used by Harry Houdini in a ghost illusion and will recondition it for display use. Earl Shipley is joining the Clyde Beatty advance as press and radio man this week. After the Beatty season, he will go to Wichita and Kansas City as representative of Orrin Davenport and indoor dates. Davenport will be at his concurrent Houston show.

Wallace Bros," Circus played Ripley, Miss., Monday (5) to a half house in the afternoon, and s.r.o at night. The show was under Lions Club auspices. Flo Bell Walsh handled the promovisited at Beloit, Kan. Jack La- tion, according to Lawrence

Set Circus Dates

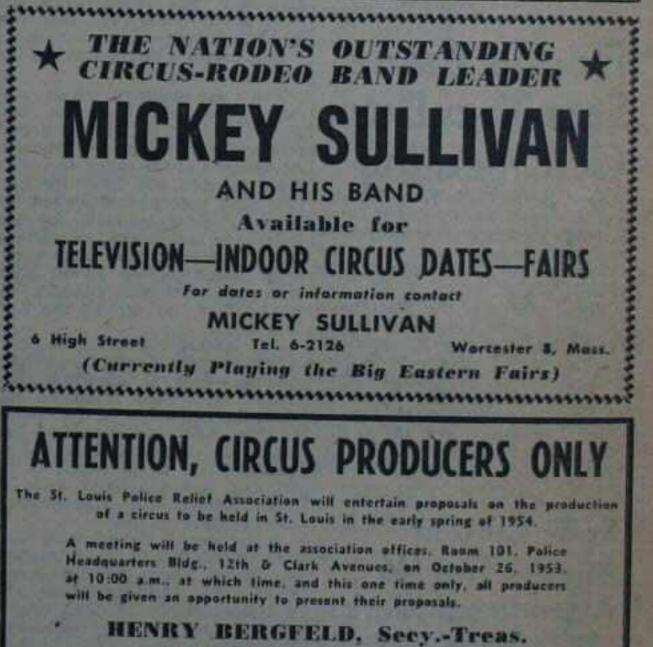
MACON, Ga., Oct. 10 .- Shrine temple here has again chosen W. J. Bailey as general chairman of the annual circus. Show is the week of November 23 with usual free children's matinee on Thanksgiving Day (26). Bailey will book professional acts and supervise the performances in the Macon Auditorium.

The Moose club's annual Halloween circus also is to repeat. Event will be moved indoors from Porter Stadium and will give one performance at the Macon auditorium October 31. A. Mack Dodd has been re-elected chairman and will book the acts.

was Ray Sinclaire and Paul Kaye joining the Conley Troupe for the principal riding acts. The number is done in Indian costume, so the clowns entered wrapped in blankets and finished with a scalping bit.

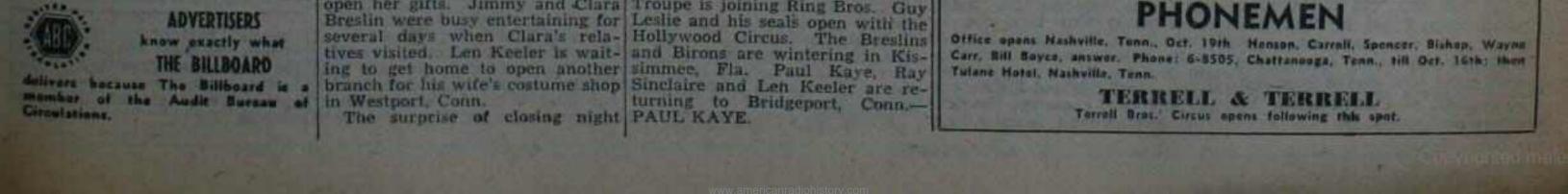
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FAIRS-EXPOSITIONS

ATLANTA RECOUPS IN GOOD WEATHER

All Segs Report Increases; Crowds Are Good for Grandstand Showings

ond and final week-end got un- shows, der way. Spending has been high. and all exhibit and concession. space is jammed.

Thursday (1) after a three-mile filled up by 8 p.m. Saturday (3) to each of its performances. downtown parade that newspa- and hundreds of cars were routed Special events during the week pers estimated was watched by to the infield of the one-mile totaled 46. 200,000 persons. Forty large bal- track. The lots were filled again Staff includes Pat Taggart, loons and more than 20 bands by 4 p.m. Sunday (4). Exhibit president; M. D. Corbin, execuwere featured. With such varied space is at a premium in all four tive vice-president; Boyce House, attractions as the Jack Kochman buildings, and the livestock dis- publicity director; Othel Neely, thrill drivers, Gooding Amuse- plays are described as the best general superintendent; Ralph ment Company midway, Wilson ever held here. Children were Russell, livestock superintendent, Storey's Cavalcade of Stars, and admitted free thru 2 p.m. on both and Horace Black, director of nightly fireworks shot off by Fridays. Tony Vitale, the grounds have been thickly populated daily and nightly, All segments that were present last year, mindful of the rain that struck, report terrific increases.

Claiming attendance of 450,000 thru Friday evening (9), officiala were talking in terms of tens of thousands, and predicted a grand total of nearly 700,000.

Heavy Spending Reported

Both Lake wood Amusement Park, where the fair is held, and the Gooding unit, managed by Hal Eiford, reported heavy spending on rides, and Concession Manager Rich Paul said midway operatives were all doing well. Manpleased with the favorable weath- period in '52. er and attendance.

formances this week-end, with worked against a good turnout. the Sunday (11) show skedded in up to \$2.

ATLANTA, Oct. 10 .- Bolstered | clicked nationally with his disk by excellent weather, compared of "Crying in the Chapel," headto last year's rains which washed lined the Cavalcade of Stars show out four key days, the 11-day which played Monday thru Thurs-Southeastern Fair was riding a day nights (5-8). Grandstand was high attendance crest as the sec- never less than half full for the

Parking Lets Full

Fair gets 50 cents per car in attraction in the expo's new The annual got under way hursday (1) after a three-mile filled up by 8 p.m. Saturday (3) its lots, and entry tickets go at 7,638-seat Coliseum, drew ca-hursday (1) after a three-mile filled up by 8 p.m. Saturday (3) to each of its performances. 355,152 pull in '52,

commercial exhibits.

nine days.

Little Rock Gate Hit **By Extended Drought** Per Capita Spending on Grounds Down During First Four Days of Six-Dayer LITTLE ROCK. Oct. 10 - A Wilbur Plougher, Buck La Gran-

drought that had persisted in the de and Jim Perrin, clowns. Little Rock area since mid-May Entries in the livestock departhurt attendance at the Arkansas ments are up substantially from entation in a covered arena. The Livestock Show thru Thursday last year, according to Pat Ford, rodeo gave seven performances ager Mike Benton was caught up (8), the fourth day of the six-day concession - exhibit manager. in the enthusiasm that elated fair run, and attendance trailed be- Commercial exhibits topped '52 officials, all of whom were hind that for the corresponding in number, with all available

Kochman, who had four shows rain-one of the few given the exhibitors. washed out in 1952, played Fri-day, Saturday and Sunday (2-4) washed out Monday morning (5) of which 2,000 will be seated icapped by the seating capacity before good crowds. The Sunday and was followed the remainder performance was a sellout for of the day by threatening skies. the 6,000-scat grandstand, with As a result, opening day's turnout tickets going at \$1.20, Kochman's was down sharply. Cold weather show is also slated for three per- followed Tuesday, and this also The mercury jumped Wednesthe evening, following stock car day and the following day also racing at which tickets are scaled was given good weather, and the gate jumped. But, the gate tabu-Singer Darrell Glenn, who lation at the close of business Thursday was down from the same point-not enough, however, in the opinion of fair execs so that it couldn't be regained in the closing two days. The long drought, which preceded the fair, however, had served to dry up spending and this was reflected on the grounds. Attendance at the rodeo, the fair's top attraction, was down the first two days, then picked up but the four-day total business for the rodeo was down. On the midway rodeo was down. On the midway the Royal American Shows, despite their greater power than last year, were also running be-Forty events in the State have hind '52 at the end of the first

space pressed into use and

MEMPHIS OVERCOMES **OBSTACLES TO WIN** Drought, Heat, Series Fail to Hurt;

Auto Show Scores; New Midway Clicks

WACO, Tex., Oct. 10.-The initial run of the Heart O' Texas Fair ground to a halt here Sun- able crop conditions caused by day (4) after drawing a total a long drought, and opposition of 231,603 patrons during its of the World Series failed to cut attendance of the Mid-South Fair Tommy Steiner's Rodeo, major to any appreciable extent. The 10-day event closed here Satur-

> advertising - publicity campaign theming it with "More to See in 53." And it kept its promise. Commercial exhibits thanks in large part to a new. large-scaled automobile show presented under a huge canvas top, were up substantially from last year.

Midway Attractive

There were more amusement attractions, too. And the midway was far more inviting than last year, the result of a switch in policy on concessions. During the winter the fair closed a three-year pact with Chuck Moss that gave him the exclusive contract on games concessions, and he came up with one of the most attractive line-ups seen anywhere.

Concessionaires and the W. G. Wade Shows, suppliers of the rides and shows, all reported satisfactory business, as for other amusement attractions, the rodeo, again produced by Homer Dodd, registered well in its first presand played to an estimated 65,000 persons, with prices ranging from 70 cents to \$2.50.

"Rhythm on Ice," a tab icer, Actually, the event opened in many turnaways to would be booked thru Gus Sun Jr., of the Gus Sun Agency, in a 1,200

By HERB DO TTEN fair's always strong sportsmen's MEMPHIS, Oct. 10. - Ex. show, which, if anything, was stronger this year than ever before.

OCTOBER 17, 1953

Bowl Events

Aut Swenson's Thrillcade was in for one night performance in the Speed Bowl and it pulled the best thrill show crowd ever 55,152 pull in '52. The fair conducted an intensive building the crowd. Four nights of auto races, also staged in the bowl, drew an average of 3,000 persons per night.

"Grand Ole Opry." offered two days in the Casino, drew two good night crowds. Daytime turnouts were, however, light, with the hot weather getting the blame.

Free Attractions

In addition to the paid attractions, the fair offered some free ones, both indoors and out. In the Casino a State-wide talent contest was staged with Benny Blaustein in charge, and in the Women's building a variety of special events, plus Ray and Ar-

Twice daily the Sky Kings, serial, were presented outdoors under the sponsorship of Pepai-Cola, in what was Pepai's first sponworship of a free act here. Roy Jones, outdoor show business rep for Pepsi, said that he expects the soft drink company to expand the sponsorship of such acts at major fairs next year. He called attention to the fact that Pepsi sales at fairs had shown a sharp increase this season.



Florida Assn. Sets Two-Day Oct. Meeting

TALLAHASSEE, Fla., Oct. 10. -The Florida Federation of Fairs, Livestock Shows and Expositions will hold its semi-annual meeting here October 30-31 during the North Florida Fair.

indicated they will send repre- four days. sentatives to the conclave which will discuss public school parand expositions. Dr. Doak S. principal speakers.

Swift Current Almost Ties '46 Attendance Mark

SWIFT CURRENT, Sask., Oct. 10.-The 1953 Frontier Days rodeo and agricultural fair held here in July was the second largest since the show was organized in 1938, according to a report by Irving Hansen, manager, to rep-resentatives of the Chamber of Commerce, the Frontier Days board and the board of governors, sponsors of the event.

The rodeo now was the second largest in Canada, he said, and the aim was to build up the cowboy events and the fair in the immediate future.

Attendance at the two-day come-in. BERRYVILLE, Ark., Oct. 10 .show this year was 41,491, compared with 27,845 in 1952. The which again was produced by be any one sound reason for the public. For the third successive year here showed homer Todd, Fort Smith, are Leo tendance was 1946, when at- tendance was 1946. Grandstand carillo, motion picture star; Cap- But, again, in some quarters fairs an attendance increase, recording the Arkansis Livestock Show, The acts working the rodeo, tendance was 44,567. Grandstand attendance was up 50 per cent. Net profit was \$24,649, an in-lian Shepherd dogs; the Henricks crease over last year. Crease over last year. Carino, motion picture star; Cap-tain William Heyer and Starless Net all and were able to report it was not a good year for bud-crease over last year. Carino, motion picture star; Cap-tain William Heyer and Starless Net again, in some quarters fains found new audiences to add to the old and were able to report it was not a good year for bud-crease over last year. Carino, motion picture star; Cap-tain William Heyer and Starless the Arkansas Livestock Show, found new audiences to add to figure, according to Tom Drake, figure, according to Tom Drake, agency, Kansas City, Mo, who

Intensive Promotion

Sen. Clyde Byrd, the show's ticipation in fairs, livestock shows secretary-general manager, had waged the most intensive ad-Campbell, president of Florida vertising campaign in the history State University, and Thomas D. of the event. In mapping this Bailey, head of the State Educa- ambitious program, Byrd did so tion Department, will be the because the State was hit by drought last year and some of the ill effects still lingered early this spring.

A feature of the advance campaign was a heavy direct mailing, in which about 200,000 pieces were used. Outdoor billing also was stressed. In addition, 150,000 passes, good for free admission to a variety show on the grounds, were distributed. This show, which bore a \$1 admission price, is in on a two-a-day schedule in an outdoor theater.

Act Line-Up

Acts, booked thru the Drake-Truex Agency, Kansas City, are Hazel Ramble, emsee; the Great Smetona, head balancing; Larry Thompson, skating juggler; the Flying Buddies, marionettes; Jed Starkey, comic; McHenry Family, musical act; Pearsall's Dogs; Mrs. Danny Eaken, organist, with the Klines, clowns, working the

in chairs, is to be built for the at some performances. Seats went '54 event. Ground will be broken at 40 cents and 90 sents for the within the next few weeks. Hick which was tied in with the

MIXED RESULTS

Northeast Season Blows Hot 'n' Cold

at an end this week and the tune build to big proportions were of the managements ranged all largely unsuccessful. The lack of the way from a laryngitic gasp to success may well forstall other efto follow at best.

The cry in many quarters was that spending was down. More important, attendance was re- cent, seldom more than 20 per ported off at many events.

Paradoxically, fairs located within 50 miles of each other and within the same State and faced with approximately the same operating problems, reported com-pletely different results. The season had not advanced very far before managers knew that the results at neighboring and preceding annuals did not necessarily reflect the potential of their events.

The weather behaved at its worst and its best with many of the balmy, crowd attracting days coming in September and giving many fairs scheduled in that grow. month an unusual and welcome break. The earlier events lost many important days to rain. Those in August ran into record heat that melted interest and attendance.

operating in these zones. Those effort. events hit by adverse factors found little consolation in the fact that they were a week off their regular schedules due to the lateness of Labor Day this year. The dropping off of attendance

at some events was the most disturbing factor. And, for the most part, there didn't seem to

NEW YORK, Oct. 10 .- The ding enterprises. The attempts to Northeast fair season was virtually start new annuals that would

pulse, in many instances reported returns under those of last year. But the drops ranged to 10 per losses were not serious. Also, those the fair, Leon H. Harmes was fairs that did come thru in a re-named secretary-manager for banner way this year often served to cut down the over-all loss and, in general, the season will have been pretty fair for these folks.

In some quarters there is talk of expansion and additions-a sure sign that money was made. Continued growth is seen by consolidate the gains registered to feet.

The competition continues to grow. Many fair features can now be seen in the fair's area but in other settings and thruout the year. The exclusive, once-a-year quality of some fair attractions in the past hardly exists any more. Consequently, the job of Other deadly operating factors building appeal for the public is such as polio singled out certain tougher. It may make for better areas and badly hurt the fairs productions resulting from greater

Berryville, Ark., Gains at Gate for 3d Consecutive Yr.

ALBUQUERQUE, Oct. 10 .- The New Mexico State Fair overcame a number of major obstacles and closed its nine-day run here Sunday (4) after pulling 360,000 patrons, a slight drop-off from last year when the fair set its all-time gate record.

By Slim Margin

Drought conditions, lower cattle prices and two days of gusty wind combined to cut into the turnouts and also hurt total pari-mutuel handle at the nineday race program, altho the drop was not as severe as had been expected. In fact, the total money shoved over the wickets was \$2,353,523 compared with \$2,477,-231, the previous high set in 52.

In a meeting of the fair commission immediately following his 17th consecutive year. Beutler Bros., of Elk City, Okla., were again awarded the contract to produce the rodeo next year. In another action, the cont-

mission announced it would issue \$800,000 in revenue bonds to finance the construction of a huge some managers as the key to coliseum. The structure, skedded bigger crowds and more revenue. to be finished for next year's fair, In some instances it may be that will have a seating capacity of the improvements are needed to 13,000 and an arena 250 by 100

Sets Gate Mark

HICKORY, N. C., Oct. 10 .- The Catawba Fair closed its gates here Saturday (3) after racking up a new all-time attendance re-cord. Corbin Green, secretary, reported that in addition to the big gate count, grandstand business was up 10 per cent over last year. O, C. Buck-Model Shows reported a 32 per cent increase in midway takes.

sopyhelited materia

Good Weather Helps **Trenton Break Record**

50,000 attended. Weather early away but this did not appear to 17-day run was 50,080 compared it has for several years. weather generally hurt the night radios were tuned in to the crowd, play in the past.

George A, Hamid, president, and Norman Marshall, secretary, and Norman Marshall, secretary, were well pleased with the re-nults. Attendance at a number of Huntsville Gate other major Eastern annuals was reported off this year.

finale with more than 10,000 witnessing the big car automobile races staged by Sam Nunis on the closing day,

Concession manager Jack Mc-Cormick reported space sales at a new high and business generally good. The World of Mirth Shows

Wind Levels Donnellson, la., Grandstand

DONNELLSON, Ia., Oct. 10 .-The Lee County Fair lost its grandstand here Saturday (3) when a small twister struck the to capacity, with an overflow in

The wind, which leveled the stand, also tore a hole in the roof Building, with machines in oper- greater returns for the fairs from time, the ads consisted of eight

TRENTON, N. J., Oct. 10. - on the midway garnered consid-Escellent weather, judged by erable business on opening Sunme veteran participants as the day by hauling a number of units hest ever experienced by the overland from Allentown, Pa., state Fair to set a new attend- night before. The grosses on POMONA, Calif., Oct. 10 .-- The ance record. The eight-day event, children's day were only a few Los Angeles County Fair ground than last year, fair officials said. not given a holiday this year.

games.

The event chalked up a good inale with more than 10,000 wit-

HUNTSVILLE, Ala., Oct. 10.-The 34th annual Madison County Fair and Tennessee Valley Exposition here, September 28-October 3, was called the biggest and best Subsidies totaling \$51,735 have in the association's history by Sec- been distributed to New Hampretary-"reast. "r Marie Dickson, shire fairs in proportion to the With good weather all week, the amount they spend for premiums. paid gate was 10.2 per cent over last year's figure and 19 per cent \$9,198 was Plymouth while Rochabove average.

On the midway was the Gooding Amusement Company, which played to good business. The grandstand show met with enthusiastic reception, according to Miss Dickson. It offered Steele's Frontier Days and eight other turns consisting of stage and aerial acts

Exhibit departments were filled of a livestock building and dam- ation, showing various products in the State's take of pari-mutuel spot announcements on the Wilkesaged a ticket office. A number of large maple trees on the other attraction was an exhibition of large maple trees on the of rockets, missles, etc., by Red-stone Arsenal, on display for the Detroit Nixes

Pomona Misses 52 Gate Mark Per Cent

THE BILLBOARD

and the state of the second state which have a second

in the day was ominous but it cut into attendance, officials said. with 65,725 on the same day a cleared by early afternoon and Fairgoers had no trouble keeping year earlier. Altho good weather dan pointed out that the record. from then on it was near-perfect, up with the contests since liter- prevailed thruout the fair, excep- set in 1946, was established in a a particular break here since cold ally dozens of television sets and tional heat cut into the final day year when paid admission for Mich. Ag. Group

> \$1,000,000 livestock parade and fair. the final showing of "Fair Follies of '53," musical and variety revue,

N. H. Splits 51G Melon

CONCORD, N. H., Oct. 10 .-

Receiving the largest share of ester came next with \$7,751.

Other checks were as follows: Contoocook, \$3,676; Deerfield, \$6,601; Cheshire, \$4,816; Lan-caster, \$7,479; Canaan, \$4,311. Sandwich, \$3,277; Northwood, \$1,921; Madbury, \$861; Pink Granite, \$549; Lake, \$508, and Dover, \$786.

Bloomsburg Clicks; 163,000 for 6 Days

FAIRS-EXPOSITIONS

Fair President Maynard P. Mor- band, children was the rule. Kids were Sunday features were the left in free every day of this year's

> The annual closed on high note, with the Saturday (3) crowd set- Smith, of Williamston, was electting a one-day attendance mark ed chairman of Michigan Agriof 46,482. Mordan said that for the culture Commission, to succeed week, records were set in all George S. McIntyre, of Millingphases of attendance, at the 55- ton. William A. Anderson, Benton, cent gate and at the grandstand. Harbor, was named vice-chair-The 5,400-seat structure was man, and Arthur J. Hannah, packed to capacity every day but Grand Rapids, secretary. The Tuesday (29) for harness racing, commission has general jurisdicand the Hamid "Movieland USA" tion over activity of all Michigan troupe drew 4,000 more than last fairs. year, for their second best patronage here.

Grandstand Biz Tops

All seats were sold out in advance at \$3.50 per, for the marathon stock car event featured -on closing day. Tickets for the grandstand revue, harness racing and big car events went for \$1.60. Advance sales for all events were the best ever recorded at the Bloomsburg affair.

Exhibit-wise, the annual was the largest and had the best quality displays in its history. Especially noteworthy. Mordan said, The subsidy payments are from were the cattle and poultry displant doing an estimated \$25,000 the livestock division. A special the summer race meet at Rock- plays. It was felt that televised feature was a Chamber of Com- ingham Park in Salem. The fall advertising had a beneficial effect merce-sponsored Manufacturing meet is expected to produce on attendance. Used for the first

BLOOMSEURG, Pa., Oct. 10 .- Barton Nevins, consisted of singer A near record paid total of 163,000 patrons attended the 99th Blooms-burg Fair, which closed a six-day stand on Saturday (3), and of-land Tiebor's seals; Rudynoff's which ended Sunday (4), drew hundred dollars under last year to a close her Sunday (4) after all-time mark of 164,000 would barrel jump; the Skating Berrys; 173,000 persons, about 2,000 more even the the city schools were playing to a total of 1,106,149 pa- tumble in 1954. This year's total Jackie, hand stand; Naitto's dogs; The event got off to a booming The fair was competing with the World Series only 70 miles Turnout for the final day of the hot side, benefited the event, as adagio; Two Chords, comics. Music was provided by the Joe Basile

59

Picks C. B. Smith

DETROIT, Oct. 10. - C. B.



was wrecked, fair officials announced.

NATIONAL HOME SHOWS INC.

America's Outstanding Trade Exposition Organization FRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES

Current Bookings

Current Bookings
CALCARY, CANADA, Sent, H. HARM, K. Gorms, Colouris, Director, S. Blamparde, Corral
Schonton, Canada, Sent, 25 thru
Schonton, Canada, Sent, 25 thru
Schonton, Canada, Sent, 25 thru
Schonton, Canada, Sent, 26 thru
Schonton, Canada, Schonton, 27 thru
Schonton, Chamber and Commence
Schonton, Chamber and Schonton, 2000
Schont

Spansors, Show Managers, Space Salesmen, Exhibitors, Write: Grover A. Godfrey. Pres. 102 Walnut Hill Village Dallas, Texas

DISPLAY FIREWORKS

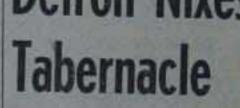
Northridge, Calif., Counts 58,686

stiles.

The exposition featured five State Fire Marshal Arnold horse show and three rodeo Renner turned thumbs down on performances. Stock for the similar exhibits for the future, rodeos was furnished by Andy on the grounds that the wood Juaregi of Newhall.

Martins' United Shows were hazard. featured on the midway.

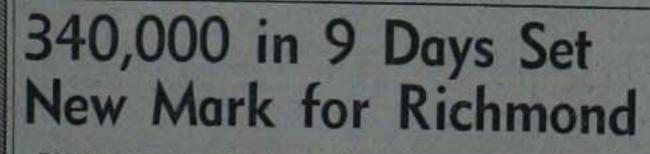
assignment.



NORTHRIDGE, Calif., Oct. 10. DETROIT, Oct. 10.-The The San Fernando Valley Fair, Michigan State Fair lost an opwhich ended its five-day run Sep-tember 7, pulled a total of 58,686 paid admissions to beat last year's 52,715, Max Schoenfeld, secretary-manager, said. The biggest day was Sunday (6) when 19,300 passed thru the turn-building during the fair last month.

construction presented a fire

The director of the State Build-Eckhoff & Roche, Hollywood ing Commission also said that publicist organization, handled it lacked lateral bracing to with-the promotion for the third year stand wind and snow, and was with Chuck Rivers given the only suitable for temporary use. The building cost over \$100,000.



RICHMOND, Va., Oct. 10. — The Atlantic Rural Exposition reached an all-time peak attend-ance of about 340,000 for the nine days which ended Saturday night (3), topping last year's figure by about 65,000, fair officials announced.

A record one-day crowd of 49,320 turned out on Friday (2), Governor's Day. A holiday for State employees helped to swell the total. Big car automobile races on the closing afternoon drew a big crowd.

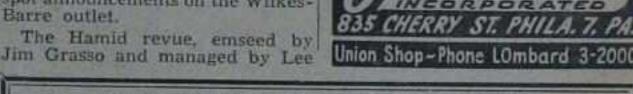
The fair got off to a good start with attendance topping the 200,-000 mark by Thursday (1). The fair opened in a drizzle Saturday (27) and this cut the expected attendance to 18,000, about half that expected, Manager J. A. Mitchell said.

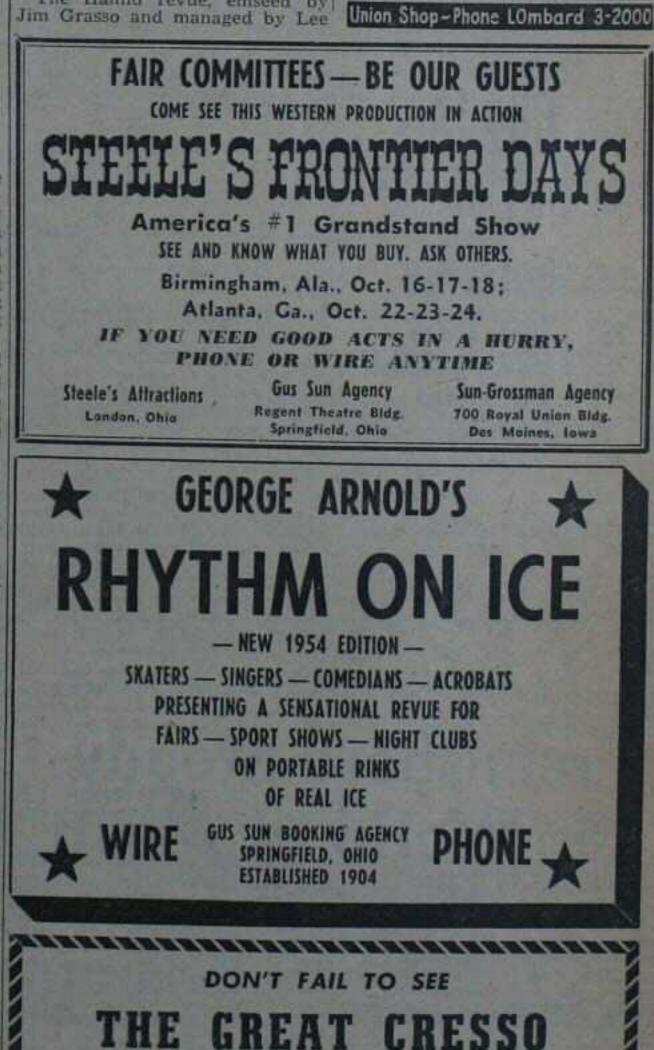
Beauty Contest Aids

the time.

Mitchell reported success in every department with the de-mand for exhibit and concession space exceeding the supply. The farm machinery show was per-haps the largest seen anywhere in the East. On the midway the in the East. On the midway the Cetlin & Wilson Shows had a bonanza week and the George A. Hamid attractions in the grandstand also did well.

The rapid and continuing expansion of Richmond since the war is assurance that higger crowds can be looked for in the





With His Somersaulting Rocket Car

Now the Featured Attraction with AUT SWENSON'S "THRILLCADE"



CARNIVALS

THE BILLBOARD

60

Communications to 188 W. Randolph St., Chicago I. III.

Fire Destroys Three Birmingham Stands

Garmisha, Edwards, Williams Suffer Losses; Midway Biz Drops Under '52

Wednesday (7) destroyed three was in for the fair's full run. concession stands on the inde- A benefit show, staged Thurspendent midway of the Alabama day night (8) in the top of State Fair here. The stands were Charles Miller's jig show, yielded owned and operated by Sparky about \$2,000. The sum will be Garmisha, Eddie Edwards and divided between the Showmen's Marcelyn Williams. A substantial League of America and the Hot amount of merchandise was lost Spring's Showmen's Associaby all three in the fire.

firemen, stationed near-by, and time attraction, and from shows of concessionaires and cookhouse in the ACA line-up, were ops equipped with hand fire presented. extinguishers prevented the fire from spreading in the tightly cluded Doug Baldwin, secretary packed row of concessions.

Sky Wheels

Business for concessionaires and for the Amusement Company of America, suppliers of rides and shows, was running behind last year thru Thursday (8), the fourth day of the six-day event. The fair's attendance was down from last year, and this, coupled with lower per capita spending, accounted for the lower business.

High spot of the Amusement Company of America line-up was the Dowis Sky Wheels, making its first appearance in this city. The ride enjoyed thumping business and was given generous publicity treatment by Birmingham newspapers.

Show Raises \$2,000

The independent midway, always large here, was bigger than last year, a considerably larger number of stands having

BIRMINGHAM, Oct. 10 .- Fire | independent midway, Lefty of undetermined origin at noon Ohren, another ACA co-owner,

tion. Talent from the Barnes-Only quick action by city Carruthers revue, the fair's night-

Visitors to the midway inof the Minnesota State Fair, St. Paul; Frank Kingman, Brockton is for more of the same thru to- built steadily to a final day free-(Mass.) fair secretary and secretary of the International Associa-Mrs. Henry McElroy.

Strates Tops '52 Grosses At Charlotte **Good Weather**

Builds Up Take

carnings of the James J. Strates year. Shows on the midway of the The excellent business here Southern States Fair this week.

The midway eanrings yesterday breaking date at the Atlantic were reported up over last year. Rural Exposition, Richmond, Va., The big push is expected today where the predicted \$100,000 mid-when the fair will perhaps draw its biggest and best spending crowd. general manager, was reported

The weather has been excellent shattered.

event.

Anderson, Richmond Pay Off Big for C-W

Midway Unit Cracks \$100,000 Mark At Richmond; Good Weather a Factor

ANDERSON, S. C., Oct. 10 .- | operator can get the money he The Cetlin & Wilson Shows, back needs to hold and make a profit on the midway at the Anderson or the public can get the full For Midway Org CHARLOTTE, Oct. 10. — Fine weather which helped to build Fair after an absence of several value it has a right to expect for its money. Wilson said. He is in favor of the elimination of the crowds to the fair judged to be record crowds also boosted the some 20 per cent greater than last and less.

came on the heels of a record

event Tuesday (6). The forecast also prevailed and the attendance built steadily to a final day freesince the opening of the five-day At Richmond excellent weather While the second North Carolina spending turnout that gave the show one of its best single days. tion of Fairs and Expositions; Fair managed by Dr. J. S. Dorton In view of the earnings at Rich-J. C. Huskisson, manager of the is paying off for the Strates or- mond, Jack Wilson and his ed Judge Beverly Briley. Weber washed out the Friday and Satur- war, would soon become one of Dooley, Lee Sanders and Mr. and day play, the best two days of the the best in the nation from a midway viewpoint.

The adoption this year of the State Fair title was judged to help considerably by Wilson. Other vital aids to building the gross were the publicity-pro-motion efforts of staffer Herb Pickard and fan dancer Sally Rand, a fair route feature in the Raynell show.

In view of the good earnings also being tabulated here, Wilson said that the Southern fairs should Rain Monday (5), opening day, be very good. He noted, however, a decided tightening in general as did cool weather the following spending and opined that high day, and this was reflected in prices for some forms of entertain- the size of midway turnouts. On ment were now turning the public Tuesday and Wednesday, howto the cheaper forms of amusement offered by carnivals. But the federal tax which exacts 20 cents from the patron for every dollar spent on amusements needs revision downward before the

OCTOBER 17, 1953

RAS Little Rock Gross Tags '52 Weather, Smaller Fair Attendance,

Lower Spending Hit

LITTLE ROCK, Oct. 10-Going into Friday (9), the fifth day of the six-day Arkansas Livestock Show here, the Royal American Shows were trailing their gross for the corresponding days last year. But with the fair's two biggest days coming up, show execs figured that the RAS would wind up slightly above-or, at least, even with last year.

ever, the fair was given good weather and the turnouts bounded upward.



NEW YORK, Oct 10 .- A tighter | merchandise. The 25 or 50 cent been booked in. J. C. McCaffery, money situation that has result- down offerings found in a number general agent and co-owner of ed in smaller grosses at some of stores specializing in jewelry the Amusement Company of events may stem in part from the and small home appliances has America, was in charge of the continuing growth of installment any number of people buying buying, Martha Weiss believes, items that have long been among There is evidence of that, she the most appealing offered by says, and her husband Bennie concession operators, particularly bingos. The clocks and small skillo patrons, some of whom electrical appliances which often have patronized the Weiss enter- had the patrons mouth watering prises for more than two dec- in anticipation of possibly winning probably now are in his home ades. The lure of dollar-down sales and almost paid for. pacts accepted in multiples by Martha and Bennie, spending a many wage earners has largely lay-off week in New York where eaten up a hig share of the in- they caught up with personal come that might ordinarily go shopping and some entertainment towards entertainment. Many for themselves, are not much conworkers are paying weekly for a cerned, however, with their presdozen or more items, ranging ent or future business potential. from television sets down to If the grosses fell at some events electric percolators and when the they luckily rose at others. This pay envelope is opened and the year, for instance, both the New money doled out the concession- Jersey State Fair, Trenton, and aire today, who must work for the Bloomington (Pa.) were favor- price tag per person has been set Gem City Shows moved here this up to a pretty alim potential, break such as these two events the National Showmen's Associaseldom get, and the grosses were tion, to be held at the Hotel Astor good. Shaving the earnings was on Thanksgiving eve, November the bad weather encountered at 25. Entertainment and dais will The concessionaires had their ruthersville, Mo., despite drought best years when government the Maryland State Fair, Tim- be handled by George A. Hamid conditions and temperatures that regulations stipulated high down onium, a spot new to the Weiss' Sr., president emeritus. at times passed the 100-degree payments of one-third or more. route this year. mark. Ride and show grosses at Faced with the necessity of putthe Missouri annual were a neat ting a small bundle together in Org had a total of 12 major luxury items, many people ap- and some good ones and when the will be accepted until October 14, order to be able to buy expensive and 8 kiddle rides in the line-up parently thought it was better to there along with 6 light towers spend and have fun than to save seems to come out all right." Shows all scored big, including (Continued on page 62) Installment buying has cut deeply into the field of concession Weiss' are happily facing the last weiss' are happily facing the last evening. leg of their season, a string of Southern fairs beginning next week with the Spartansburg (S. C.) Fair.

Florida State Fair, and a large ganization, the first, the Cleveland partner, Issy Cetlin, predicted that delegation from the Tennessee County Fair, Shelby, was killed the event, reorganized and start-State Fair, Nashville, that includ- by the weather. Rain completely ed in a new location after the

Gem City Hits Pay Dirt at Caruthersville **Ride**, Show Gross

Tops '52 by 6%; **Back-End Scores**

week after scoring a winner at Martha believes. the American Legion Fair, Ca-6 per cent ahead of last year.



NEW YORK, Oct. 10 .- An \$11

Sealed bids for the lunchroom "And so it goes," Bennie says. concession at the NSA's new "You can have some poor ones quarters, 317 West 56th Street, season is all over everything when the Board of Governors will meet at 8:30 p.m. at the new ed Mr. and Mrs. Harold Johnson, The philosophical approach is quarters to make a decision. The of the Minnesota State Fair; Joe

Power Helps

Per capita spending, however, was off, due to the extended drought which had prevailed in the Little Rock area since mid-May. Only the vastly increased earning power of the Royal American enabled it to keep close to its take for the first four days of last year.

Leon Claxton's "Harlem in Havana" and the "Moulin Rouge," produced by Leon Miller, continued their season-long tussle for top money. Bobbie Hasson's Side Show and Bill Kemp's Motordrome were battling it out for the third spot

Host Handicapped

On Wednesday (7) the Royal American Shrine Club hosted several hundred children from the Arkansas State School for the Blind, Deaf and Dumb, putting them on rides and following with a luncheon in the "Harlem in Havana" show top, at which they also were presented with novelties.

Visitors to the midway includ-

Greensboro Steady For World of Mirth

in the area which began last and it is likely that the newer below to Grosses 25% earnings of the farmer patrons.

ings may even top last year.

judged to be up as much as 10 holding plenty of money. per cent by Manager Clyde This is the first Southern fair stances.

GREENSBORO, N. C., Oct. 10 .- | business and this probably ac-Midway business at the Greens- counts for the good grosses being boro Fair was holding up this earned. In addition, the World of week for the World of Mirth Mirth has demonstrated more Shows despite a severe drought earning power thru the season

while the per capita spending free day for white school children, not yet in and the usual bonanza pickings counted on for today, it is possible that the show carn-ings may even top last year. In the school with in good numbers and more to the school kids in tank

Kendall. Improvements to the on the shows' route. The long move The show has six more fairs to grounds and buildings were from Trenton, N. J., was made in go and the long season holds the

Mighty Page **Boosts Fair**

turned out in good numbers and grosses at fairs played to date with seals. The attendance at the fair was there was evidence that they were very good and showing increases up to 25 per cent in some in-

on the midway when the annual opened for a 16-clay run Saturday John Branson's hot rod months

Dallas Bows With

Pete Kortez' Side Show, with sheep-headed people Iko and Eko,

Marcus and Murphy's Girl Revue, with Murray (Hats) Park-er, Calypso and Javanese dancers, the Appleton trio,

15 Shows, 35 Rides

ature autos.

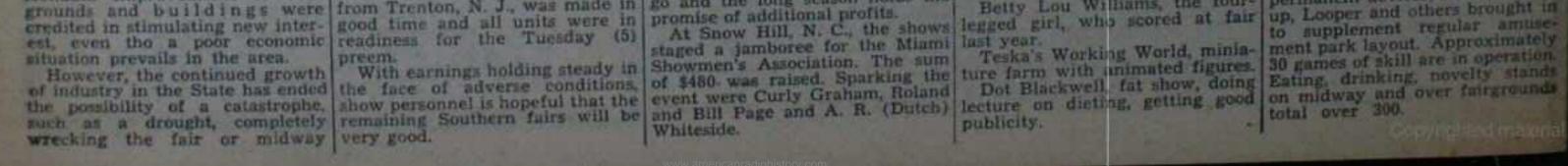
The Bear Girl, presented by Jimmy Hurd.

Miller and Gunn's Butterfly Show, also live tarantualas, Joe Sciortino's Posing Show;

also Sciortino Illusion Show, and

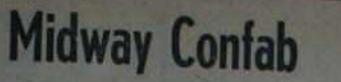
Midway shows are being furnished for first time by Chif Wilson, of Miami, Fla.

Betty Lou Williams, the four-gged girl, who scored at fair up, Looper and others brought in



THE BILLBOARD

CARNIVALS



The Jack Barstows with two concessions, Mac McGee with his cookhouse and the Ted Morgans Mr. and Mrs. James Drew: Mr. and Mrs. Jimmy Chano and ras also brought her Snake Show Grant. o the Smith midway.

who have photos and a glass pitch. Kurt Kennedy. Recent addition to the Byers midway were Blackie Bunch and family with bingo.



HUNTER FARMER and Joe Clemons worked the recent Santa Clara County Fair, San Jose, Calif., with several concessions on the West Coast Shows,

liams Shows include Clyde York, Fair officials who visited Dave O, P. Johnson and Jack Lucas. Endy and the O. C. Buck-Model Org will close its season Novem- Shows in Greenwood, S. C. They ber 28. Admire infos.

who played spots in Ohio after closing in August with the Gem City Shows, joined Eddie Young's attorney, recently stopped off to Sterling Crown Shows and re- see a number of shows while he ports business good. His son, Billy, who is stationed in Ger- the Clyde Beatty Circus. Conamany, will return to the States soon for discharge and re-entry into college. Buffington has been holding benefit bingo parties for the Greater Tampa Showmen's Club on Sterling Crown.

with their grab, are all enjoying good business on the George Clyde Smith Shows. Peggy Ewell unit were Doll Blue and Rence

Carl Byers. manager of Byers Bros.' Shows, reports business at this year's Dexter, Mo., fair was the best on record. Event was held on a new fairgrounds this year and crowds were big. Recent visitors to the show included Vie and Joe Shirkey, mug joint oper-ators, and the Glasburn family, who have photos and a glass pitch. Junior Srader, of Brodbeck &

> Margaret Ryan, who left the Greater Dixieland Exposition shows recently to return to boarding school, received many gifts from friends and relatives upon her departure. . . . Lester Pearman, of the U. S. S. Valley Forge, on leave after a tour of duty in Japan, purchased a car and drove to the Carrollton (Ga.) Fair to visit his mother and father, Mike and Virginia Pearman, concessionaires on the L. T. Heath Shows, Pearman planned on returning to his ship October 8.

Tom Allen, lot man on Johnny Denton's Gold Medal Shows, is still confined in the Aston Park Hospital, Asheville, N. C., but expects to be moved soon to Miami.

Bill Ragan, secretary-treasurer of the Georgia State Fair, and Promotional personnel working J. C. Moore, past-president, head-under J. C. Admire for Ray Wil- ed a group of Exchange Club also planned to stop off to visit Bob Buffington, bingo operator, Cetlin & Wilson Shows at Anderson, S. C.

> was en route home after visiting way renewed acquaintances with Gerald Snellens, of the World of Mirth Shows; Maxie Sharp and Sammy Glickman, of Ross Manning Shows, and Jack Wilson, Bill Harizman and Claude Sechrest, of Cetlin & Wilson Shows.



C. B. F. Harrington, who is in Hines Veterans Hospital, Maywood, Ill., would like to hear from friends. Harrington's wife, Joan, is living in their trailer at the home of his sister in La Porte. Ind. . . . Peggy Ewell left the George Clyde Smith Shows recently and joined the Mighty Page Shows with her snake show, Margaret Forkum, dynamite casket act, was unable to play the colored fair at Augusta, Ga., recently so booked her act with the B. & H. Amusement Company in Orangeburg, S. C. Her husband, Capt. Bill Forkum, owner-manager of the Texas Death Dodters, visited her there. He renewed acquaintances with friends. Charles (Tex) Forkum will have the free act on B. & H. the rest of the season. His unit and Bill's will combine later for winter dates.

Bill Hanson, electrician, visited the Sterling Crown Shows at Okla., fair sporting a new Vaga-Corinth, Miss., while en route to join the Hennies Shows, Hanson | there played host to many friends said that three ex-trainmasters, Art Riley, Grant Chandler and Art Couriney, had a bunch of 40milers goggled-eyed with tall tales of the old days. Tarzan Banks, a veteran of 25 years, was also in on the gabfest.



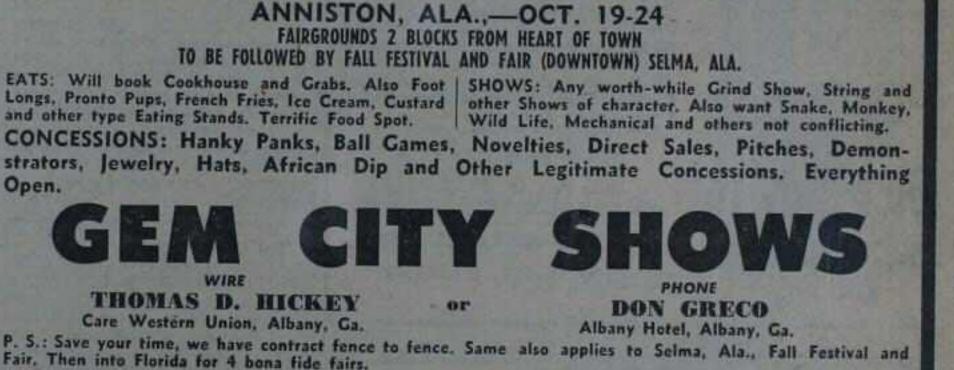
nell, noted Girl Show impresario with the Cetlin & Wilson Shows,

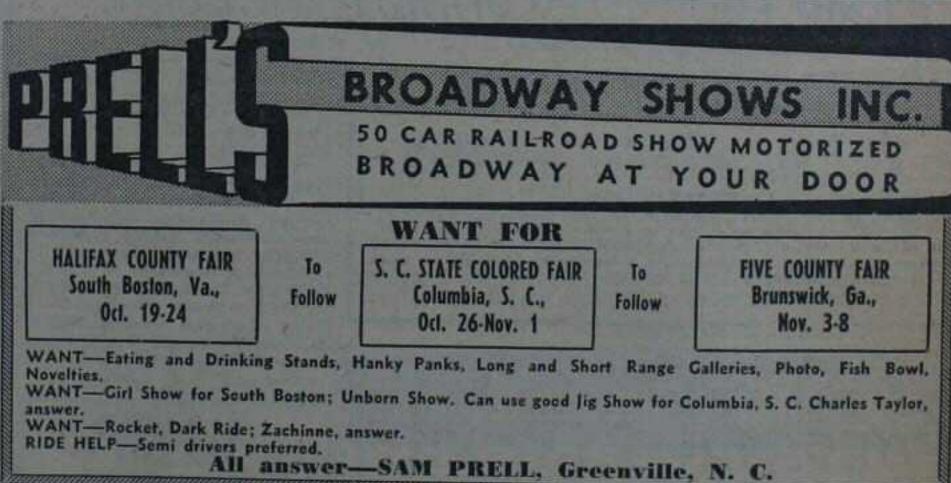


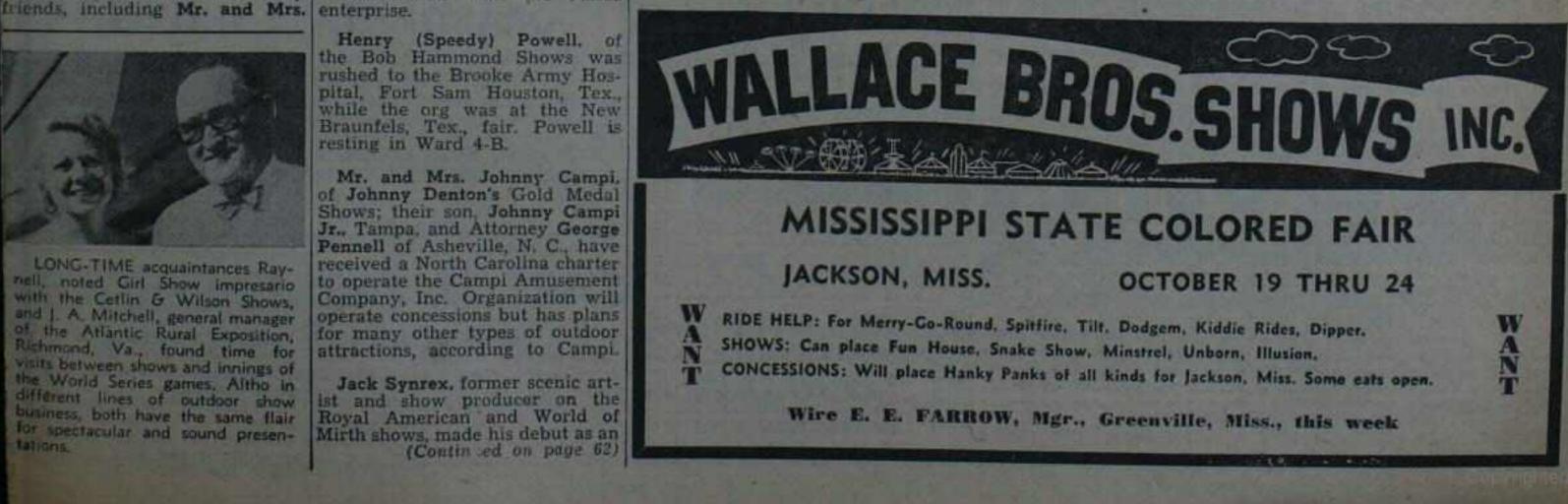
BERNARD (BUCKY) ALLEN, concession manager, and Frank Bergen, general manager of the World of Mirth Shows, posed happily for newsmen at the Allentown (Pa.) Fair after the local press had virtually exhausted the story possibilities of their many attractions. Their obvious good humor reflected an excellent week of business.

Bob and Buddy Harris, concessionnaires on 20th Century Shows, pulled into the Tulsa, bond house trailer and while in their new home.

Harry Julius, Arcade owner-operator on Royal American Shows, reported good business was keeping up at Little Rock, in line with most of the route this year. Jim (Big Jim) Clanton is still Bunny Venus, operator of Bun- Harry's stand-by, the current ny Venus Shows, recently re- season marking his 16th season newed acquaintances with many of association with the Julius





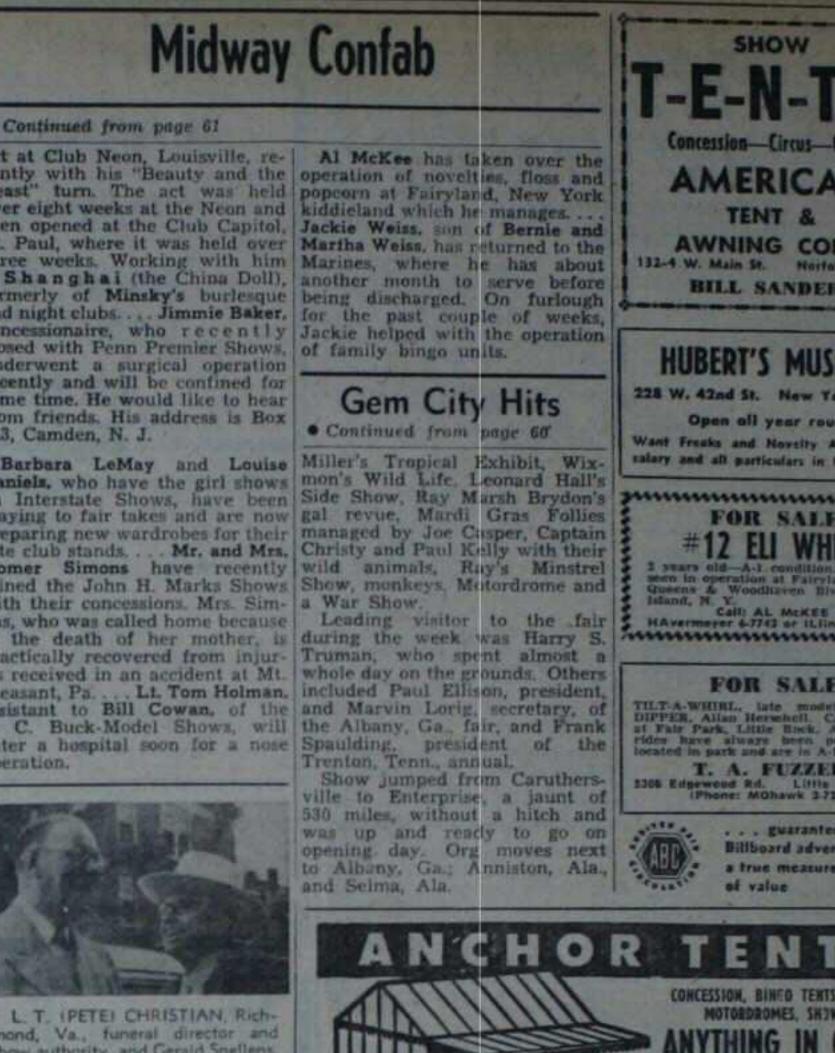


CARNIVALS

62

OCTOBER 17, 1953

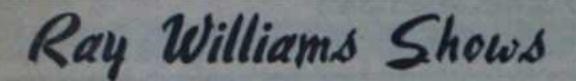






CARNIVALS





WANTED FOR ROBERTSDALE, ALA., OCT. 19-24; THEN JAY, FLA., OCT. 26-31

Wanted-Side Shows. Any good worth-while back-end attraction. Especially want Girl Shows with own equipment. Freak Shows, Ten-in-One, any Platform or Ding Shows. These spots are well known and possibilities are very good. RIDES-Spitfire, Tilt-a-Whiel and Dark Ride,

CONCESSIONS-All merchandise Concessions of all descriptions will find these and our other spots good locations to accumulate your winter bank roll.

BIDE HELP on all Rides. Proference given to semi drivers. Good treatment.

All inquiries to Yaxoo City, Miss., this week; then as per reute.





BIG CROWDS SPARK T. DANBURY PLAY Rain, Cold Hurt Early Week Days But Second Big Weekend Is Seen

By JIM MeHUGH

THE BILLBOARD

DANBURY, Conn., Oct. 10. -The Danbury Fair, which the I. T. this week altho a combination of rain and cold which blanketed earning pace considerably.

The fair drew banner crowds totaling 60,000 on opening Saturday and Sunday (3-4) and the multiple midway attractions, put into readiness well in advance by the Isser-Trebish forces, had a nifty two days,

and so overlaps, creating a special sible to Mineola. problem, acknowledged that the I. T., which operates two units fair was supplying in goodly tractions added. numbers, to put together a hefty gross.

\$4,200 FOR MIAMI

week-end in and suffered thru a few days of bad weather, the show yesterday had 6,500 city Shows had long eyed and won school children admitted by the this year for the first time, was management, as well as many paying off for that organization other patrons, to get its final week-end play rolling. Given fair weather, and it seemed to be in the oarly week-days slowed the slore, the fair traditionally nearly equals today und tomorrow. the big opening week-end crowds

Harry Sussman, secretary, and Big Al Howard had a bury time of it. The former had to figure out how to keep the accounts here, and beginning today at Mincola, straight. The latter, having seen to it that the many ride I. Trebish, who alone adminis- units were operating as they tered the organization in the ab- should here faced a similar task sence of his partner who was at Mineola during the week. This busy setting up their midway op- fair will shutter at dusk temorcration at Mincola, N. Y., for the row and the equipment here will event which opens there today then be moved as rapidly as pos-

earnings on the first two days thru the summer, is well supplied were good and as expected. The with ride units to handle the dual show, he pointed out, had earn- operation. Its show lineup was ing power as set up here and dominated by a Side Show and needed only people, which the Girl Show with several lesser at-

A new paved midway was added, bisecting the old layout and Having gotten the opening making for a much more interest-

OCTOBER 17, 1953

ing design. The show was well haid out along avenues, all of which are paved, and presented an attractive appearance with the rides showing the fresh paint that was added here prior to opening. Literally dozens of concessions were also located plong the midways. These, however, were mostly booked by C. Irving Jarvis, fair concession manager, and their payments did not aid L T.



THIS IS ONE OF THE LAST BIG FAIRS TO BE HELD

Cood opening for Derby Racors, Long Range, Kitchen Gadgets, French Fries, Chocolate Dipt, Frence Custard, Glass and Pottery Pitches and Jewelry. Have more booked an far. Conding =1 Unit State Fair Shows on the midway.

All replies to JOHN GALLAGAN

Phone 5-8945, Knozville, Tenn., until Wednesday, Oct. 14: then c.o Gooding Amusement Co., Fairgrounds, Dothan, Ala., until Oct. 17; Athens, Ga., Fair follows,

WANTED C. A. STEPHENS SHOWS FOR LAMAR COUNTY FAIR, BARNESVILLE, GEORGIA: PELHAM, GEORGIA, COMMUNITY FAIR FOLLOWS

CONCESSIONS working for stock. Agents for Buckets and Noils. Griddle Men and Counter Men for Cookhouse. RIDES - Octoput, Koll-o-Flone or Spitfire. SHOWS-Any Grind Shows not conflicting, Monkey Show, Wild Life, Mechanical City, Big Scicke. STATESBORO, GA., THIS WEEK.

LEO LANE SHOWS "THE SOUTH'S FINEST"

Flease Note: Morgan Co. Fair, Madison, Ga., canceled, replaced with American Legion Fall Festival, Wadley, Ga., next week: followed by the big one, Putashi, Co. Fair, Hawkinsville, Ga.; then American Legion Fair, Thomasville, Ga.; Putnam Co. Fair, Palatha, Fla.; Glade's Bean Festival, Belle Glade, Fla, Hawkinsville, Sait then American Legion Fair, Thomasville, Ga.; Putnam Co. Fair, Palatha, Fla.; Glade's Bean Festival, Belle Glade, Fla, Hawkinsville, Sait All Andrew Common and Second Men on all Rides: experienced Manager and Inside Man for Monkey Motor Drome. Want good talent for the best Jig Show on the road office paid. All address:

LEO LANE SHOWS BATESBURG, S. C., THIS WEEK.

HARRISON'S GREATER SHOWS

Want for Horry County Fair, Oct. 19-24, Conway, So. Car., followed by Tobacco Fair, Mullins, So. Car. This is tobacco country with plenty monay.

Want Legal Adjuster: prefer one with own Concessions. Everything open. All Eating and Drinking Stands open. Good opening for Poscarn, Apples, Floss, Scale, Age. Newelties, Skillo, Rezzle, Roll Down, Coupon Stores, Want Agents for Skillo Count Stores, Out all winter. All mail and wires to

FRANK HARRISON BISHOPVILLE, SO. CAR., FAIRGROUNDS.

CONCESSIONS

SHOWS



Can place Fish Pands, Glass Pitches, Hoop-Lo, Age, Six Cots, Palmistry, Photos, Eats, Drinks, Jewelry, Short Ronge, Demonstrators or any legitimate Concessions. Can place one Coupan Store for this date. (Coll Horry "Buster" Westbrook, Bus, Mgr.)

Can place Wild Life, Fat Show, Minstrel or any Show not conflicting.

But the reason has been mostly into the north from his (the weather with a succession of base, found bonanza business at rain.

however, it was cold and over- escaped rain on crucial days. cast giving the show personnel the uncomfortable feeling that snow might be in the air.

That the season hasn't been too bad is pointed up by the fact that the show raised \$4,200 during the season for the Miami Showmen's Association, Manning and Maxiel Sharpe, concession manager, sparked the drive.

Fund Breakdown

Broken down, the Miami money represents \$2,200 from boards. \$1,060 in dues secured from 106 new members, \$600 in ads and \$340 from blngo.

Manning, who returned to the south early to start his fairs, reported that people still have money but are spending it with a good deal more caution than last year.

But, he said, there is evidence. that money will not be so plentiful come spring and that shows starting off in Dixie territory, as many of them do, will find the pickings much slimmer than they did this year or last.

His reasons have to do with the poor crop prices reported in some quarters. Some field products are bringing small prices and full crops were not harvested as a re-sult. The beef cattle which the South has taken to raising more or less recently is bringing the producer under 20 cents a pound. Altho people still have money

these signs have made them cautious, he says. This reluctance

Saturday nights washed out by a number of still dates. He was And the weather was taking its a harvest. Luck played a part toll here, too. In this instance, along with astute booking as he

equipped, \$2995. No frades. Secural other new cars at big savings. Bank rate financing.

> JOHNNY CANOLE Alteens, Pa. Phone 9347 ar 3-0003

UNITED STATES SHOWS

Wont Ride Help, Chairplane Man, Short and Long Range, High Striker, Six Cot, Big Tom, Age, Jewelry, French Fries, Custord, Cotton Condy, Scoles, Grob, Henky Ponks of all kinds, Fisch Till You Win. Want Minsteel Shaw, Colored Girl Shaw, Animal Show, also Srinke Show and Free Acts.

Great Yadkin County Fair, East Bend, N. C., Oct. 19-24; Lancaster, S. E., Colored Fair, Ocl. 26-31; Rock Hill, S. C., Colored Fair, Nov. 2-7.

All replies to East Bend, N. C.

Marion Greater Shows

WANT FOR GREATER: PIEDMONT NEGRO FAIR, CHARLOTTE, N. C., OCTOBER 19-24; followed by Bennettsville, S. C., Fair; Camden, S. C., Fair; Chester, S. C. Fair; Bowman, S. C., Fair.

Will book legitimate Concessions of all kinds. Due to disappointment will book large Binge for Charlotte and four fairs to follow. All replies

MARION H. SPILLER, Owner, or F. E. SPAIN

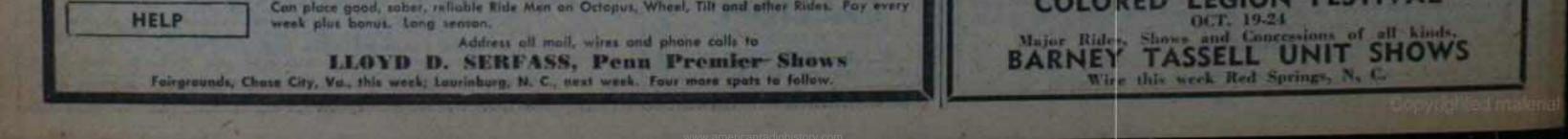
York, S. C., this week.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Ruston, La. (Fair), Oct. 12-17; Vivian (Fair), Oct. 19-24 followed by Rayville with winter privilege. Out until the snow falls. Place Hanky Panks, Ball Games, Mug Outfit, Shows, Kiddy Rides, or what have you? All replies CARL ANSTEAD Fairgrounds, Ruston, La.; then per route.











MERCHANDISE

THE BILLBOARD





	C200.00	0
	\$200,00	00
	STOCK.	
	TO CHOOSE FRO	M
	CHOISTMAS CARDS. 21 French folders and envelopes. Selfs fast for \$1.00 box. 100 hoxes \$25.00. Sample box 35c	
	\$25.00. Sample bax 35c 10 baxes	5 3.00
	BALL PE'S. New retractable, New miracle ink Looks ex- actly like \$1.69 style. Sam- ple 35c. Grass \$27.00 Dozen	2.40
	REFILLS. For above pers. Gross \$10.08	1.00
	SCATTER PINS, Big assortment. Gross boxes \$33.00, Sample	1.00
į.	45c Dozrn boxes	3.00
	JEWE RY SETS. Best huys. 37 years of value siving your guarantee. Dozen sets \$7.20, \$9.00, \$12.00, \$18.00,	
	\$24.00, \$36.00 each set .75, .95, 1.20, 1.75, 2.25,	3.45
	GIFTS. Novelties. 101 popular items. Dozen 7.20,	12.00
ŀ	FAUN PERFUME Nationally ad- vertised, by Ravel Dozon	9.00
	WALLETS. Genuine leather, with sippers, 2 best values. Sam- ple 75c, \$1.00. Dozen \$7.20	10.20
	NYLON HOSIERY. First qual- ity. 51 gauge, 54 gauge, 15	
	deniers. Fine value	7.20
	DEALS. For auctioneers. Flash merchandise	50.00
	BENRUS WR'ST WATCHES. We stock only their brand NEW best sellers. Assortment will more than double your money quickly. Direct Benrus dis-	
	tributorDeal	200.00
	WRIST WATCHES. Jeweled. Gilt case. Leather strap. Doz- en \$48.00	4.45
	RADIOS. Portribles, clock and radio combination. Plain ra- dios. Famous Emerson brand. 10 styles. State preference of	
	TOYS AND GAMES. 8 iggest	100.00
	assortment, 4 floors full with 1001 best sellers. Excellent holiday numbers. Have big toys to \$25.00 each. Visit	
	ut when in New York	14.40
	YOGI BIRDS. Climbs walls, walks ceilings	5.40

MERCHANDISE

THE BILLBOARD

OCTOBER 17, 1953



Pipes for Pitchmen

- By BILL BAKER

HUSK O'HARE

whose scintillating band melodies of a few years back are still reverberating in millions of ears, and who now is a prominent For the first time in the 11 suit of a personal experience he manufacturer and distributor of years that I have lived here, we had recently. It seems that while Chicago, bas added a new line of exotic French perfumes to his operation. The bottled essence, designed to allow milady to exude an aroma that would beggar the. fragrance emanating from the heart of a dew-kissed lily, is reported to be a particularly attractive pitch item because of its conventional pitch price. This seems to be a new approach for the old maestro. For years his customers listened and swooned; now he has them where they whiff and swoon.

FROM SOMEWHERE

along the route somewhere in the Midwest, Bob Posey drops a note to say that he's still working the auction sales. He also mentions that during his meanderings he very seldom runs into any of the real old timers. Says Bob, "What has become of James L. Osborne and Honey, Speed Hoscall, Thomas Kennedy, Melvin Sproat, Glenn Bernard; Doc Miles, of health book note: the Wilson Brothers, of rug needle fame; Doc Colby, he of the many card tricks; Clarence Thames, Roundy Carouthers, Detroit Pollard, Goldie E. Brown, chief Little Fox, Lester Cane, Young Bedoni, Artie Cohen, Slim Rhodes Charles Kasher, Tim O'Day and Alex McCord, Best wishes to all of you. Why not pipe in occasionallyr

THE PIPES DESK .

of the boys containing some perbinent info that should be of def. I haven't been in the business for inite interest to all members of over 20 years but I still have fond ready working or are contemplating working in the vicinity of Los Angeles. Here it is: "I always read entertaining and amusing. Some Burroughs Adding Machine Comare very informative as to the pany but I still like to visit with changing conditions and regula- the gentry at fairs. Recently saw tions in the various sectors of the A. L. Jeardoe working gold-wire all the shops in the Northern Incountry. If this information is fac- jewelry at the North Central Kan- diana area because they're deader Jr., piggy banks. The items come tual, it can be of great value to sas Fair at Belleville. He was than the proverbial mackerel. the traveling pitchman. Each year doing all right for himself. I have ball games and a chance to make peelers. Just in case any of the "I would like to avail myself of expenses, while waiting for better old timers would care to send him this opportunity to thank the weather back East. The Colosseum their pitch, he could use it. His many pitch folks for their conconcessionaire was always lenient name is Bill Green, 312 N. "C" dolence and many favors they and didn't stop the badge board Street, Washington, Kan, and balloon men from working right up to the gates, which are in FRANK CURRY . . a park. There are no novelties in | letters that he and Dick Sisco did the Colosseum. The authorities some pretty fair business with required only a \$4 quar- their show at Marion and Ariels, terly license. There was a small S. C. "This State," says Frank, chance of a State sales tax man "is hotter than a cowboy's pistol coming along and all local boys for licenses." It seems that the carry a sales permit. This involves rap is a 100 bucks for each county. a 50 cent deposit plus \$1 According to Frank, North Caro-for a permit, City tax permit lina isn't any dream either, as far of Craig Bros.' Sh is \$1. Three per cent of as the official grab is concerned. sales is paid to the State each At Fayetteville, N. C., the sheriff quarter, Transient, venders usual- tagged him 100 hoggies for the ly avoided this however. Now State, 100 for the county and an- N. C., that this winter he will be

ment. The first effect on the average citizen was a change in traffic enforcement. The smallest traf- lop off a little more lucre. Happy peddling within 200 feet of the store came in to watch him work Colosseum park. If you find a spot She gave Happy the glad hand and only \$5 per year but it took pitch pow wow in Detroit. four hours to obtain one. The vender must be required to pass a complete police inspection as to previous record and includes finger points, etc. Some of us were hoping that this roasting was just a temporary condition but a captain assured me that it was a permanent thing. He said that the first two weeks were used to educate the venders but at the present time violators are being arrested. Each officer carries a tape measure to secure evidence. I hope this letter might save some

TT'S BEEN YEARS

of the boys a little grief."

since I sent in a pipe." pens John L. Sullivan from Maryville, Kan., but way back in 1927, '28 and '29 I pitched fountain pens at Midwestern and Southern fairs. There was Anna Hubbell, who worked peelers and used to have a home in Joplin, Mo. Maybe she has passed away by this time but I'll never forget her because she helped me get a spot at the Oklahoma City Fair in 1929. What's happened to Windy Lewis, Frank Libby, Fido Kerr, George Gedus, time this month in South Central received a letter recently from one Mr. and Mrs. Haskell and the Texas." Weisses, who worked whitestones? the pitch brotherhood who are al. memories of those years behind a pens a query from South Bend, line of original television lamps. kiester. If any of the folks I have mentioned are still around, I would like to hear from them. pipes and find most of them are Since 1936 I have been with the several months ago had Tom gan fairs. According to Mr. G they can hang a crepe on the doors of when the cold eastern weather ar- a crippled friend who would like A NOTE rives hundreds of the boys con- very much to make some spots of thanks is dropped on the Pipes verge on Los Angeles for the foot- near his Kansas home with the desk by Peggy Griffin, who says:

that all the pitch brothers in the motor metropolis get together some night for a feed and then hold an open forum to discuss the many problems with which the various brothers are confronted from time to time. Happy figures that there's enough room for everybody and that an exchange of ideas might make it possible for everyone to fic violation and most parking conceived this philanthropic violation cost a \$10 tickel, share-the-wealth scheme as a restarted with the started with the starte started with the game of Septem- recently, a kindly lass who was ber 28 and they work in plain demonstrating a foot balm and clothes. They enforce a law of no corn punk package in another more than 200 feet back, where made one suggestion that paid off met with almost instantaneous ac- of blenders and travel irons by you are not blocking the sidewalk. the rest of the day. That suggestion you are required to obtain a police started the cogs in Happy's noggin Patterned after official lab equipcommission permit. This costs whirling, hence the idea of the ment of police finger print depart-

FRED C. LANDRUS

prestidigitator par excellence, hurries a letter to correct an due to the millions of "Dick erroneous impression that might Tracy" fans. have been created regarding the operations of the Zarlington Players. The tent show barrels along for 51 weeks out of the year, Landrus corrects, shuttering only during Christmas week. It seems that clubs and taverns. Brody's new during the winter the big tent is 24-page holiday catalog will be never cold, thanks to the efficient ready soon for mailing. . . . Bell operation of several butane stoves Sales Company announces a new which keep the customers' piggies 12-page catalog featuring alumias warm as toast. Fred says that num toys "like mother's." Bel the show's sojourn thru Texas has says that such toys have long been produced good business, even the recognized by educators and parfew dead dates were encountered ents as the ideal toy. Boasting Your editor doesn't think he's "absolute" safety, the toys afford violating a confidence to mention year-round pleasure, indoors or here that fool'em Fred is contem- outdoors. They are especially plating a jack knife right into the good for the sand box, says Bell, sea of matrimony. It's reported as they will not deteriorate in that the object of his amorous wet sand. ogles is a luscious 18-year-old package of imported merchandise Pittsburgh from Latin America, one Senorita Martha Angelina Ramirz, "I'm 55 years old," says Fred, "but I've figured all the angles and the wedding is scheduled for some

RALPH GARDNER

old-timers."

THE BILLBOARD

Merchandise Topics

Write Ruyers' Service Department, 2160 Patterson Street Cincinnuti 22. O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Chicago

ceptance, according to Toy World. menta, the item has already registered over a half million sales as it heads into the Christmas season. Exploitation is almost automatic

M. K. Brody announces complete line of imported holiday decorations suitable for dining rooms, hotels, ballrooms, night

Diperaft Manufacturing Com- instructions. pany is offering specially imprinted advertising balloons. Dipcraft will send samples to firms submitting a letterhead. . . . Cash Sales Company is offering small luggage for the prize and premium field. Admaar Lamp & Statuary Company is designing a

in a variety of colors and in two sizes, eight inches long and 5% Toy World, Inc., has introduced inches long. There are openings earmarks of a record breaker. The Senior retails for \$1.50; the Called the Crime Stopper Finger Junior for 60 cents. . . . H. B. Print Lab, it is authorized by Davis Company, New York, name Chester Gould, creator of the brand distributor, has added two "Dick Tracy" comic strip, and has nationally advertised lines-a line Waring Products Corporation, and pressure cookers, canners, deep fryers and steam irons by Mational Presto Industries, Inc.

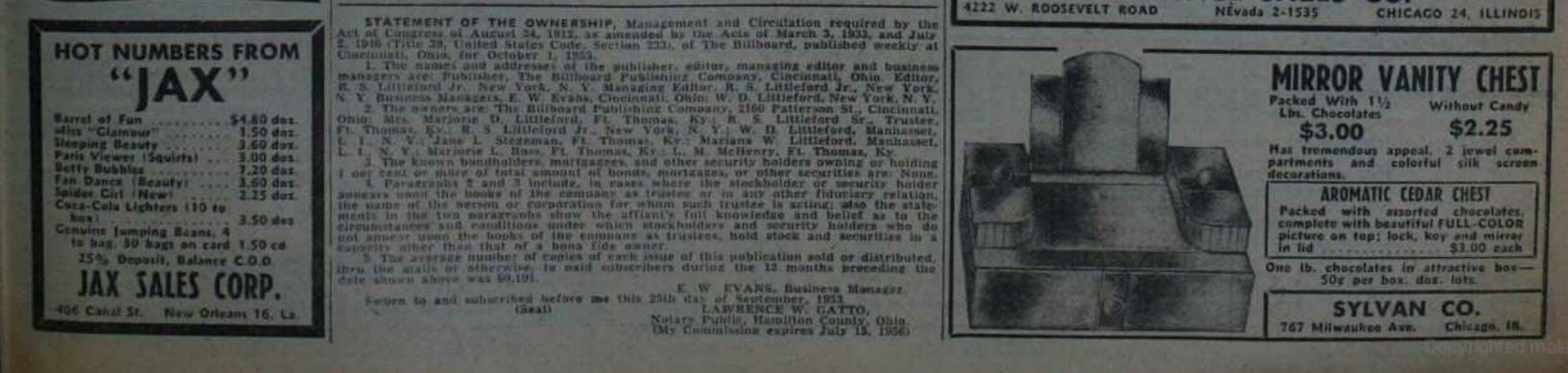
> Kentrol Corporation, Philadelphia, announces early introduction of an item called Kentrol, an electronic device which may be attached to any TV receiver to permit one or more persons to listen to the audio portion of a telecast while others in the room are occupied with other activities, soundfree. It may be attached to a TV receiver by anyone in a matter of minutes without tools, the firm says. The device should appeal to all TV users, particularly the family with youngstera who like to watch and listen to the loud Western programs, Kentrol says. The product also prevents annoyance of other people in adjoining rooms or in the next door apartment. The device is not a cutoff. If everyone in the room wishes to listen they need only turn the set up to the regular sound level. Kentrol retails for \$14.95, complete with simple

JOBBERS! BRAND NEW! 5 DIFFERENT ANI-MATED SIDE SHOWS. Send \$3.00 far 1 Dot. Samples. Priced \$36,00 Per Gross. Send \$10.00 for 20 fast selling lake novelties. Jobbers: Write for Quantity Discounts & New Catalogue, No C.O.D.'s.

MERCHANDISE



Customorast JEWELRY MEG. CO. 26 Custom House St. Providence, R.I.

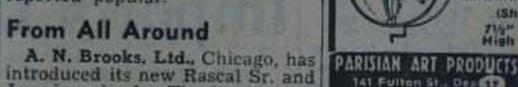


here is the new setup. A new ad-ministration has been elected on a platform of efficient govern-ited Jack Miles in Lumberton, N. C., recently, and they noticed are now interested in drive-in that he had dressed up his show theaters. Merton says that he ran quite a bit. Personnel on their across Charlie Hutson working a own show includes Mr. and Mrs. drugstore in Fayetteville and that R. H. Sisco, Al Bowie and M. M. he was doing nothing but mop-Conley. he was doing nothing but mop-ping up the moola. The Craig show is still a med show under

AFTER BEING

canvas in summer, with paid ad-AWOL from the pitch fraternity missions every night except Monfor seven years, during which time day on a week stand. Brother he had a brief and somewhat dis- Craig confesses that he doesn't illusioning experience in the ad- know the fix in Fayetteville, but vertising business, Happy Heller, it seems to be a boom town, and the man of magic, is back in the stores can be worked rather harness again, doing a rad pitch easily. (Editor's note: A bow and n a Kresge store in Detroit. Being a tip of the Baker bonnet to Mr. a firm believer in that "Love thy C. for the kind comment he made neighbor" routine, Happy "uggests anent this column.)

Ind., as to the hideout of Tom ... ABC Toy Company is offer-Kennedy and his two pals, Doc ing a saucy walker doll. Its Mr. Lushwell and Count Seldom Scoff. and Mrs. Potatoe Head game is Ralph says that the last report reported popular. working a new item at the Michi- From All Around







70

Communications to 188 W. Randelph St., Chicage 1, 111,

COIN MACHINES

OCTOBER 17, 1953

Williams Starts Output **Of Dime Play Five Balls** Stern Explains New Policy; **Field Tests Prove Successful**

CHICAGO, Oct. 10,-In what may well be the most significant step made by the manufacturers of the five-ball amusement games since the end of World War II. the Williams Manufacturing Company announced that its new game, Army-Navy and following models, would be built with dime coin chutes. In the past two decades such products were made for nickel play. (For details on game see separate story.)

Sam Stern, vice-president of Williams, stated the new policy was instituted after thoro tests had convinced him that just as many plays could be expected on dime play as at the lower rate with operators benefitting from the much needed extra income.

ject to increased overhead-high- noticeably. er prices for trucks, servicemen. erator's own cost of living. He

Chicago Coin **Trainer Game** Bowed by Reps Versatile Unit

the move: "In the past 10 years expense out of the same income earnings. virtually every phase of the and naturally this has reduced Stern operating business has been sub- the return on his investment

"In recent years many other- by putting out dime chute games phone service, gasoline, equip-ment, rent and even the op-the trade have blamed this loss would do the necessary spade of income on the games. How- work in convincing the location ever, it is not the number of owner of the merits of the move. plays which has diminished just He added, "Naturally, the operthe profit at the nickel price."

> Stern recalled that in the salesmanship in getting his point middle of the depression years, across but it is worth the effort." when the cost of living was in a steady downward trend, manu- 20 years, first as an operator and facturers started replacing the later a distributor and finally a then traditional penny chutes |

with nickel ones and despite hard times the public accepted the move and penny games never appeared again.

The Williams executive stated that the factory investigated every angle available before it took the big step. The tests were conducted in the Philadelphia area in representative locations. While Stern himself was confident he was on the right track. from the outset he was somewhat. surprised to learn that the actual number of plays did not decline during the tests.

One example was a location which on nickel play in the past did about \$25 to \$30 for a weekly average and during the first week of the dime test hit \$68.30. Results coming in from this spot He explained the reason for has absorbed all this added later showed even better

> Stern pointed out that the manufacturer was doing his part to increase the operator's revenue ator will have to use some logical In the industry for more than (Continued on page 87)

Comparative Game Exports (First Six Months '52-'53)

		the second s	10.5
January No. February 998 February 1,449 March 1,358 April 1,626 May 1,644 June 1,067	Value \$144,286 165,315 152,796 205,827 206,904 173,199	Na, 2,218 2,220 2,499 2,312 3,096 3,752	Value \$301,919 333,441 307,888 309,823 358,502 398,843
TOTALS	\$1,048,327	16,097	\$2,070,216

Dick Hood Dies, **Evans President**

CHICAGO, Oct. 10.—Funeral were shooting galleries, amuse-services were held here Tues-day for R. W. (Dick) Hood, owner and president of H. C. aino supplies and trade stimuillness. He was one of the in- tertainment chairman. dustry's ploneers, having spent Interment was in River View

the Chicago area as a youngster Survivors are his widow, Eliza-when his father, the late Edwin beth, a son Richard W. Hood C. Hood, established the Evans Jr., who also is an Evans official,

Evans & Company, who died lators. During most of the coin Saturday (3) following a brief machine conventions he was en-

more than 50 years in business. Cemetery, St. Joseph, Mich., a Hood was born in Davenport, Ia., June 13, 1882, and moved to home for the past 30 years. firm in 1892 to manufacture and a daughter, Mrs. Esther Elizabeth Kerr, of Glen Ellyn, Ill.





SAM S TRN

PIONEER MFR.

Okay for Ride, **Regular Stops**

CHICAGO, Oct. 10 .- A new departure in amusement games was put on display this week by distributors of Chicago Coin Machine Company. The definitely manufacturers and distributors of a 100 per cent skill game it also has features which make it suit-juke boxes and venders who plan able or kildle ride traffic.

The same is called Round the better do it quickly. World Trainer and in appearance This warning came from Suren and performance it has many of D. Fesdjian, head of the Mondial the qualities of equipment used Commercial Corporation, U. S. by the Air Force to train pilots representative for Nova, French and gunners. Unlike other games, game manufacturer, and importer the patron sits inside and ma-nipulates a pilot-type wheel to North Africa. change direction or elevation. Fesdjian, who returned last Purpose of the movement is to week from a 10-week business get in position to shoot a ray- trip thru France, Spain, Italy and type gun at targets representing Belgium, said that the French 20 of the world's principal cities.

The trainer is on dime operation and offers patrons unlimited shots (really passes at targets) for one minute. The player strives to hit targets in numerical rotation from 1 to 20. If player makes more than 20 hits he starts over again and keeps going until time runs out. Each time a hit (Continued on page 71)

Gottlieb Bows New Trap Hole **Game Shindig**

CHICAGO, Oct. 10 .- D. Gottlieb & Company started regular deliveries on Shindig, a new type amusement game with eight trap holes.

series which when completed resets and advances rollovers and rollunders for superhigh score and replays. Other ways of registering replays are by getting four balls in line or in square formation.

The trap holes are in the middle of the playfield in four rows of two and are flanked by six kicker bumpers. Balls dropped in a trap hole put out the light of a corresponding bumper light A colloper button Accel 953 bumper light. A rollover button April 953

Imports December 1

France to Ban Coin

By AARON STERNFIELD

NEW YORK, Oct. 10 -- American to do any business with France

December 1.

mostly American.

DICK HOOD

some 30 years ago

During the last three years, Hood was a carnival 'an Holland in the next few weeks, esdjian said, the French game as well as salesman and in fact. While here, Mallegg discovered Fesdjian said, the French game as well as salesman and in fact market has mushroomed, with bar was closely identified with all and restaurant locations and Ar- phases of outdoor show business, cades accounting for most of the He operated on the midways of machines. Three years ago, he the Chicago World's Fair, 1933-34, added, there were only a few the Dallas Centennial and the domestic games on location. Now, New York World's Fair, 1939-40. he said, the country has 12,000, Among the many products made by the Evans firm under Dick Fastest growth during the last Hood's leadership, besides amuse-(Continued on page 71) ment games and music machines,

Steady Gains

ESSEN, Germany, Oct. 10 .-O. O. Mallegg, head of the Chicarnival items. He started work- cago coin machine export firm government has issued an em- ing for the company in his early bearing his name, reported this bargo on "appareils a sous," which teens and some years later was week that the manufacturing end means slot machines, but which made an official of the firm. Dick of the business is making a slow will cover all types of coin- Hood became president of Evans but steady comeback. Maliegg is operated equipment, effective when his father passed away on an extensive trip thru Europe. He will visit France, Belgium and

> Josef Bonus had started production on five-ball games. Another game manufacturer, who is having steady success, is Willy Bergman in Hamburg. According to operators, who are using the games on their routes, they are of good quality but not electrically efficient as most modern U.S.built games,

Mallegg also found the juke box field to be strong. He found the Wurlitzer 1500 popular. There are now six juke box manufacturers in the country, he said. Among them are Tonomat, which makes a box with 200 selections and Wigand with a 100-selection unit. Two others which he saw were the Europe, which plays 40 and 80-selections, and a new juke made by Siemens. Mallegg says Siemens machine bids fair to be the most popular in the near future.

TWO MILLION AHEAD **Coin Export Sales Dwarf** Big Gains Made in 1952

Continued from page 1

tain to go to \$11,000,000 this year. Constant development of new markets is reflected in this year's figure. Chief among these have

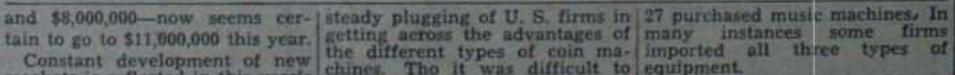
been Japan, France, Switzerland, Guatemala and Panama. In some instances, coinmen in these countries were only occasional buyers before World War IL

Reps Explain

401,040

chines. Tho it was difficult to equipment,

musement game with eight trap oles. Shindig has a 1-8 sequence eries which when completed re-



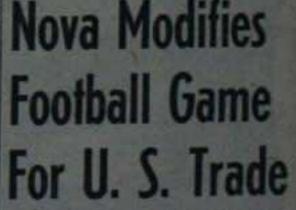
chines on a fairly regular basis tories were so pre-occupied with and virtually all of them bought domestic sales they considered

Totals

5.089

5,150

Value



NEW YORK, Oct. 10,-The Mon-dial Commercial Corporation here, U. S. representative for Nova, the French game manufacturer, an-nounced this week that the Mar-seilles factory has modified its coin-operated football game for American consumption.

Changes will be plexiglass covers over the playing surface and mechanical scorekcepers. The plexiglass cover was introduced \$ \$66,677 to eliminate pilferage of balls. The 1,013,417 Hist price remains unchanged-\$47,680 \$225.

894,175 Suren D. Fesdjian, Mondial 986 491 head, said that the Nova basketball

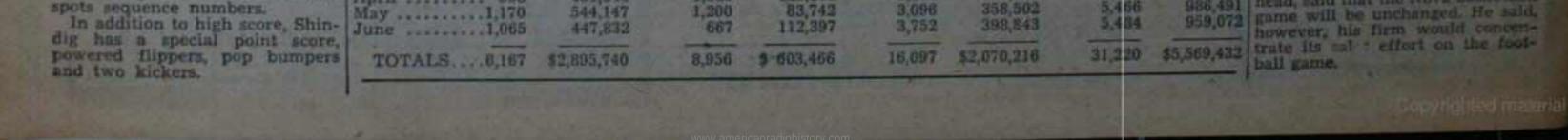
Coin Machine Exports January-June, 1953 Amusement Games Venders Phonographs Value Value No. Value No. \$ 102,359 90,642 2,218 \$ 301,919 \$ 462,400 1.352 2.220 333,441 589,334 1,695 307,688 91,014 2,499 448,978 2,157

123,312

2312

369,823

break the ice, once venders, jukes | The steady expansion of the and games were given a fair export business has been a major trial, repeat sales started to factor in the prosperity of Ameri-mushroom. can plants, distributors and also In 1938 there were but 26 companies which accent export countries buying U. S. coin ma- safes. A few years ago the fac-



France Plans Curb On Imports Dec. 1

· Continued from page 70

year, he continued, has been in Syndicates de Coin Operators, the juke box field, with current the equivalent of American coin demand mostly for new equip-ment, 45 r.p.m's in particular. Most popular American makes, he said, are Seeburg and Wurlitzer. Indicative of the growth of the

commachine industry in France is the appearance of a trade paper. Inter Automatic, covering the game, vending and juke box fields. In this publication appear that the placement of cigarettes advertisements and editorial mat- in vending machines is unlikely. ter about U. S. manufacturers and In Italy, he said, the situation distributors such as Davis Dis-tributing Corporation. B adger Sales, Seeburg, International Mutoscope, Gottlieb, Williams, Cyclone and a Williams Para-Chicago Coin, Genco, Stoner, trooper on locations. Rudd Melikian, Rowe, Apco, Fred Switzerland is one of the best Hebel, Bally, Keeney, Wurlitzer, coin machine countries on the AMI Evans and Rock-Ola.

(Continued on page 84)

Communications to 188 W. Randolph St., Chicago 1; Ill. STORE DEAL **Meteor Ships** 200 Devices To France

KIDDIE RIDES

NEW YORK, Oct. 10 .- The Meteor Machine Corporation here this week sent its first kiddle ride shipment to France-some 200 coin-operated rides. According to Al Blendow, Meteor sales manager, this will mark the first time that kiddle rides have been placed on location there.

Blendow said that the rides will be installed in department stores. The deal was consummated thru a Canadian intermediary.

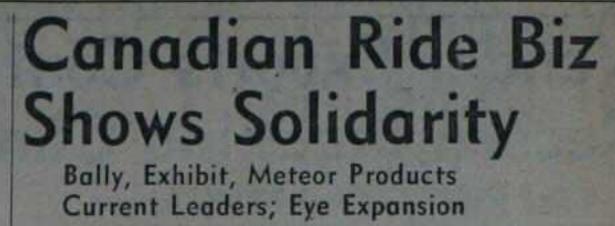
Meteor's export business has been rising steadily during the last year; it now accounts to from 10 to 15 per cent of production, according to Blendow.

Canada Tops

Canada accounts for more export sales than any other nation, but Cuban, Puerto Rican and Colombian sales are growing substantially. Rides are also exported to Brazil and Argentina. Coin mechanism changes for foreign currency are generally made in this country. Meteor usually has National Rejectors make the chutes to accommodate the coins:

Blendow said that foreign purchasers of kiddle rides can get better service if they enclose. with inquiries to American manufacturers, samples of their coins

Export

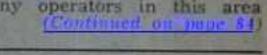


THE BILLBOARD

TORONTO, Oct. 10.-Ever Company and Exhibit Supply, since coin-operated kiddle rides Chicago, and Meteor Machine were formally introduced to Ca- Corporation, New York. nadians at the world famous As in the States there are Canadian National Exposition a several types of coin-rides to be few years ago, they have become found in such key locations as increasingly popular.

some rides in this country's de- favorites with the moppet class partment and chain stores and seems to be the horse, rocket, Arcades most of the units seen boat and other animal rides. in the Eastern part of the country Many operators in this area are made by Bally Manufacturing

the Lob-Law stores, Simpson's The other manufacturers have and others. However, the big





Chicago Coin Game Good for Rides, Too

· Continued from page 70

on a city is made a bell rings cockpit is made of stainless steel and 1,000 points register on the for long wear. scoreboard over world map. This As pointed out by Ed Levin,

scoreboard also has a clock, Chicago Coin's director of sales, which shows how many seconds and Frank Mencuri, sales manare left, and a pilot rating board ager, this is the first such product which tells the player whether to be introduced for adults and he is a poor, fair, good or ace a ride for the the younger set Thus pilot.

Size Facts

the World Trainer is 78 inches, transportation terminals to get a The base supporting the ride part performance rating for the

it is suitable for a wide variety of locations, it was pointed out. The over-all length of Round Early tests were conducted in

of the game is five feet and made youngsters and adults combined. of thick gauge steel. The ride In this instance while it had portion has a cushioned seat and strong appeal for the children handles for getting in and out of it also had a high percentage of the simulated cockpit. The back repeat patronage from grown-ups section, which includes the map too. In typical amusement game and scoreboard, is three and a locations it got heavy play, haif feet square. The interior of the particularly at night.

· Continued from page 70

ery that foreign sales could be big business - completely changed the picture.

Eagerly Sought

A short time ago foreign business was handled on a makeshift basis. Today it is eagerly sought and every effort is made by factories to give foreign buyers priority. A time lag in completing a foreign shipment sometimes works to the disadvantage of the purchaser. In addition, the buyer now is choosey and will purchase only late model equipment

Probably the biggest step forward is the promotion of the various types of coin machines in virtually every part of the world.

What are the prospects for future expansion? Experts in the field believe recent export gains will be surpassed in the next couple of years to make even the new high in sales seem small. They claim that the the manufacturing end of the coin machine business is now making progress, demand is so great that there is still much room for U.S. exports.

Factories in these count. 28 apparently are well aware of this as they design new items. In music, for instance, the 45 r.p.m. trend is a tremendous item in domestic sales. But most foreign sales still involve jukes which play 78 r.p.m. Manufacturers of games and venders also are alert to special ideas which can be an advantage to foreign operators-such as products which occupy little space on location.

Horse Ride Hit In San Antonio

SAN ANTONIO, Oct 10 .- Local grocery and 5 and 10-cent stores have proved a fertile ground for coin-operated rides, especially the 10-cent pony ride.

According to some of the store managers, since school has started

FEATURES OF WESTERN GUN Swing type, ball and socket pistol · easy-access servicing · beauthful modern streamlined cabinet drop style . walk-up safety steps with rubber freads on cabinet . built in casters e chrome grab rail a adjustable motor times shouting cycle o unlimited shots o bright lighted targets"

SPECIFICATIONS: Height, 58 inches length, 3134 inches; width, 2014 inches; floor area, 41/2 square foot. Shipping weight, 140 lbs.

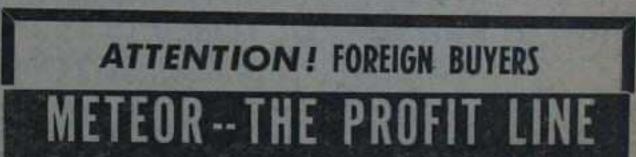
Specially designed for the kids

Proven money maker.

Write us for actual collection reports-THEY ARE AMAZING

4218-30 W. Loke Street

EXHIBIT SUPPLY Established 1901



Chicago 44, Illinois

METEOR The Latest Champion Of The Line!

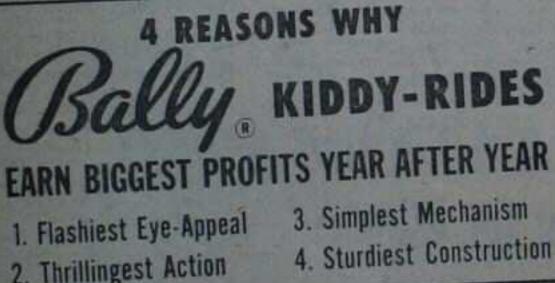
Smart Operators Buy Meteor Because They

· Are of all

- steel construction!
- Light in weight —
- easy to transport!
- Hove simple. rugged mechanisms
- Have imaginative child play appeall
- · Corry a one-year unconditional guaranteel
- Carry FREE liability. insurance for one year!

Starr a steady-income route of Bally Kiddy-Rides now.

3. Simplest Mechanism 1. Flashiest Eye-Appeal 4. Sturdiest Construction 2. Thrillingest Action B-545





Communications to 188 W, Randolph St., Chicago 1, III,

VENDING MACHINES

Vender Exports Continue Record-Breaking Climb

First Half '53 Over 100% Above '52; Predict \$1,250,000 Year

By FRED AMANN

dollar volume of vending mayear, compared with the 1952 one year's total with the all export scene. But rising dollar crease in the second quarter continue the export trend started in 1949.

the U. S. Department of Com- at least equal and perhaps exceed multi-item American machine. merce this week showed that \$319,451 worth of equipment was shipped into other countries. In

Detroiter Mfrs., **Operates Machs.** In Provinces

Finds Bi-Lingual Servicemen Needed, P-R Work a Must

DETROIT, Oct. 10 .- The operation of cigarette and other venders in Canada presents some special problems not found in usual route operation in the U.S., according to Mrs. Helen Schneider, who returned to Montreal this

chine exports give every indica-tion of winding up 1953 with a new record. A 100 per cent-plus six-month export total, then, is and small package vender exports increase in the first quarter this almost \$100,000 greater than any are still a major part of the overperiod, and another healthy in- exception of 1952 when it broke volume, coupled with the fall-off the million dollar \$1,073,708.

\$1,250,000.

Annual Gains

Commerce Department figures: months saw dollar exports in

and the second				٠														-		00,3	2
940	G			ŝ			ŝ			1			ŝ	1	į,	1				166,8	ļ
240	64		8	6	6		4	4		4	4		4	4	4	S.				119,2	
341			*		×		*					2		-	4	-				471.2	
1440			×				2													332.0	k
343	ş	ŝ	÷	ŝ		ŝ	4		-	•			2	ŝ	×	ŝ	1	i.		451,0	ľ
326																				501.8	H
951	ŝ	ŝ	÷	2	×		k	ŝ	÷	÷		÷	÷	÷	÷	į,				543,6	R
952	1																		1	,073,7	N
_	_																				

vender export 9,756 last year. With the great this section.)

the first quarter, \$284,015 worth increase in dollar value, however CHICAGO, Oct. 10.-Climbing of venders was exported. The half-year total for 1953 has sive, newer type equipment. is

mark: in unit-sales, show that foreign buyers are placing increasing Export of venders in 1953, reliance upon the refrigerated, the Second-quarter statistics from according to best estimates, will electrically operated and the

Top Months

So far this year, top export The marked gains made in months have been January (\$102,export of U. S-produced vending equipment since 1939 are graphic- (\$112,397). With the exception of ally shown by the following May (\$83,742), the two remaining excess of \$90,000 each.

A shot in the arm for U.S. vender exports was the removal of Canada's embargo on all "non-essential" imports. Effect of this embargo was reflected by the drop in American vender exports during 1948 (see earlier table).

(For further break - down on) dropped slightly during the first vender exports by nations, see six months this year: 8,956 against both separate story and table in



Half-Year C	Comparisons
Vender	Exports

		the Part of the Pa	the second second second second
January February	Value \$ 30,232 59,742 50,783 87,832 65,345 81,769	Units 1,352 1,695 2,157 1,885 1,200 667	Value \$102,359 90,642 91,014 123,312 83,742 112,397
Totale			

For the first six months of 1951, units exported totaled 2,169, representing a value of \$176,739.

Canadian Cigarette Vending Round-Up **Reveals Progress**

Machines Doubled in Past Year; Vend 7 Brands, Kings Not Factor

By HARRY ALLEN JR.

TORONTO, Oct. 10 .- Despite the fact a major portion of Canada does not have cigarette machines, that type of vending has grown in the last year here.

The number of machines and operators has doubled, and the tobacco manufacturing companies are giving their whole-hearted support to the trade.

Only Ontario and a major part of the province of Quebec allow cigarette machines to be used in any type location, while they may be installed only in taverns and clubs in Vancouver and Victoria. The cities of Edmonton and Calgary allow the machines, but they are banned in Regina or Winni-peg. In Ottawa cigarette machines Rock Island RR

enforced. At one time, also, it was difficult for jobbers to supply the operators.

OCTOBER 17, 1953

The change in attitude has come about in the last six months, and tho license fees are comparative with what is levied on the tobacco stores, none are as prohibitive as those imposed in Montreal. Generally, the fee runs from \$5 to \$15. That this is not thought too high is indicated by the almost 3,000 cigarette machines now in operation in Canada.

Most of the machines are im-(Continued on page 73)

week after a visit of several days in Detroit, her native city. Her husband, Samuel Schneider, operates cigarette machines in the Canadian city.

The Schneiders are well known to many Detroiters in the coin machine field. They formerly operated a record store downlown.

One major problem in their territory is that of language, since it is a bi-lingual area. As the Schneiders did not speak French, required individual solution.

They have found a tendency among customers in their territory to just "pull the handle" be-(Continued on page 75).

F. C. Steffens **Touring Europe**

ST. LOUIS, Oct. 10 .- F. C. Steffens, vice-president and general manager of National Rejectors, Inc., is currently on a sixweek tour of European countries. His purpose is to expand and improve the firm's foreign sales and service.

Steffens plans to make an on-the-spot check of automatic merchandising in England, France, Germany, Denmark, Norway and Sweden. National Rejectors produces a

line of coin handling equipment, including slug rejectors, coin changers, etc.

Chi Comm. Decides Former Juvenile Assn. Official, Restaurant Group Endorse Machs.

conclusion of the third public the question: "What has been the hearing Wednesday (17) of the experience of these cities in subcommittee studying a proposal regard to minors purchasing However, this fee has never been they faced problems which have to end the city's 1936 ban on cigarettes from venders? cigarette venders, it was decided Said Miss Binford: "I can't to withhold a final report to the believe machines have increased City Council pending examination smoking among minors." Children of such operations in other major are not likely to spend money cities.

> suggestion of Jessie Binford, she stated. executive director of the Juvenile

'54 NAMA MEET

IN WASHINGTON

CHICAGO, Oct. 10. -

National Automatic Merchan-

dising Association's 1954 con-

vention and exhibit will be

held in Washington, D. C., in

the Washington Armory Oc-

tober 10-13. The announce-

ment was made this week by

general convention chairman

The Armory, in which both

exhibits and business sessions

will be held, is one of the

nation's newest and largest

convention halls, Rapp point-

OCTOBER 10-13

CHICAGO, Oct. 10 .- At the Protective Association. She posed

in cigarette machines when they The move was made at the can buy candy, ice cream, etc.,

Broken Pack Sales

The use of venders will provide better detection if minors attempt to purchase cigarettes. A number of years ago, broken pack sales over the counter, at a penny a cigarette by some outlets, invited greater opportunity for juveniles to obtain smokes, Miss Binford pointed out.

Ald Daniel J. Ronan, head of the subcommittee, declared the (Continued on page 75)



try has obviously had a difficult time in becoming accepted, not alone by the public but also by the tobacco manufacturers. In Montreal a license fee of \$1,000

A & A Cig Unit

Set for Pilot

Output in Jan.

8-Col., 368-Pack

Electric Model

To List at \$200

PLAINFIELD, N. J., Oct. 10.-The A & A Vendor, an eight-

column electric cigarette unit,

will hit the market in January

with a pilot run of 35. Full-

scale production is slated to start

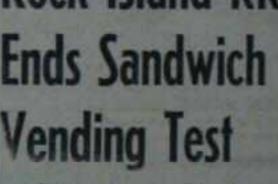
The vender is made by the

A & A Company, Inc., here,

which owns the patents on a unit

designed four years ago by Andrew Sukovich, A & A officers are three brothers, Alfred Min-(Continued on page 73)

in February or March, 1954.



Acceptance High **But Unrefrigerated** Units Ruled Out

CHICAGO, Oct. 10 .- The Rock Island Railroad's vender installations on seven of its Rocket trains have been removed, altho the 12 machines used drew better than anticipated volume.

Reason for the discontinuation of the vender service was not one of public acceptance; rather it was due to a ruling by health officials. The 12 venders, unrefrigerated pastry item models, had been stocked with cold cut and (Continued on page 74)

LIST CANADIAN DUTIES, TAXES

QUEBEC, Oct. 10 .- Duties and taxes levied on vending machine imports into Canada and collected by the government (national and municipal) consist of:

Import duty, 22.5 per cent. Excise tax, 15 per cent. Sales tax, 10 per cent. City tax (in Montreal and Quebec), 5 per cent.

Venders Gross \$12 Mil Per Year: CAMA

MONTREAL, Oct. 10 .- Approximately 9,000 venders in five major categories gross about \$12 million annually in Canada, ac-cording to latest estimates of the Canadian Automatic Merchandising Association.

Breaking down the portion that each type of machine accounts for in the over-all gross, CAMA released the following figures:

000

000,000.

\$2,000,000.

Candy venders (500), \$400,000.

CANADA RETAINS LEAD Venezuela, Belgium **Import More Venders**

Melville Rapp.

ed out.

CHICAGO, Oct. 10 .- Canada single market for vending equipretained first place, as it has for ment.

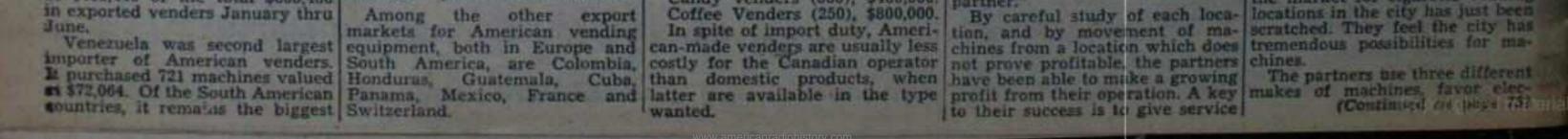
Third largest importer of venders was Belgium, taking 1,838 units worth \$44,625. A sporadic market for U. S. at \$418,448 of the total \$603,466 viewed as a leading European customer by U. S. manufacturers.

more than the past decade, as the leading importer of U. S.-made vending equipment during the

first half of 1953. "Head and machines during the last several heels" above other countries, it years, Belgium is now being

ON-THE-ROUTE STORY Canadian Cig Ops **Cite Facts, Figures**

for in the over-all gross, CAMA released the following figures: Bottle venders (5,0C0), \$2,750,-000. Cigarette venders (2,500), \$7,-Cup beverage venders (600). \$2,000,000. Candy venders (500), \$400,000. Candy venders (500), \$400,000. Coffee Wenders (250), \$900,000. Coffee Wenders (25



THE BILLBOARD

73



We believe in Picture Charms. That's any we manufacture MOVIE-TV, BALL PLAYER and now HOCKEY MAYER PICTURE CHARMS.

a machine without Picture Charms like an advertisement without an stration. All "copy" and "no tures" is dull.

To enliven a machine if needs PIC-TURES. Pictures of Hockey Players Hockey Season are appropriate.



Lo.b. Jamaica, New York Or: At Your Distributor.

n a newspaper or magazine-and chures pop out at you. We are instantly looking at moving pictures to television. Children collect picture cards and trading cards



CAPACITY STO.00

HOS ARE PRE-

METAL BASE

SCOOP AL IS GLASS VERED WHICH OTECTS POINT-WHEN IN USE.

ding this to assure ability and

tensternation more construction more pratter than is gen-retty found in ales. Finish is lack crinkle. Carry-g case is matte of

hinth bro

his Ad

for

Inck fibre to

a black fibre to mee the hard constant use that it is subjected

ORDER TODAY

Dep., Bal. C.O.D., F.O.B. N. Y.

NEO CALI.

A&A Cig Unit · Continued from page 72

gione, president; Andrew Mi gione, secretary, and Vince Mingione, treasurer.

Capacity is 368 packs and 40 books of matches; four of th eight columns are shift column All columns will take either king size or regular packs. The adjust ment is made with a builtslide spacer, which snaps out fo a king-size adjustment and ma be taken in for standard-siz vending.

About \$200

While no price has been se the manufacturer says it will list for about \$200.

The machine is 1214 inches deep 43% inches high and 271/2 inches wide. The base is 121/4 inche deep 20% inches high and 271 wide. The machine weighs 15 pounds, and the base 50 pounds

Cabinet colors will include maroon, blue, green and red in silver hammertone finishes. changemaker is optional. Standard equipment includes a ful mirror, fluorescent lights, base with adjustable legs, storag space for 80 cartons, stainles steel kickplate and a recess fo the operator's name.

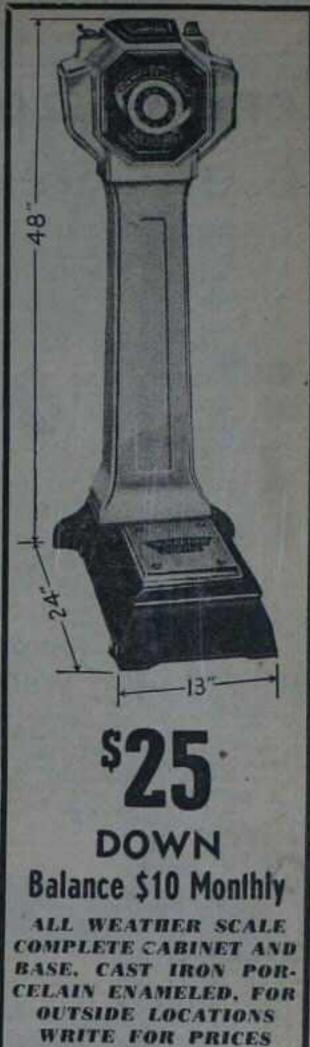
A & A produced its first cigarette vender in 1949, shortly after it bought the Sukovich patent The unit, basically the same on which will be released in Janu ary, was exhibited at the 194 National Automatic Merchandis ing Association's Atlantic City convention and at the 1950 NAMA convention in Chicago.

Original plans called for construction getting underway during 1951, but the Korean War and the resultant steel shortage caused a postponement of nearly three years.

A & A was set up 10 years ago as a general machine shop. During the Korean conflict the Mingione brothers continued, with their normal production.

The unit itself operates on a

	Vender Exports by Months		
n-	January Thru June, 1953	-	
nt	Countries January	Sec. 1	
	C. S. L. S.	alue	
00		80,611	
ne.	Departure of the second s	15,214	
10		2,988	
		1,735	
g-	Others 49	1,809	
t-	Total		
in	Total	02.359	0
or	February	Sec. and	1 2
12	Canada	71,543	
te.	Hondia	7,938	
	And a second sec	4.725	
	SUL SUCCESSION STATEMENTS	3,314	
t,		1,350	
st	Y CHEZUCIA	1.150	
	Others	622	
p;		0.00000	
25	Total	0 642	
28		10,03×	
10	Canada 1009 es	5 076	
	v cuezuela	32.070	
3	Belgium	7,370	
5	Guatemala		
e	Portugal	1.610	
n	Others 50	1,066	
A	Others 109.	2,820	
	717	ALL DAY A	
1		1.014	
el	Canada April 721 April	and and a second	
e	Deletion and the second s	4,311	
		14,630	
ř		8.623	
	A second	0.819	10.00
-	and a second second second 21 second	7.875	
	Mexico	4,090	100
r	Other states and a state of the	1.358	
	Others	1,606	100
e			
-	Total	3.312	
30.1			1.00
	Canada 830	0 112	
5	Venezuela 10	6.505	100
	THE REAL PRIME PROVIDE A REAL PROVIDA REAL PROVIDE A REAL PROVIDA REAL PROVIDE A REAL PROVIDE A REAL PROVIDA REAL PROVIDE A REAL PROVIDA REAL PROVID	3,597	00%
	APE AS IMITE A A A A A A A A A A A A A A A A A A A		
11	Others	2,625	
		1,902	1.00
	Total	0.00	
	58	3,742	1
	Canada June		
GR			2.
	Salundar	7,500	de
2	Salvador	2,935	CO
- 17	MEXICO	1,400	B.
3	C/Iners RI	2,770	CF
		2.397	2018
	The Provide Pr		
013	Half Year Total	3.466	100
			Real Property
		the second se	1.1



Invented and Made Only by

Manufacturing Company

different principle than most electric cigarette venders in that the motivation is supplied by a solenoid, not a motor.

While the first models will . Continued from page 72 vend only at a single price. Alfred Mingione said the firm is work- ported, with only a small portion in the U.S. The pouch type is, flat-pack, king-size or regular reason for the great use of impacks.

The initial model may be set to vend at one price in 5-cent increments. ABT makes the coin mechanism.

The A & A Vendor has a pointof-sale advertising feature, which may be utilized by any of the cigarette manufacturers, by the operator, or by a location to get additional revenue from local merchants.

As the first coin is inserted, an 11 by 14-inch plate behind the mirror lights up and stays lit until the selection button is depressed. The plate is glass, with the message painted on.

Mingione said the operator could work a tie-in with a cigarette manufacturer whereby the brand name would be advertised. with an arrow pointing toward the column.

At a local test installation in a service station, an ad plugging an auto dealer has been installed. Mingione added that deals could be worked whereby the operator could arrange contracts between the location and a local retailer for displaying the retailer's ad on a yearly rental basis. A & A plans to handle all sales directly from the factory. The pilot run of 35 is expected to go mostly to operators in the Plainfield area, with the first national shipments going out in March.

VENDING CO.

VICTOR'S

TOPPER

The world's

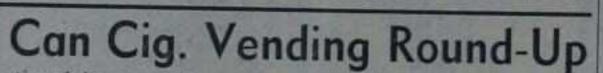
tinest bulk and

charm wendor.

At these low prices

100 or mare

\$17.00 mach



ported units is believed to be the greater knowledge of the field by American manufacturers whose units have been tried and tested. The Americans know what will sell cigarettes. One distributor said the imported units "seem to suggest better the purchase of cigarettes."

Most of the cigarette units are electric, tho there are a number of straight manual operations. The latter, however, don't usually have the selectivity and price variations the electric units provide. This factor is important in Canada, for Canadians prefer a wide selection of lines.

Behind the two leading brands smoker.

reached the popularity they have a provincial tax.

ing on a model which will vend locally manufactured, altho there however, popular in cities along at a range of prices, with one are many plans for local manu- the border where the American column capable of vending either facture as the field opens up. The influence is more keenly felt. But only a brand of English blends is used in the pouch pack.

King-size cigarettes have not been a seller in this country either. In fact, none other than American brands are sold. If and when they are, as a result of demand, it is expected that the present machines will be able to handle them.

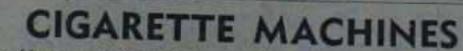
Locations vary, but industrial pots are considered the best. Then follow the restaurants, taverns, clubs and service stations.

Operators pick up their own locations thru solicitation, or oftentimes the jobbers pass on such information.

Cigarettes are more expensive taking 70 per cent of the business in this country than they are in are grouped five other brands, the U.S. For a pack of 20 they indicating the wide variety of retail for 33 cents in Toronto and choice desired by the Canadian Ontario, while in Quebec they sell for 37 cents, This is because of The Canadian smoker also pre- exorbitant taxes imposed by the fers his cigarettes in flat pack-ages, thus the "pouches" have not ference in the Quebec prices is







All machines vend King Size and Standard Brands in all columnsincluding matches. Can be set for either 25c or 30c operation.

(\$5.00 additional for 30c vending.)

INCOMES IN CASE OF TAXABLE ROWE UNEEDA Model E. 6 Cols., 168 Cap. 575.00 Model A. 6 Cols., 180 Cap. 87.50 Model E. 8 Cols., 240 Cap. 85.00 DUGRENIER KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES. WRITEL Rowe Candy Machine, 120 Bar Cap., & Cols. \$85.00 We carry a complete line of all makes of Candy Machines-Write! Our Paints Are VENDERIZED Prevents Peeling, Flaking and Rusting. All Equipment Unconditionally Guaranteed.

SPECIAL Uneeda Monarch. Vends All King or Regular Size, 6 Cols.,





VENDING MACHINES

THE BILLBOARD

OCTOBER 17, 1953



THE BILLBOARD

They're ALL VICTORS

The Finest in Bulk Vending

VENDING MACHINES

Have Newer CHARMS! **NEW DESIGNS** NEW IDEAS **NEW FINISHES** send 35¢ National Complete

Sales Agents for Sample Kit ACORN liets - Silver tipped liets - Ship-in-a-bottle light bulb-Cameo rings Record albums CHARM YENDOR parts and dttestories IMMEDIATE DELIVERY



ST. LOUIS, Oct. 10.-National Vendors, Inc., will make the first showing of its new training movies Wednesday (14) at the American Legion Club in Omaha.

Thomas B. Hungerford, Nation-al merchandising director, said the three films, in sound and color, will be shown beginning at 5 p.m., prior to the National Automatic Merchandising Association area meeting which begins an hour later.

The films are titled: "Installing Your New National," "Normal Service Procedure" and "Maintenance and Adjustment of Your Nationals.

Study Vending · Continued from page 73

proper contact would be made with other cities where cigarette venders are licensed to learn if smoking by minors had become more of a problem,

Taking the opposite stand on the effect of venders on juvenile smoking was a representative of the regional office of the P-T-A. Machines could not be properly policed, she declared.

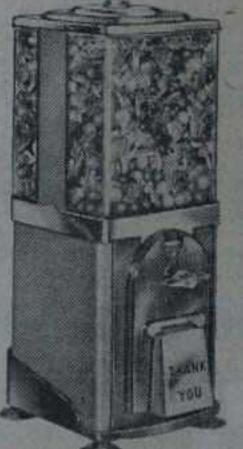
Phil Fuchs, executive secretary of the Chicago Wholesale Tobacco Association, reiterated his same "hoodlum" and juvenile smoking charges of the previous hearing (The Billboard, October 3).

Endorse Machs.

John R. Patchett, of the John R. Thompson restaurant chain, and a representative of the Chicago Restaurant Association, spoke in favor of cigarette venders. Both his chain and the association, he said, endorsed the machines. Thompson restaurants in 22 cities offer cigarettes thru venders he said. The 20 outlets in Chicago that do not now sell cigarettes and do not now carry the \$120 city license, would immediately have operators install venders if the ban were removed, Patchett stated. Fred L. Brandstrader, legislative counsel for the National Automatic Merchandising Association, took the floor to cite the since 1936. He said the influx of s56.00 per case of 4, in lots of less than 25 tobacco wholesalers into cigarette vending during the last two decades has been pronounced. With Chicago's entry in the municipal taxing of cigarettes at retail, the revocation of the anti-vender ordinance is even more important, he stated. "We are not asking complete repeal of the 1936 law," Brand-strader declared. "Instead, we ask limited lifting of the ban." This would require that cigarette venders be installed only in supervised locations, those not catering to minors. Further study of the move for licensing cigarette venders, including examination of such operations in other cities, is expected to be made during the next two weeks by the subcommittee.

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.



Lawsuit Contesting Ala. Unfair Cig Sales Act Delayed

MONTGOMERY, Ala., Oct. 10. —A lawsuit brought by a grocer in Opelika, Ala., challenging the State's unfair cigarette sales act. this week was postponed until after the October term of the

Montgomery Circuit Court. Originally the case was sched-duled for October 1, but was carried over by Judge Walter Jones on agreement of opposing counsels.

The grocer, Jerry Hilliard, was charged by the Alabama Wholesale Tobacco Association last July with violating the 1951 statute which prohibits dealers from sell-ing cigarettes below cost. Hilliard obtained a temporary

restraining order preventing revo-cation of his retail cigarette license until after the constitutionality of the act had been tested.

On the Route

Continued from page 72

trically operated units. The machines cost them from \$400 to \$500 each. To break even, they figure each unit must sell 200 packages of cigarettes at 33 cents a pack per week. The locations receive commissions ranging from 4 to 8 per cent.

They have found their ma-chines gross from as low as \$25 to \$60 a week to a high of \$200. On 35 machines gross runs from \$80 to \$100 a week.

Their best locations are industrials. In one plant the demand is so great they have a bank of six machines operating.

While industrial locations are good, they do present a number of difficult problems. For instance, Bronsten and Spencer have found that unless the machines are placed in the factory so as to be under constant supervision, there is a considerable amount of damage. In one industrial location the machines bolted to the floor were pulled off bodily (probably by means of a loading machine). The machine was broken into and cigarettes taken.



75

2538 Mission Street Pittsburgh 3, Po.

COMPANY





Bubble Ball Gum, 140-170 24r Ib.
Lito & 210 ct
Chicle Chicks, 320 & 520 ct
Bubble Chicks, 320 & 520 ct 30¢ lb. These LOW prices F.O.B. factory
150 lb. lots.
MERICAN CHEWING PRODUCTS CORP. Mr. Pleasant & Fourth Aves. Newark 4, N. L
States in succession of the second se



Detroiter Mfrs.

· Continued from page 72

fore bothering to read the instructions, resulting in some complications on location.

Vending Gains

Location owners in many instances have been reluctant to accept machine vending, since they have been accustomed to handle cigarettes over the counter, and seem to feel that is the right way to sell them. Misionary work in a virgin field is thus necessary in order to introduce the idea of vending.

TOPPER DELUXE

Twin Window Style



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE) \$57,00 per cate of 4, loss than 25 cases.

Near Time Clocks

Bronsten has found that on their 10 industrial locations it is best to put the machines near the time clock. It is absolutely necessary to have the complete cooperation of both union and management, otherwise the damage and theft rate on the machines goes up fantastically, almost to the point of putting the operator out of business.

Only nine-tenths of the potential locations give an operator a chance to break even, so that all of any value must be approached carefully. In soliciting, Bronsten points out how the machines save money, cut down pilferage of

stock and save space. Many of his locations are obtained by contacts with the jobbers. In locations, such as a restaurant, where the account wants to give up the tobacco sales, the jobber can thus save his outlet by assisting Bronsten and Spencer in with their machines.

Operators in this country can't buy stock direct. The only way that he can do so is to be a jobber himself, with the result there have been a number of jobbers going into the cigarette vending machine business. The difference in cost of the stock is 8 per cent.

Bronsten and Spencer use a telephone answering service. They operate out of Bronsten's home and the answering service gives Bronsten an opportunity of going out wherever he wants and to check for calls.

They use a station wagon which provides room for the number of machines it may be necessary to carry at any one time. However, when the station wagon wears out, it is the intention of the partners to rent autos, something that many commercial firms are now

precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK's streamlined Rainbow. 10-columns to vend tab gum, charm candies, Horsheys. **Guaranteed** mechanically.

Convert your Acorns-vend tab gum!

MANUFACTURING COMPANY 11421 KNIGHTSBRIDGE AVE CULVER CITY: CALLEORNIA PENNY KING CO.





THE BILLBOARD 76

MUSIC MACHINES

Communications to 188 W. Randolph St., Chicago 1, III,

Juke Exports Up 22% For the First Half of 1953

Canada, Belgium and Venezuela Lead in \$2,895,740 Market

first half of 1953 than they were also has become a must among for the corresponding period last juke box manufacturers, year. A total of 6,167 machines. The countries buying the valued at \$2,895,740, were shipped largest quantity of coin-operated during this period, compared to phonographs remain Canada, 5,403 machines with a price tag Venezuela and Belgium. Canada

an important factor in the plans and Belgium took 1,075 machines. of juke box manufacturers. Serv- priced at \$361,204. Cuba, Columice schools staged in overseas bia, Mexico and Peru were close countries, the increasing number behind the top three. of foreign buyers attending com Exports were not overwhelming

from the Department of Com-merce show juke box exports to huge potential market. Good quarters, indicating the market be 22 per cent higher for the public relations in foreign lands as a steady outlet.

of \$1,913,247 last year. imported 1,406 machines, valued The steady rise of phonograph at \$532,257; Venezuela bought exports has made this market 1,012 jukes at a cost of \$694,326,

CHICAGO, Oct. 10 .- Reports machine conventions, and dis- in any one month (see chart

The 1952 figures also showed headquarters, an increase of 19 per cent, com- More than 70 local operators sion continues for the rest of the them were Stern, who will divide two million dollars

Gotham Office Of Dave Stern Is Now Open

NEW YORK, OCL 10 -- A new store front was added to 10th Av. enue's Coin Row here this week when Dave Stern, Seacoast Distributors, Elizabeth, N. J., Rock-Ola outlet, opened his New York

pared to 1951. This year's figures were on hand Monday (5) to in-are approximately 30 per cent spect the renovated and decorated higher than 1951. If this expanyear, the dollar volume of juke his time between the Elizabeth box exports can be projected to and New York offices; Bob Slifer, reach \$5,800,000 which would top manager of the Gotham office. last year's \$4,100,000 by nearly and Charlie Reissner, New York service manuger.

Distribuidores y clientes en el mundo entero disfrutarán ahora de los beneficios de representación directa con la fábrica, por intermedio del Departamento de Exportación propio de la AMI Incorporated.

OCTOBER 17, 1953

Personal competente y de largo experiencia está al frente de las oficinas AMI y viajará o19 extensamente en todos los continentes para asistir a los importadores de Equipos Automóticos de música marca AMI.

740

Rock-Ola Unveils Comet Fireball Distributors Report Attendance

Heavy at Three-Day Showings

CHICAGO, Oct. 10.-Distribu- H. B. Akers and Mr. and Mr. tors for the Rock-Ola Manufactur- E. C. Kittrell, of Norfolk, Va-ing Company this week unveiled George Essayian/ Richmond, Vanation

the Comet Fireball 120 phono- J. T. Mincher and Janet an graph to operators across the Tommy Mincher, of Roanok The Comet, a 120-selection Tremer, William F. Dickinson and machine, is equipped with prac- Fern Dickinson, of Richmond, troduced a year ago, with major Johnson, Mr. and Mrs. Charles, changes in the cabinet, the tone Tate and Mr. and Mrs. Raymond, arm adjustment and the glass Baugham, all of Richmond, Va.; top. The machine was a gold Duke James, Crewe, Va ;; Boyd colored dress panel, plastic side Alley, Richmond; T. R. Cox, panels and a silver colored wire Keyesville, Va., W. O Jones and CHICAGO, Oct. 10.-Distribu- Son Antonio mesh front. The cabinet is fin- Pip Mills, Richmond, Va.; Henry tors who began showing the ished in tawny oak and trimmed Wiggins, Petersburg, Va., and the Seeburg hi-fi and standard

Phonograph Exports

d		10,25 77	The second s	State of States and
œ d	TOTAL	Half \$1,913,247	TOTAL6.167	\$2,895.
d	Total 2,454		Total	\$1,395.
	April 705 May 760 June 988	319.857	April 953 May 1,170 June 1,065	\$ 401, 544, 447,
	Total 2,589	\$ 978,539 Second		\$1,500.
	January 924 February 852 March 813	\$ 264,439	January 943 February	1953 Val \$ 462, 589, 448,
	Real Property line	First Q		

in limed walnut.

The showings October 3-5. Los Angeles drew heavy operator attendance. Also shown were the new sc- . Over 300 music operators thru-

t.p.m. records only.

from distributors who held showing. showings:

Louisville

Local operators as well as many out-of-towners saw the unveiling of the new Rock-Ola Salt Lake City Comet Fireball 120 at the H. M. Branson Distributing Company's showing this week.

and lasting three days, was well here this week at the Dan Stewart attended by operators, servicemen and their friends. Among the out-of-town visitors, all from Kentucky, were Frank Miller, Irvine; J. W. Moore, Winchester; L. L. Richardson Jr., Albany, Lewis Bogie and J. B. Whittaker, Richmond: Grant Kestler, La- ner, Idaho Falls, Idaho; Carl in Washington, Associated with Grange, and J. T. Linder, Glas- Linquist, Jackson, Wyo.; Otto Hirsh Coin are the Hirsh-Mason Grange, and J. T. Linder, Glasgow. Von C. Weddle, of New Stephens, Afton, Wyo.; George Corporation and the G-A Corpo-Albany, Ind., and J. E. Cobb of Ball, Burly, Idaho; J. K. Gowans, ration, also located at the new Sarasota, Fla., were also present. Tooele, Utah; Johnny Mabrto, address. John Toolan, of Rock-Ola, was on Helper, Utah; Mr. and Mrs. Clyde hand to help with the showing.

Baltimore

Eastern Vending Sales Company, Inc., 940 Linden Avenue, Milton Linquist, Mr. and Mrs. Al showed the new Comet 120 to Morrison, Mr. and Mrs. Harvey an estimated 375 operators and Brinkley, Larry Atkinson, Henry their friends:

berg acted as hosts.

Richmond, Va.

The Wertz Music Supply Com-pany, 1013 East Cary Street, showed operators from here and neighboring cities the new Rock-Ola Comet Fireball 120.

Company quarters were devoted the story about Framer's TV show, his firm now ranks not a in the cities sponsoring the contest will to the showing. Operators and their friends leaving out the names of Rock-the attended included: W. R. Ola, Wurlitzer and AMI. and his staff will redouble their November 1; the winners will DEPARTAMENTO to the showing. Who attended included: W. R Lampkin Ashland, Va., Ed T. Williams, Richmond, Va.; Bill Jennings, Leis Bost and Thelms H Ladd, of Norfolk, Va.; Milton H Ladd, of Norfolk, Va.; Milton H Ladd, of Norfolk, Va.; Milton H Ladd, of Norfolk, Va.; Milton

cessory lines, accompanying the out the Southern California area ing the new models this week Comet; the 120-selection Comet attended the three-day showing held showings in other cities last was Gil Semonin, Seeburg sales Wall Box, the Super Tonette of the new Rock-Ola Comet pho- week. The showings began Sep- engineer. Lynch personnel on

5312 inches high 29% inches wide new firm, disclosed that the new will continue in some sections of Blecher. and 26% inches deep. It plays 45 phonograph was, well received, the country the coming week. with a substantial amount of Here are reports from the Evonsville, Ind. Following are reports direct business conducted during the showings held this week:

Also on hand to stimulate Hirsh in New, the Pied Pipers, country and Sheb Wooley. Bigger Plant

and most of Idaho attended the has moved to new and larger The event beginning October 3 new Rock-Ola Comet showing quarters to facilitate operations. Company, 148 East Second Souta, Island Avenue, N.E., Washington October 3-5.

> Barney and John Ferrero and changed. Don Chipps, of Rock Springs, Wyo.; John Leiser, Twin Falls, Idaho: Mr. and Mrs. A. L. Kartch-ner, Idaho Falls, Idaho; Carl In Washington. Associated with Stewart, Ogden, Utah; James L. Rainey, Ogden, Utah, and Melvin Gardner, Ogden, Utah.

Guests from Salt Lake City were: R. V. Wixom, Mr. and Mrs. Mr. and Mrs. Morris M. Silver- Curfningham, Reed W. Brinton, Ray Oberhansley, Dan Peterson, and Lyle Creed.

Our Apologies

typographical error made in last Florida only last March.

the Fireball 120, which was in Val, Mr. and Mrs. William Distribs Keport HI-FI Enthusiasm at New High

Hobbs brothers of Richmond, Va. phonographs this week reported from Southern Texas saw the enthusiasm continuing at a new Seeburg models Cletober 4-5 at high.

Speaker and the new Bar Bracket, nograph at the Dolan Distributing tember 26 and some distributors hand were B. J. Nichols, man-The weight of the new model Company here. is 329 pounds and measures. Jack Dolan, president of the in three and four cities. Showings Carr, L. S. Fountain and Jack

Operators from Wyoming, Utah Hirsh Coin Machine Corporation history."

The new address is 1320 Rhode Ctober 3-5. Out of town guests were: Hobart 2-3170, remains un-

Brooke Wins 2d Decca Distributor Silver Record

MIAMI, Oct. 10 .- For the sec-Grether, John Hendricks, Alice and consecutive month, Brooke Distributors has been awarded a silver record for the best nationwide performance by a Decca dis-(Continued on page 80) tributor. The August and September prizes represent a phe-nomenal achievement in view of the fact that Brooke Distributors the \$1,000 Scholarship Award and CHICAGO, Oct. 10 .- Thru a acquired the Decca franchise for the chance to have their record

Two floors of the Wertz week's issue of The Billboard in Owner Manny Brookmire said midnight October 19 to enter the story about Framer's TV show, his firm now ranks No. 2 in the Local judges from the 40 Incorporated

Approximately 250 operators the S. H. Lynch & Company's Many of the distributors show- showroom at 414 Doloroso.

Present at the two-day showing

The S. L. Stiebel Company, after holding a showing the week before in Louisville, set up here October 5-6, and showed oper-ators the Seeburg hi-fi and standard 100-selection phonographs.

Walter Waldman, president, said. "The response received from WASHINGTON, Oct. 10 .- The operators was the greatest in our

Chicago

Seeburg's new models were shown to over 400 operators by Atlas Music Company here last week. Doors opened Monday (28) morning and were kept open to operators and their friends for the remainder of the week. Refreshments were served daily.

Orders received at the showing E Sr. Solezor, representante del were evenly divided between the standard and hi-fi models, according to Harold Schwartz, sales official at Atlas.

Present for the showing were Morrie and Eddy Ginsberg, Nate Feinstein, Harold Schwartz and (Continued on page 81)

Laine-Wurlitzer **Contest Deadline**

NORTH TONAWANDA, N. Y. Oct. 10 .- Only one more week remains in the Frankie Laine-Wurlitzer contest,

recorded by Columbia, have until



MAX LEWIN, Gerente Deportamento de Exportación AMI: H Sr. Lewis time conocimiente umplid y experiencia de Intgos añas en muchos paires en el ramo de fanágrafes autométicos



Deportamento de Exportación AMI, es producdo de la Facultad de Derecho de la Universidad de La Mabana y tiene lorge experiencia con litmas exportadores americanar de la mas alta reputación.

Un grupp competente de secretarios con conocimiento de distintos idiamos asegura otención inmediata y eliciente a todo zocrespondancia.

ADEMAS:

Todas las facilidades de la tebrica AM1 con su organización de ventes y servicios ation o su antero disposición.



THE BILLBOARD

in any language ...

The A M I is more than a national sensation in the United States of America. Pageantry of color and sparkling performance that characterize A M I are piling up profits for operators and locations in more than twenty foreign countries. Its enthusiastic reception is as universal as music itself.

ΤΟ Α Μ Ι είναι κάτι περισσότερον άπὸ έθνικὸ έντυπωσιακὸ εἰς τὰς Ἡνωμένας Πολιτείας τῆς ᾿Αμερικῆς. Ἐπίδειξις χρωμάτων καὶ ἕκλαμπρος ἐκτέλεσις ποῦ χαρακτηρίζει τὸ Α Μ Ι φέρουν πολλὰ κέρδη διὰ τοὺς χειριστὰς καὶ τὰς τοποθεσίας εἰς πλέον ἀπὸ εἴκοσι χώρας εἰς τὸ ἐξωτερικόν. Ἡ ἑνθουσιώδης ποῦ τοῦ γίνεται ὑποδοχὴ είναι τόσον παγκόσμιος ὡς καὶ αὐτὴ ἡ μουσική.

A M I findet überall in den Vereinigten Staatan von Amerika sensationelle Aufnahme. A M I's farbenprächtige Ausstattung und hinreissende Tonfülle bringen Unternehmen in mehr als zwanzig ausländischen Staaten, wo immer die Apparate verwendet werden, reichsten Ertrag. A M I's Beliebtheit erweckt, ebenso wie die der Musik, in der ganzen Welt enthusiastisches Entzücken.

Gli apparecchi A M I sono più che una sensazione nazionale negli Stati Uniti d'America. Lo sfarzo dei colori e lo splendore del suono stanno accumulando profitti su profitti per imprese dove gli apparecchi furono messi in opera, in più di venti paesi stranieri. L'accoglienza entusiastica offerta agli apparecchi A M I è tanto universale quanto la musica stessa.

De "AMI" is meer dan een nationale sensatie in de Vereenigde Staten van Amerika. De kleurenpraal en de schitterende weergave, die de "AMI" kenmerken, stapelen de winsten van de eigenaars en zaken in meer dan twintig vreemde landen op. Zijn enthousiaste ontvangst is zoo algemeen als muziek zelf is. Les appareils A M I ont fait sensation aux Etats-Unis d'Amérique. Tous les usagers sont unanimes et enthousiastes dans leurs appréciations de ces magnifiques instruments, dont les couleurs étincelantes et le son remarquable contribuent à des profits sans cesse accrus, et cela dans plus de vingt pays étrangers. Les appareils A M I sont ardemment accueillis par le public comme la musique elle-même.

A M I é mais que simples sensação nacional dos Estados Unidos da América do Norte. Em mais de vinte outros paises a gama colorida e o funcionamento brilhante, que caracterizam A M I, vão acumulando proveito sobre proveito para os estabelecimentos onde este aparelho é instalado. A entusiástica aceitação de A M I é tão universal quanto a própria música.

A M I — apparaten är mer än nationell sensation i Amerikas Förenta Stater. Briljant färgrikedom och glittrande ljudeffekt, som utmärka A M I — apparaten, höpa inkomster för personer och institutioner, som använda den, i mer än tjugo främmande länder. Det entusiastiska mottagande den rönt är lika universellt som musiken själv.

Los aparatos A M I han llegado a constituir una sensación de carácter nacional en los Estados Unidos de América. Su esplendoroso colorido y brillante tonalidad, distinciones típicas de A M I, fomentan el aumento de las ganancias de las empresas donde estos aparatos han sido instalados, en más de veinte paises extranjeros. Su calurosa y entusiástica recepción es tan universal como la música misma.

די אמי איז מער ווי א גאציאנאלע סענסאציע אין די פאראייניקטע ד שטאטן פון אמעריקא. רייך אין קאלירן און בריליאנטענע דורכפירונג וואס כאראקטעריזירן אמי בריינגט דאס גרויסע פראפיטן צו די וואס פארקויפן דאס אין איבער צוואנציק לענדער אין דער וועלט. די ענמוזיאסטישע אויפנאטע איז אזוי אוניווערסאל ווי מוזיק זעלבסט.



OCTOBER 17, 1953



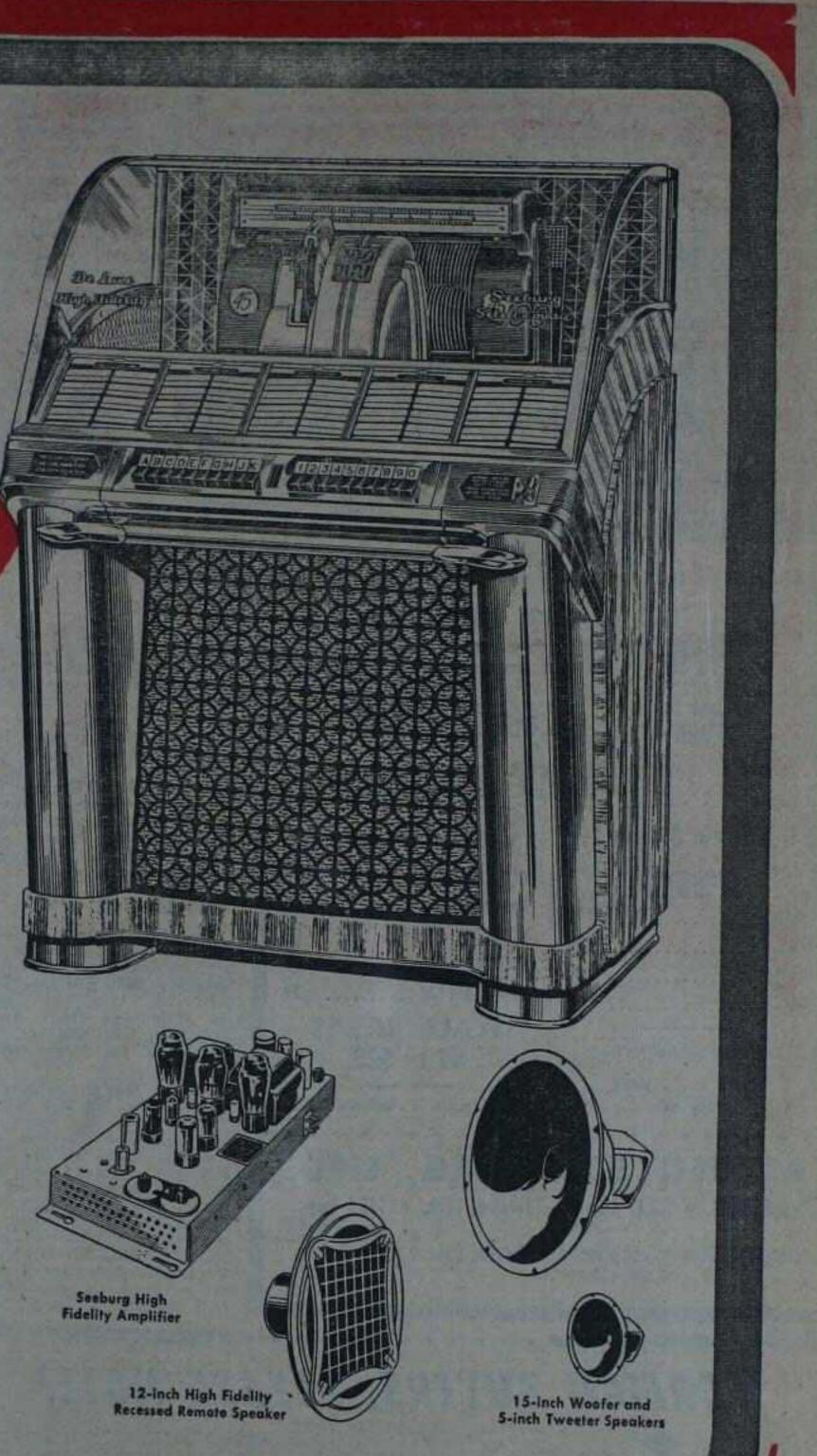
Selectomatic HFG

DELUXE HIGH FIDELITY

HERE'S THE FIRST coin-operated music system

And ... of course ... it's a Seeburg!

See . . . but, more important . . . hear the new Select-O-Matic "100" Deluxe High Fidelity at your first opportunity. You won't believe you're hearing the same records . . . you'll think you're right in the studio with the recording artist. There's a new realism and presence . . . a faithfulness of reproduction . . . a third dimension . . . from the lowest lows to the highest highs ... that will capture and hold the attention of even the most critical listeners.



Matching this tonal perfection is the stunning appearance of the Deluxe High Fidelity, completely styled in the "new look" with smart, distinctive chromium pilasters . . . another Seeburg first.

"BUILT-IN" HI-FI

It's complete. The high fidelity amplifier has wide range, low distortion characteristics. Two speakers, a 15-inch woofer for the low and middle ranges and a 5-inch tweeter for the highs, are mounted on the same cabinet baffle. For remote speakers, Seeburg supplies a 12-inch, high fidelity recessed speaker with dual, mechanically interlocked cones ... one for the low and middle ranges, the other for the highs.

ALL SEEBURG MUSIC SYSTEMS ARE COMPLETELY EQUIPPED WITH FEATURES THAT ASSURE MATCHLESS PERFORMANCE

COMPLETELY EQUIPPED or remote

control, scientific sound distribution and automatic volume compensation.

POPULARITY METER. Conveniently located at top of mechanism behind selection indicator, Disc for each record totals plays. Easy to return to "zero".

LIGHTWEIGHT SPRING TENSION MAGNETIC PICKUPSingle pickup

with dual styluses - exerts only 1/4-ounce pressure. High compliance. Unaffected by moisture and temperature. Longer record and stylus life.

EASY ACCESSIBILITY FRONT: entire title strip selection panel and straight-inline selector are easily removed without tools. BACK: amplifier may be dropped for servicing without stopping music. The entire Select-O-Matic "100" mechanism slides out easily.

CLEAN ENGINEERING Entire mechanism and amplifier may be opened at back. Amplifier may be serviced while playing by merely removing metal cover. Conveniently located handholds and loading strips make handling easier.

TITLE STRIP HOLDEBDesigned for rapid servicing. Each title strip holder lifts out easily from top. Double title strips are inserted or removed at sides.

SELECTION COUNTERKeeps accurate record of total plays for both phonograph and Wall-O-Matics. Easily read at glance. Located behind Selection Panel at right.

PILFER-PROOF COIN BOXCast alumi-

num coin-box door, steel reinforcing bezel and improved lock assembly greatly minimize tampering.

NOTHING TO CONVERT, NOTHING TO ADAPT



Rock-Ola Bows Comet Fireball

• Continued from page 76

Boston

chance to see the new Comet 120 this week when Music and Television Corporation, 1119 Commonwealth Avenue, held open house.

J. J. Golumbo, president of

GET MORE PLAY

PHONOGRAPHS

NET MORE MONEY

Music and Television, said that attendance was good and that

Operators here had their first operators from all over New England attended the showings.

Milwaukee

The Rock-Ola Comet was unveiled here this week when the Badger Novelty Company, 2546 North 30th Street, held open house for operators in the area. On hand to help make the

showing a success were Bennie Pinion, of Rock-Ola, and the entire staff of Badger Novelty.

Detroit

Nearly 300 operators and their guests were shown the new Comet 120 at the Brilliant Music Company, 19963 Livernois Avenue, during their three-day showing.

The showing included refreshments, and the Brilliant Music staff was on hand to assist in answering questions from operators.

The Gilbert Munic Company, 108 South Center Street, held its three-day Rock-Ola showing at the Hotel Tilden. Operators and guests present friends. at the Comet 120's unveiling

Bloomington, III.

were Les Montooth, secretary of A buffet lunch was served in

THE BILLBOARD

Montgomery, Ala.

The Rock-Ola Comet Fireball 120 was shown to operators for the first time this week here at 24 North Perry Street.

Among the operators and guests attending were: Marv, By-ron and Brasil Smith; Rubin Franco, H. E. Killian, Sodie God-win, Freeman Taylor, A. L. Kropp, Olin Spikes, H. H. Lam-bert, Mr. and Mrs. A. M. Mc-Crory; Cotton Thaggard, Mr. and Mrs. Wilmer Ogletree; Raymond Cohen and Rex Moore. Out-of-State visitors included J. H. Jones, Norman Stephens, George Casimus, Mildred Pugh, Mr. and Mrs. L. W. Garrett, Oscar Ard and Finley Duncan.

St. Louis

Three hundred operators got their first view of the new Comet 120 here this week, when the J. Rosenfeld Company, 3220 Olive Street, held open house for thre days:

Among those present for the unveiling were Art Ehlert, o Rock-Ola; Carl Hoilzel, Phi Weinberg, Bill O'Donnell, Berni Lansdowne, George Garner, Te Key, Dan Lansbaum, Harry Sie gel, Bill Illig, Harry Raiffie Walter Bowman, Carl Trippe and Todd Barutio.

Fort Worth

The Fort Worth Amusemen Company, 1210 S. Main Street held its Rock-Ola Comet showing Saturday and Sunday, Octobe 3-4. The event was staged i the Westbrook Hotel and wa hosted by Mr. and Mrs. Harry Hooser, E. S. Evans and Doc

New Orleans

AM&F. Distributing Company, 3118 Tulane Avenue, held show-ings of the new Comet 120 for

over 150 operators and their

were Les Montooth, secretary of the MOA; Charles Sisney, Clyde Bush, Mr. Anderson Sr., Mr. and Mrs. Frank Henry and Wes Reed, Carbajal and B. K. Duff.

Chicago

for over 400 operators.

Guest stars appearing at the showing Sunday included Harry James and Jim Lowe, Refreshments were served

David Rockola, president of Rock-Ola, assisted in greeting operators with the entire staff of World Wide. Personnel from World Wide included: Al and Joel Stern, Fred Skor, Len Micon, Phil Kutsch and Bob Kristo.

Pittsburgh World Wide Distributors, 2330 the unveiling of the new Comet North Western Avenue, held its 120 when B. D. Lazar Company, three-day Rock-Ola Comet debut 1635 Fifth Avenue, held its showing here this week.

the Franco Distributing Company. Information informati

OCTOBER 17, 1953

THE BILLBOARD Index of Advertised Used **Machine Prices** • Music Machines AMI

8	the local design of the local division of the				
e	The second state of the second state	lone of		Ireas at	
e	Mideaway	SZ45.00 375.00	fet. 3	Sept. 26	Sect. 19
e	Matei A	169.00 195.00 225.00 275.00	\$169.00 179.50 225.00 275.00	\$169.00 175.00	\$169.00 175.00
ef	Mader &	and the second sec	325.00(2)	109.50 199.50 225.00 275.00 299.50	199.50 225.00 275.00
1		350.00 375.00		325.00(2) 324.50 325.00	225.00(2)
e d	Moder 0-40	345.00		350.00(3)	325.00 329.00 350.00
-	Model D DO	695.00		4.04.04	
d	MILLS Constellation				169.50
	PACKARD Manhattan	39.50 79.50	79.50 95.00	49.50 79.50	79.50
t	7 Pla-Mor	95.00 29.50			
gr	12 Record	60.00			
n S	ROCK-OLA 51-50				
y	(422	75.00 79.00	69.50 79.00	69.50 75.00	75.00 19.00
e	1426	99.50	89.50	79.00 79.50	79.50
	1428	Section and		189.50	199.50
t.s	1432	295.00	395.00	395.00	349.50
2 (2	Hidemay	79.50	315.00	313.09	395,00
e	SEEBURG				
e	48 Blande.	225.00	225.00	225.00	225.00
٩,	HM-100 A Hidenery		349.50	369.50	
-	M 100 A 78 RPM	445.00(2)	495.00(2)	445.00 525.00	473.00 495.00
2		525.00 549.50 595.00(3)	525.00(2) 549.50	549.50 550.00 595.00(3)	549.50
	1.5. 2.6.52	342-00121	595.00(3)	STS. WUSI	550.00(2) 595.00(3)
h	M-100-8 45 RPM		625.00 725.00	725.00	865.00 695.00
			735.00	735.00	725.00
	W 100 RL	119.50	129.50	129.50	665 00 735.00 150.00
٤.,	146 Hideaway	125.00	125.00	125.00	125.00
q	148 Hidezway		185.00	185,00	
1	46 M			99.50	
1	47 M			139.50	
1	48			229.50	
I	146	75.00 99.00 115.00	99.00 115.00	99.00 115.00	99.00 115.00
I	145 S	75.00 147.00 149.50 165.00	110.00 159.50	159.50	129.50 159.50 175.00
I	147M	85.00 115.00 129.00 135.00	129.00 135.00	129.00 135.00	129.00 135.00
	147 5	R5.00		and the second second	the states
	148 Standt	295.00	195.00	225.60	225.00
	.48 H		185.00	115.60	105.00
	IAE ML	150.00 215.00	215.05	215.00	215.00
1	148 SL	150.00 179.60 89.50	179.00	179.00	179.00
1	1947 Hidraway		135.00	135.00	135.60
I	WILLIAMS .				
J	sturic Mite	100.00	100.00	100.00 129.50	100.00
1	WURLITZER			49.50	
	500	59.00	69.00	69.00	69.00
1	700 E	39.50		- 19.50	
a	750 M	69.00	67.00	59.50	69.00
	800	07.00	64.00	35.00	07100
	850	99.00 99.50	99.00 99.50	99.00 119.50	80.00 119.00
		125.00(2) 150.00	110.00 125.00 135.00 150.00	125.00 135.00 150.00	125 00 150.00
	1017 A	125.00 99.50			
	1017 Midraway	89.50 99.50	89.50 125.00	125.00 329.50	128.00 139.00
		125.00 135.00 139.00	135.00 139.00	135.00 139.00	
	1100	219.50 250.00	225.00 250.00	139.50 250.00	250 00 275.00
		26500 275:00 295.00(2)	275.00 295.00(2)	275.00	285:00 295.00
	1250	339.00 350.00	337.00	339 00	139.00 458.00 495.00
		575.00			575.00



Save Money!

SEEBURG

147M 129

Make Money!

WURLITZER 1250	\$295
AMI MODEL A	
WURLITZER 1015	99
ROCK-OLA 1426	99
ROCK-OLA 1422	79
WALL BOXES	;

80



Christian.
Among the guests from Fort
Worth were: Mr. and Mrs. Jiggs
Hamilton, R. E. Burns, Eddie
Terry and J. H. Presson. Jimmie
Woolsey, Harry Keithas, Bennie
McDonald, Cameron Franks,
Earnest Harris, Warren High-
tower, Herbert Smith, Walter
Thannisch, Bill Jackson, A. L.
Harcrow, A. W. Wright and Ruth
Spencer. Out - of - town guests
were: M. T. Cornelius, Victor Cor-
nelius, Fred Barnes, Don Hall,
E. B. Oxford and Red McCulough.

FOREIGN BUYERS, PLEASE NOTE!

New EVANS' PHONOGRAPHS NOW AVAILABLE FOR EXPORT

Abroad, as well as in the United States, Evans' Coin-Operated Automatic Phonographs are enjoying a sensationally swift rise in popularity.

Back of their phenomenal success stands our truly enviable reputation for matchless Quality and Reliability. Beginning in 1892 and throughout the 60 years since, we have designed and manufactured only the finest equipment for the commercial operator of amusement devices. These six decades of experience and the resultant high standards of craftsmanship are your assurance of dependability in Evans' Phonographs.

Here are but a few of the many advantages offered by these superior instruments . . .

- rugged, trouble free mechanisms . . .
- unfailing true-to-life Tone Reproduction . . .
- If freedom from excessive service calls . . .
- Iow operating overhead.

In your country, as elsewhere, it is projitable to distribute and operate Evans' Phonographs!

FOR COMPLETE INFORMATION, WRITE:



Neb. Guild Sets Meet

COLUMBUS, Neb., Oct. 10 .-The Music Guild of Nebraska will hold its next meeting here at the Evans Hotel, December 5-6 At the meeting, operators will discuss a public relations program, which was introduced at the last meeting in Beatricit.

Joe Zwiener, Zwiener Music Company, Columbus, and Frank Holys of Holys Vending Com-pany, will lead the discussion on

WE ARE OVERSTOCKED	WITH
USED PHONOGRA	PHS
They Must Ge Regardless of Seeburg MIGDA Selectomatic	and the second second
Seebury Model 148, Bland	175.00
Seaburg Model 148 R. C. Spe-	75.00
Santiurs Model 147 R. C. Spe- cial, Matal Cabinet	100.00
Sesturs Model M240 R. C. Special Sestury Medel Hitems R. C.	
Sentury Fre.War R. C. Special	15.00 17.00

THE BILLBOARD

MUSIC MACHINES

Meet Willie Blatt

Willie Blatt, 56, has been in the coin machine business since 1928 as distributor, jobber and operator. He moved to Miami in 1944 where he successfully operated vending machines (cigarettes and cookies) and one the area's largest music

routes.

For some 18 months in 1946 and 1947 he was AMI phonograph distributor for Florida. In the past few years, Blatt gradually liquidated his other interests in order to concentrate on muic alone.

He is winding up his second year as president of the Amusement Machine Operators' Association, an organization formed shortly before



WILLIE BLATT

he became its leader and which now boasts nearly 100 per cent membership among Dade County's coin machine fraternity.

A few months ago Blatt was instrumental, along with Joe Mangone, of All Coin Amusements, in bringing into the AMCA nearly all of the cigarette vending machine operators of Miami and Miami Beach. The AMOA business office at 811 S W. Eighth Street, Miami, now employs a secretary and two business agents, all full-time employees.

nine months and I was forced back into the shoe business. But I lost none of my enthusiason for coin machines and knew it would be only a matter of time until I took another flier.

"When I accumulated a little money in 1929, bought 100 used Imperial cigarette machines at \$5 each from a man who didn't know how to repair them. At the end of my day's work at the shoe factory, I would fix the machines, and eventually I had them all out on location. In 1930 I sold the route for \$10,000, That gave me enough capital to get back into the coin machine business, this time as a jobber."

Blatt sold new and used peanut, gum and penny novelty machines. Later he assembled games of his own design-among them Skee Ball, Supreme Skeeroll and Shoot Your Way Into Tokyo, He became Manhattan and Brooklyn distributor for Buckley wall boxes; jobbed pin games for Genco, Chicago Coin, Bally, Rock-Ola, Gottlieb and other manufacturers.

Sets Up Branches

In 1943 and 1944 he operated and distributed pin games and novelty equipment, and set up branches in Albany, N. Y.; Philadelphia, Boston, Newark and Atlanta-all under the name of Supreme Distributors. At the same time he was operating a fair-sized music route in Brooklyn.

When he rooved to Miami in 1944, Blatt intended to go into semi-retirement but instead soon found himself hip-deep in several ventures. including the AMI distributorship, and cookie, cigarette and music routes. It has been rumored lately that Blatt is preparing to step back into the distributing end of the juke box business, but he smilingly declined to confirm this. Lending some credence to the rumor is the recent shift of his company to much larger quarters at 416 S. W. Eighth Avenue, Miami. The new location gives Supreme nearly 5,000 square feet of space and a large parking Iot.

Music Route Management

Put Routemen on Their Own

By ALBERT E. DENNY

When buying records, pay cash and make the routeman completely responsible for the records he uses on his route.

That's the advice of Will e Blatt, owner of Supreme Distributors, Miami, who has developed a system of buying records for his large juke box route that is both economical and efficient.

When Blatt hires a routeman, he figuratively puts him in business, makes him responsible for the purchase of all records. The man receives an initial fund, or "bank," of \$100, and he is allowed 10 to 11 per cent of his weekly collections with which to buy new disks.

Fifteen years' experience in music operating, both here and in his initiative and ingenuity in Brooklyn, convinced Blatt of the buying records so as to get the best soundness of his approach to rec- possible numbers in order to keep. ord buying.

owner the records he wants when same time it curbs overbuying as he wants them," Blatt says, "for the routeman realizes he must who is in a better position to stay within the maximum of 10 know the needs of his customers to 11 per cent of his collections." than the routeman?'

the whims of his locations-with- for records? in the limits of his weekly budget. -and everyone concerned is sat- Iv," says Shapiro. "For example, isfied.

Saves Time, Money

routeman buy his own records," stops and devote the remainder Blatt continued, "is that the plan of the day to dropping in on the saves time and money. Because record distributors to buy disks we buy only for cash, we are and to listen to new ones. given the customary 2 per cent and labor."

above his \$100 fund was taken larger commission. I also pay from his pocket, so he reimburses close attention to what the patcons himself and holds the remaining want if they happen to tell me \$100 in reserve for future buying, while I am servicing the machine.

lections is \$1,780, and 10 per cent of that gives him \$178 for record fixed salary plus a 10 per cent buying. In the two weeks he has commission on all collections purchased \$165 worth of platters, above the quota, so there is still a credit on the books in his favor as the third preme Distributors ledger sheet week begins.

Encourages Initiative

Raoul Shapiro, a Supreme Distributors routeman, asserts the system is indeed a good one and gives the employee a feeling of being in business for himself and a sense of responsibility.

"It makes a routeman draw on his collections steady and his loca-"This plan gives the location tions happy," he said, "At the

Doesn't it take up too much Thus the routeman can cater to of a routeman's time in shopping

"Not if he budgets his time wise-Monday and Tuesday are usually my slowest days so I arrange to "Another feature in having the service a minimum number of

"I avoid stocking up on a record discount. This eliminates the need that hasn't yet proved itself. If here, too. He makes up his order for open accounts and the result- a record appeals to me and if I ing monthly statements and other have observed that it is beginning postal charges from his weekly paper work which consumes time to move on The Billboard's charts, allowance." I may buy 25 as a starter. If the But the most important factor, number flops, I can always shulget my money's worth. But if I "If you hold a routeman down were to buy 75 or 100 before the

receives \$115 in cash., The \$15 and gives the location owner a The total of his two weeks' col- That also pays off in extra play."

81

Supreme's routemen work on a

Elsewhere on this page is a Suwhich shows collections and money expended for records over a six-month period by routeman Shapiro, Blatt claims it is the simplest, most accurate bookkeeping method he has ever encountered.

A single line across the page puts an entire week's activities for one routeman in sharp focus. Blocked off are columns which reflect each day's collections from Monday to Saturday, inclusive. After that is a column showing the week's total collections. This final column lists the amount expended that week by the routeman for records, showing that the 10 to 11 per cent average is maintained. Some weeks it is less, other weeks it is more. But the total average for the six-month period approximates 10 to 11 per cent.

"Certain records," Blatt states, "have to be ordered out of town. Of the major labels, only Columbia falls in this category. The nearest Columbia branch is in Jacksonville, so we have to get those records by parcel post. The routeman is in complete charge and pays for the records and the When purchases during a particular week are especially heavy, Supreme's routemen are permitted to turn in record invoices, in lieu of cash, as part of their route collections. When new machines are set, Blatt explained, the office itself puts out the initial investment for records. Or if a location is switched from 78 to 45's, the routeman is given an extra allotment to purchase changeover records.

Forms Partnership

Fresh from his job as a shoe factory foreman in 1928, Blatt formed a partnership in Brooklyn with a friend, ostensibly wellversed in the coin machine business about which Blatt, himself, knew nothing.

We distributed the Lark, a penny, nickel and dime reel gum machine which vended a ball of gum," Blatt recalls. "We went broke in

says Blatt, is the money saved on file the 25 around on the route and the records themselves.

to 10 or 11 per cent in buying record scores, and then discover records, he is not likely to over- I have a stiff on my hands, the loss buy or to buy poor, unsuitable would be considerable if you records which do not pull nickels. multiply that by, say, 10 different It means he will stick to hits, records. Being on a budget, I numbers which have proved certainly don't want that to themselves, and also requests happen. from location owners or their employees and patrons."

How System Works

Here is the way Blatt's record ouying system works:

When a routeman is hired, he is given a "bank" of \$100 to be used in buying disks. Let's assume that the first week's collections on a route are \$855 and that the route- parade. I don't try to talk him man purchased only \$50 worth of new records, which is at least \$35 less than his week's collections entitled him to buy.

He turns into the office the recfrom Seeburg, also were on hand Matic 100W and the Select-O- \$50, and he receives \$50 in cash "a bartender will ask me for a over because you find you have the following week his collections and hasn't the authority to order "It's like a charge account in a have risen to \$925 and he has the machine out if I don't come department store," he added. "It sales manager, and the entire sales, heavy buying on hit tunes. By that by doing these little favors tempting that you find yourself

Shapiro also likes the pay-asyou-go system because it enables him to give prompt attention to special requests from location owners.

He says, "When a location owner asks me for a particul record which is little known or one that I know never will make the hit out of it. Instead, I buy the record. It never fails to build good will It's amazing how appreciative those fellows are for such a favor.

Cater to Public

as reimbursement. Thus his special number. Now, it's true spent more money than you "bank" is again at \$100. Perhaps that he's not the boss of the place imagined." spent \$115 for records because of across with the record. But I find makes buying so convenient and

05

50

Both Blatt and Shapiro cite additional advantages of buying for cash and thus avoiding open account balances.

"Open accounts," Blatt declares, bring salesmen to the office on an average of once a week. With at least half a dozen major labels represented by callers, that takes up considerable time and, more important, results in at least 20 per cent more buying than is necessary: When the statements begin rolling in the first of the "Once in a while," adds Shapiro, month, they nearly knock you

turning in his purchase slips, he of course, boosts collections for us loading up on items which you later discover are unnecessary

Shapiro points out other advantages of pay-as-you-go. "I visit every Miami record distributor at least once a week. I see the hits as they come out, buy as many or as few as I think I will need, and come back for additional copies as often as I need them. The distributors like that because they see me often and get an opportunity to sell me on any numbers they believe will click."

Blatt says the record-buying program of Supreme Distributors is certainly not designed to pinch pennies or deny the location owner the best disks available.

"On the contrary," he explains, nobody knows better than I that records are the lifeblood of the juke box buriness. We never hold back on buying records the public wants, and we buy them in large quantities when we believe they will click, and of course when they become hits.

"But we do make it a point not to waste money on bad records. We give the location owners what they want and we treat every lo-

Hi-Fi Enthusiasm at New High Continued from page 76

or the showing.

Des Moines

After showing the Seeburg line n Omaha September 27-28, Atlas fusic Company, 221 Ninth Street, et up again for the showing here, October 1-2.

Nearly 125 operators attended. Dean Borst, Bernard Luchman ind Newell Benson were present or Atlas. Reed Whitney, district nanager, and Ed Huskey, serwe engineer, were on hand for Seeburg.

Rochester, N.Y.

Davis Distributing Company et up here in the Sheraton Hot A crowd of over 250 was prese o see the new hi-fi model an ne standard.

Among operators present we Sene Spero, Dave Solomon, M and Mrs. Barney Rapp, H. Robi Nelson Cross, Bill Panter, Fre Lilano, Vincent Dalba, Alle irant and his wife; Jim Jase ou Icone, Carl Goldstein, Ja Dillion and wife: Carl Rap harles Winter, Ralph Denb Lindy Mardone, Dave Score, Jo Jaworsh, Don Sullivan, Sa ruadagnino, Bruce Daley, Pa sylvestri and Joseph Masseta.

arry Kelley, facto

Jack Madagan from Atlas. Rob- ropolitan New York area visited ert Dunlap, district manager, and Atlantic-New York last week to Roy Anderson, sales engineer, view the new Seeburg Select-O- ord distributors' invoices totaling Patic HE? (high-fidelity).

On hand to greet the operators were Meyer Parkoff and Harry Rosen, co-owners; Murray Kaye, office and service staffs.

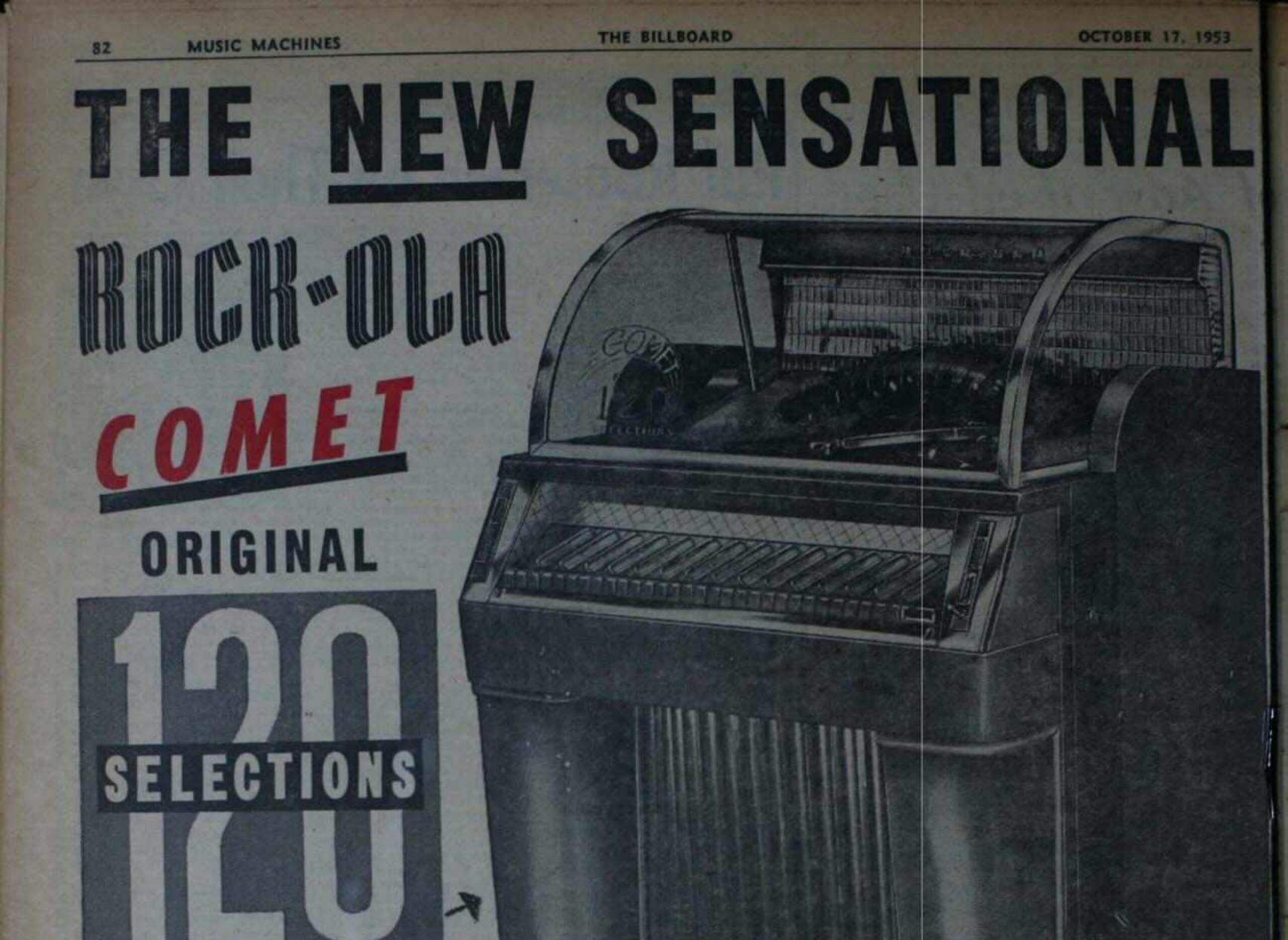
Collections & Record Expenditures

Following collection and record expenditure comparisons were taken from Supreme Distributors' books (see story on this page). Dates given are for 1952, show gross receipts and

record expenses for a route handled by Supreme's Raoul Shapiro. Chart explanation will be found in the accompanying feature story.

ny	and the second se	THERE	and the second second	in the second second				EXPEND
tel			WEDNESDAY		FRIDAY	SATURDAY	TOTAL	RECORD
5.	April 4 98.50	141.00	289.00	210.00	168.50	135.00	1,042.00	104.
int -	April 11 94.00	201.50	182.00	277.00	137.50	165.50	1.057.50	
nd	April 18	169.50	155.00	250,50	140.00	170.50		128.
1015	April 25 105.00	133.50	143.00	216.00	224.50		1,021.00	109.
	May 2 97.50	153.00	180.50	232.00	153.00	128.00	950.00	97.
re	May 9		143.50	227.50		148.00	964.00	98.
Ar.	May 16	151.50	151.00		155.50	134.00	940.50	90.
ili-	May 23	149.00		201.50	176.50	-156.50	941.50	98.
r5.			161.00	231.00	132,00	128.00	899.50	87.
ed	May 30	133.50	178.00	191.50	164.00	120.50	896.50	95.
en	June 6118.00	183.50	161.50	192.50	147.50	120.50	923.50	100.
	June 13	132,00	137.00	254.50	155.50	65.00	840.50	88.
ck a	June 20	133.50	168.50	208.00	127.00	183.00	925.00	
ala le	June 27	158.00	150.00	226.50	120.50	128.50	895.50	97.
p, :	July 4	156.00	170.00	217.00	146.00	110.00		98.
22	July 11	144.50	171.00	231.50	150.50	95.50	914.00	89,1
an	July 18	157.09	144.50	228.50	121.50		924.50	94,
m	July 25 95,50	166.50	130.00	228.00		150,00	915.00	89.3
11 2	August 1	134.00	132.00	222.50	119.00	99.50	838.00	86.5
- 5	August 8	126.50	159.00		137.00	121.50	855.00	92.1
ALC: NO	August 15 1000	121.00	100.00	225.00	150,00	77.50	855,00	88.5





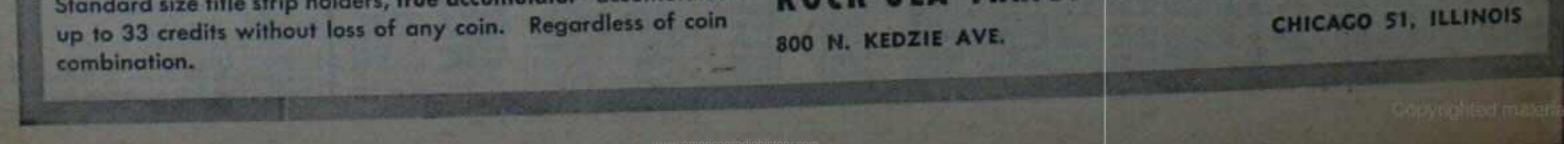


WORLD'S SMALLEST CONSOLE Less Than 30" Wide

WORLD'S SMARTEST STYLING

COMET CHROME WALL BOX

For "plus" business, used with the Comet—120 or the Playmaster. Program-reading as easy as turning book pages. Only one button for selection. Simple 3-wire hookup. Standard size title strip holders, true accumulator—accumulates NOW ON DISPLAY AT ALL ROCK-OLA DISTRIBUTORS ROCK-OLA MANUFACTURING CORPORATION



1980 TO \$500 FOR

THE BILLBOARD

THE REPORT OF THE PARTY.

10 1 m

ASC (livinef)	99.80 109.50 125.00	0ct. 3 \$49.50 50.00 75.00 99.00 145.00	Srat. 26 \$50.00 65.00 75.00 145.00	\$59.00 65.00 75.00 145.00
Ales in Stanferland	29.50 34.50	34.50		
Alt Star Baskelball (Gattlieb)	109 50		49.53	
Azuscale (United)	39.00 39.50	39.00 39.50 59.50	39.00 39.50 59.50	59.56
Arizona (United) Atlantic City (Bally)	29.55 45.00	135.00 45.00 225.00	35.00 45.00	125.00
	250.00(3) 275.00(5) 260.00	255.00 255.00 255.00 275.00(3)	250.00 265.00 280.00 285.00 295.00 325.00	259.50 280.00 325.90
	325.00(2)	280.00 325.00(2)		
Batty Face (United)	39.00 49.50 49.50	39.00 49.50 49.50	39.00 49.50 49.50	39.00 49.50
lange A-Ball (Gottigeb)	49.50 29.50	45.00	45.00	49.50
laveratie Bill (Gettlies)	29.50 34.50 45.00	34.50 45.00	34.50 45.00	34 SS
(Chicago Gale)	195.00 275.00 69.50	195.00	195.00 256.00	195 00 250.00
atting Practice	89.50	89.50	69.50	57 50
rath Data (Bally)	450.00(2) 465.00 475.00	450.00 485.00 495.00(3)	495.00(2) 500.01 550.00	469.50 495.00
	485.00	500.00		

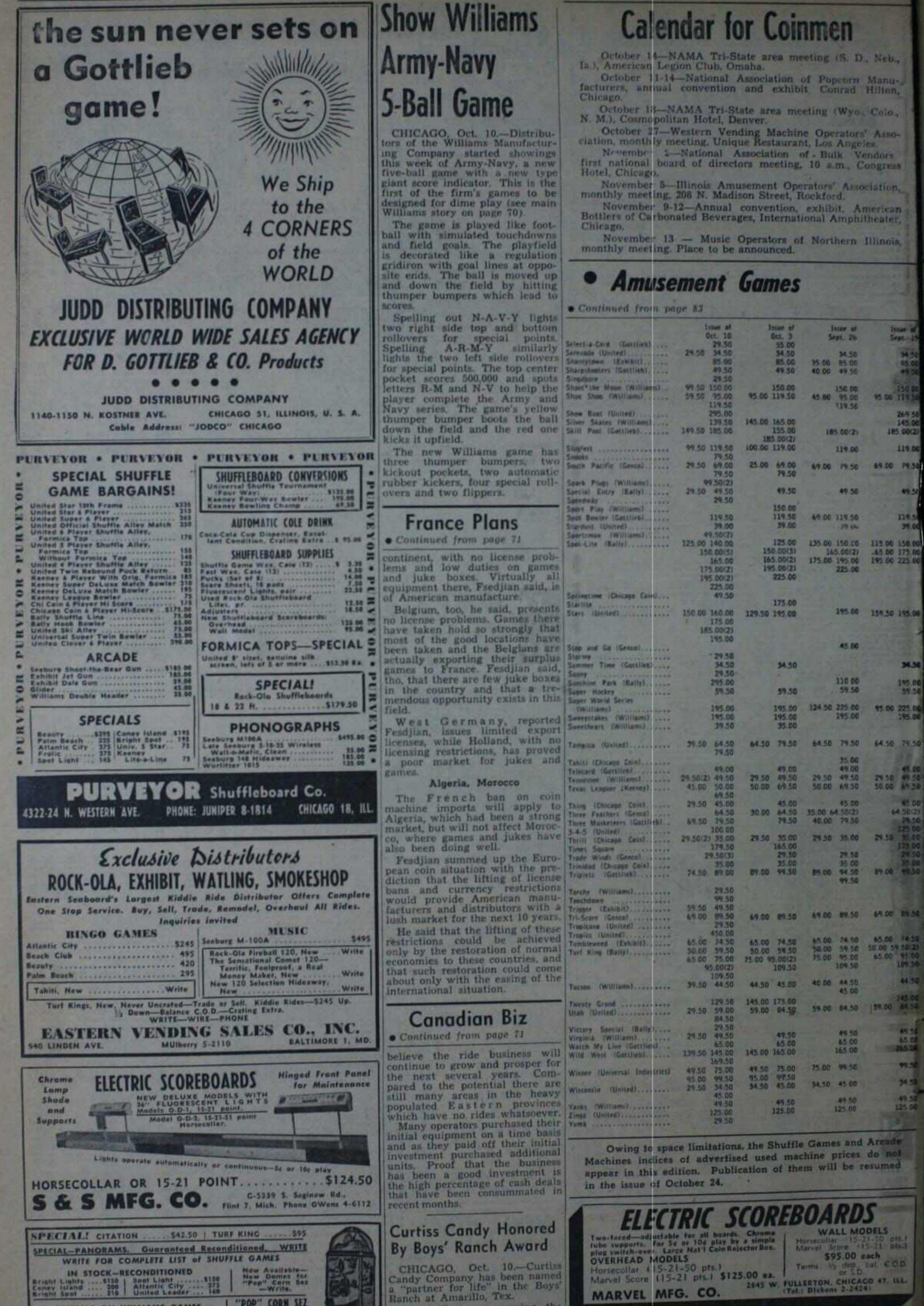
	THE BILLBOARD	COIN MACHINES	
THE BILLBOARD Index		COIN MACHINES	83 Inse of Sept. 19
	Fire Star Itumerall	49.50 75.00 49.00 75.00(2) 49.00 65.00 79.50 75.00(2) 75.00(2)	49.00 75.00
of Advertised Used	GAMES	44.50 49.50 44.50 49.30 44.50 49.50 199.50 185.00 195.00 185.00 195.00 45.00	44.50 49.58 195.00
Machine Prices	MACHINES 400 tiental	65.00 87.50 125.00 175.00 85.00 100.00 85.00 100.00	40.00 85.00 125.00
	Joe Ash Four Corners (Williams)	145.00 145.00 145.00 150.00(2) 100.50 100.50	145.00 155.00 109.58
• Amusement Games	WANT TO BUY		145.00 257.50 310.00
Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm		265.00 295.00 310.00 275.00(3) 99.00 150.00 295.00 310.00 125.00 150.00	95.00 125.00 150.00
advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends an condition of the equipment,	DEAUIT	350.50(2)	89.56
age, time on location, territory and other related factors.	We are exclusive	35.00 49.50 35.00 49.50 35.00 135.00 135.00 135.00 135.00 55.00 59.50 29.50 55.00	35.09 135.00 29.50 39.50
Inner of Oct. 10 Issue of Oct. 3 Issue of Sept. 26 Issue of Sept. 26 Issue of Sept. 26 ABC (Vented) \$\$50.00 75.00 \$49.50 \$0.00 \$50	DISTRIBUTORS Galdes Nugget (Gencal.	59.50 40.00 40.00 125.00 135.00 135.00 175.00 135.00 149.50 165.00 175.00 175.00 135.00 149.50	219.50 135.00
Ali Bata (Gettiles)	in Delaware-S. Jersey- Grant Award (Chicago Cal	175.00(2) 175.00 (2) 175.00 (2) 195.00 (2) 199.50 (195.00 (2) 195.00 (2)	55.08 195.00
(Cettifies) 29.50 49.50 All Star Backethall (Gettilets 109.50 49.50 Amoscale (United) 39.00 39.50 39.00 39.50	ACTIVE: Gattlies	- 99.50 139.50 125.00 135.00 135.00	135.00
Arcade (Bally) Arizona (United) 29.55 45.00 45.00 35.00 45.00	AMUSEMENT MACHINES CO. Harvest Moun	45.00 65.00 45.00 65.00 40.00 45.00 29.50 65.00	65.00
250.00(3) 250.00(2) 280.00 285.00 325.00 275.00(5) 265.00 295.00 325.00 280.00 275.00(3)	Phone: FRemant 7-4495 "You can ALWAYS depend on Active Hit W Raw (Gottlies)	85.00 99.50(2) 85.00 95.00 85.00 100.00 45.00 45.00 45.00 45.00 145.00 125.00 145.00 120.00 145.00	15.00 125.00 145.00
325.00(2) Rate Eace (United)	ALL WAYS!" Holiday (Chicago Gais)	29.50 45.00 45.00 59.50 45.00 59.50 59.50 125.00 175.00	29.50 59.50
Bange 49.50 49.50 49.50 49.50 49.50 49.50 89.50	READY TO GO	- 129.50 135.00 40.00 99.50 40.00 99.50 40.000 10 10	125.00 99.50 49.50
Barearie Bit (Cattlins)	Wurfitzer 1015	29.50 45.00 45.00 45.00	129.50
Batting Practice	Seeburg 146	45.00 54.50 45.00 54.50 54.50 99.50 99.50 65.00 89.50 99.50 99.50	54.58 91.58
435.00. 500.00 300.00 500.00 500.00 495.00(2) Beauty (Bally)	AMI A	- 125.00 150.00 125.00 147.50 125.00 149.50 - 29.50 45.00 45.00 59.50 45.00 59.50	94.50 125.00 149.50 59.58
3/5.00(2) 395.00(2) 425.00 445.00 995.00(2) 400.00 425.00 425.00 445.00 425.00 445.00	Wurlitzer 5-10-25c Wall Boxes (Gotting)	99.50 99.50 45.00 45.00	89.50
And Sol AS 00 49.50 45.00 49.50 45.00 49.50 45.00 49.50 <	Watch For Our	29.50 49.50 49.50 49.50 49.50 59.50 115.00 115.00 124.50 115.00 124.50 1	49.50 115.00 124.50
Billers [Dalled]	Lariat Lariat Lariat	59.00 89.50 59.00 £9.00	69.00
Bantan (Milliamus) 79.50 79.50 79.50 79.50 79.50 Bantan League 29.50 29.50 35.00 45.00 49.00 49.50 Section League (Detrive) 29.50 35.00 45.00 45.00 49.50 49.50	Exclusive A M I Dist. Ea. Pau Exclusive A M I Dist. Ea. Pau Lite-a-Lite (Center)	. 125.00 160.30 149.50 175.00 65.00 79.50 65.00 75.00 65.00 75.00	
Bright Lights (Bally) 125.00(2) 99.50 100.00 129.50 139.00 129.50 175.00 129.50 135.00 115.00 129.50 145.00 175.00	PHONE: STEVENSON 2-2903 Lucky Ineing (Williams)	140 M	75.00 139.50 84.50
159.00(3) 165.00 165.00 175.00(2) 175.00(2)	ARCADE AND LOCATION EQUIPMENT Gardiens Garden	84.50 85.00 75.00 85.00 85.00	85.00
175.00 195.00 215.00 210.00 225.00(3) 225.00(3)	(They Are Neither Checked Hor Painted) These machines offered "as is" at half of regular factory-reconditioned prices. Williams ALL STARS RASEBALL 5 50.00	74 50 74.50 74.50	74.50
Battannen / (Sattlinet) 250.00 Battannen / (Sattlinet) 34.50 34.50 34.50 Battan Bull (Sattlinet) 69.50 69.50 50.00 69.50 Battan & Sam (Sattlinet) 64.50 64.50 64.50 64.50	Scientific BATTING PRACTICE 50.00 Martin Gran	991.50 85.00 125.00 89.50 29.50 29.50 29.50 29.50 45.00 45.00 45.00	45.00 85.00 27.50 17.00 49.50
Centers (United)	PHOTOMATICS, pust war. 395.00 Scientific BASKETBALL or BASE BALL, upright floor size	49.00 49.50 49.50 84.50 49.00 49.50 84.50 84.50 125.00 125.00 125.00	84.50 125.00
Carrier Contaction 69.00 69.00 69.00 69.00 59.00 Compare (Extractor) 84.50 84.50 84.50 84.50 84.50	POKER & JOKER, upright 45.00 MUTOSCOPE, complete with Monterray (Delted)	79.50 139.50 125.00 139.50 85.00 125.00 11 129.50 49.50 49.50 49.50	29.50 5.00 125.09 139.50 49.50
Constrail Constrail <t< td=""><td>All Sales Final FREE: 1953 Catalog 200 Illustrations Milagara (Gottlen)</td><td>29.50 29.50 45.00 145.00 145.00</td><td>49.50</td></t<>	All Sales Final FREE: 1953 Catalog 200 Illustrations Milagara (Gottlen)	29.50 29.50 45.00 145.00 145.00	49.50
Christing (Detter) 39.00 <td>S77 Jenth Ave. lat 42nd St.)</td> <td>59.50 64.50 69.50 35.00 64.50 64.50 69.50 64</td> <td>1.50 69:50</td>	S77 Jenth Ave. lat 42nd St.)	59.50 64.50 69.50 35.00 64.50 64.50 69.50 64	1.50 69:50
District Collect	42 YEARS SERVICE . EST. 1912	145.00 125.00 145.00 145.00 147.50 34.50 45.00(2) 34.50 45.00(2) 34.50 45.00(2) 34 47.50 49.50 49.50	145.00(2) 1.50 45.00 49.56
Cross (Kansel)	Guaranteed Paim Beach (Bally)	295.00(2) 295.00 325.00(2) 300.00(2) 300.00(2) 345.00	50 345 00
295.00(2) 295.00(2) 29.50 30.00 35.00 39.50 35.00 42.50 39.50 42.50 8	Bright Spots	325.00(3) 325.00(3) 345.00 99.30 95.00	1 15.00
42.50 50.00 79.50 3 79.50 29.50 3 66 m 21 10 10 10 10 10 10 10 10 10 10 10 10 10	Drop Shoots, large pans, Bright Lights	35.00 35.00 35.00 29.50 40.00 35.00 36.00 49.50 99.50 50.00 99.50	49.50 35.00 99.50
Comer hannel Illattel. 1	Atlantic Citys	29.50 22.00 22.00 22.00 22.00 89.50 89.50 89.50	22.00 69.50
195.00 215.00 200.00(2) 225.00(3) 225.00(3)	ricago Coin's Match Bowler. 250.00 Putatin' Hoad (General)	45.00 45.00 40.00 45.00 22.00 22.00 12.50 22.00 29.50 39.00 39.00 39.50 39.00 39.50 39.0	45.00 22.00 39.50
Corburge (Cantilien) 109.50 109.50 109.50 109.50 109.50 109.50 Comp Set (Darage Cant., 29.55 45.00 45.00 45.00	D. & P. MUSIC CO. Quarterback (Williams)	29.50 75.00 75.00 85.00 75.00 85.00 75.0 85.00 89.50 89.50 89.50 89.50 185.00 150.00 175.00 175.00(2)	54.50 85.00 89.50 175.00(2)
25.00	E. Philadelphia St. York, Pa. Quittelle	185.00 185.00 185.00 189.50 210.00 190.00 210.00 189.50 195.00 220.00 220.00 195.0	185.09 210.00 0 220.00
149.50 125.00(2) 149.50	HERE! HERE!	397.50 99.50 99.50 29.50 39.00 39.00 39.00 29.50 39.00 50.00 59.50	99.55 39.00
	ITED CABANA, Like New. 5495.00 Racket (Gental)	79.50 45.00 79.50	57.50 71.50 91.50



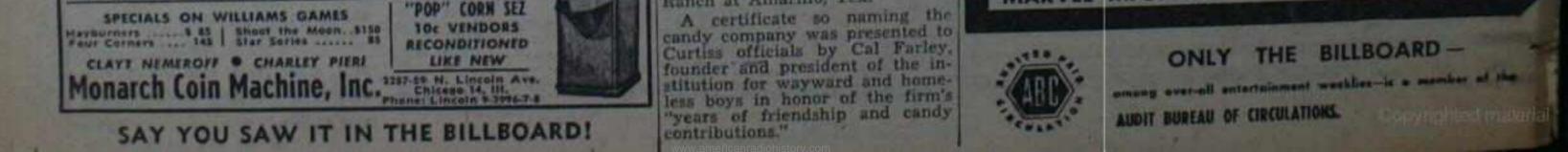


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OCTOBER 17, 1953



				The second se
	Issue of	Issue of	Issue at	These of
NAME OF TAXABLE PARTY.	Oct. 10	Oct. 3	Stpt. 26	Sept. 15
Select-a-Card (Gottlich)	29.50	53.00		
Serenade (United)	29.50 34.50	\$4.50	34.50	34.50
Shantytown IExhibiti	85.00	85.00	35.00 85.00	55.00
Sharpshusters (Gottlieb), (49.50	49.50	40.00 49.50	49.01
Singulation	29.50			
Studet" the Moon (Williams)	99 50 150,00	150.00	150.00	150 00
Shoe Shee (Williams)	59.50 95.00	95.00 119.50	45.00 95.00	95 00 11950
	119.50		119.50	Contraction of the local division of the loc
Show Boat (United)	295.00			269 50
Silver Skates (Williams)	139.50	145.00 165.00		145.00
Skill Post (Getalies)	149.50 185.00	155.00	185.00(2)	185 00(2)
and the second sec		185 00(2)	THE OWNER !	
Slugfest	99.50 119.50	100.56 119.00	119 00	119.00
Smoks	79.50	Contraction of the second	14.2.44	Sector Sector
Smith Patific (Gencal	29.50 69.00	25.00 69.00	49.70 39.00	69.00 79.50
A REAL PROPERTY AND A REAL PROPERTY A REAL PROPERTY AND A REAL PRO	79.50	79.50	69.00 79.50	Calles Calles
Court Billion Detaulution	99.50(2)	13-10		
Spark Plugs (Williams)		49.50	40.00	1000
Special Entry (Bally)	29.50 49.50	47.79	49.50	49.51
Speedaky	29.50	100 mil		
Spirs Play (Williams)		150.00	and a second	
Spot Bester (Gattliebi	119.50	319.50	69.00 119.50	119.50
Stardent (United)	39.00	39.00	278 444	39.00
Spertzman (Williams).	49.50(2)		The second second second	
Span-Lite (Bally)	125.00 140.00	125.00	135 00 150 00	115.00 350.00
	150.00(5)	150.00(3)	145.00(2)	-65.00 175.00
	165.00	165.00(2)	175.00 195.00	195.00 225.00
	175.00(2)	195.00(2)	225.00	
	195.00(2)	225.00		
	225.96			
Springtime (Chicage Caird	49.50			
Statlite		175.00		
Stars (United)	150.00 160.00	129.50 195.00	145.00	159.50 195.00
AND ADDRESS AND ADDRESS AND ADDRESS ADDRES	175.00	161.36 113.66	The second second	10120 122.00
	112 00			





COIN MACHINES 86



GUARANTEED REPLAY AWARDS

every game when 7 coins are played. **Especially** designed for locations demanding liberal Replay awards.

> COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

BLACK LIGHT Genco Distribs Show Invader, 3-D Gun Game

THE BILLBOARD

CHICAGO, Oct. 10 .- Distribu-tors of Genco Manufacturing & Sales Company have started showings of Invader, a black light gun game for regular play, Sam Lewis and Avron Gensburg, firm heads, announced this week.

Invader simulates the action of an aerial gunner and features a large, three dimension moving target. It offers 300 shots for a dime and is adjustable for 200 shots where locations may warrant. It has bonus shots for ex-cellent marksmen and this, too, is adjustable to meet location needs.

The new Genco product measures 34 by 19 by 78 inches and shipping weight is but 205 pounds. It is particularly suitable for such locations as taverns, Arcades, bowling alleys, variety stores, shopping centers, depart-ment stores and transportation terminals.

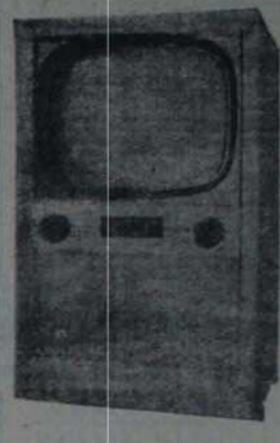
Gence also is in production on Night Fighter, a black light gun game for match play.

REACH FOR BIGGER PROFITS!

danner knows what the optrator wants and how to help him get it. For a more profitable

NOW . . Coin-Operated TV by TELE-VIEW FIRST TIME POPULAR-PRICED TELEVISION AVAILABLE FOR COIN OPERATION DIRECT from MANUFACTURER at LOWEST prices in the market

Operators Are Making \$300 to \$2,000 Per Month, Spare Time.



Newast models angineered for coin operation, in attractive decoratorstyled cabinats of 8 natural wood colors that will attract patronage in hotels, motels, taverns, hospitals, stc. . . . the self-same high-qaulity TV sets sold nationally by large chain and dirpt, stores, The Tels-View Dual-Powered Telsvision set is an established quality

1-year Waranty on picture tube and 90-day Guarantee on parts.

WRITE OR WIRE it definitely interested. Curissity seekers please do not waste tiese.

GOIN BOX an integral part of the ant-nut tacked an. Completely sealed. TAMPERPROOF, FOOL-PROOF, SERVICE-PROOF, Set plays Va hour for 25c, Takes 23 gufriars for continuous, uninterrupted operation. Capacity 540.

OCTOBER 17, 1953

WESTINGHOUSE Micarta

FOR QUALITY SURFACE.

FOR MODERN LIVENCE Resists Knecks, Scotts, Bares, Barataker, and Sheisa, NOT HARMED by Atranst, Bailing Water, Fruit Acids, Humsbeld Alkalisa, Conmetics and Ercases. INSTRUCTIONS

Wrestingheuse Misserts is a quality sizh presente glastic fantres's to restion uard mas but it is out indescravitie. Misserts is unitarned for bailing water or heat up to 272" F -- but a bai appliance or pan excit dawage it. Mearts can be easily channed with a damp chait of map and water. Do set use atraine cleaters.

receiver, with full 20 tuber, super Cascada Tuner adaptable for UHF. which insures escellent reception even in extreme frings areas.

- * No Glare-comfort bright.
- * Full Screen Undistarted Image.
- * E-Static FM * Acousticlear Speaker System ★ Lock-Tite Sync. control.
- * New Pre-Viewer mechanism, that increases revenue 200% to 400%, in hotels and motels.



SIZE

shipping.

205 lbs.

only 34 long.

Shpg. wt. only

19" wide, 78' high.

Knocks down for

87

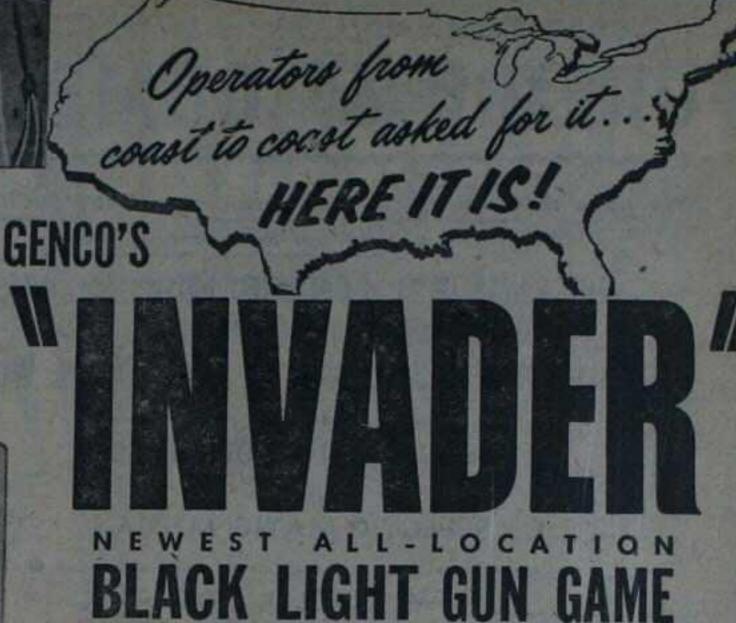
Williams Starts · Continued from page 70

manufacturer, Stern is well versed in the problems of all levels of the business from firsthand experience. Because of this comprehensive background, Stern's ideas on dime play carry added significance. One of the dime play, he said, was that it "seems to be the answer to the growing concern over whether the five-ball game can survive."

In this connection, the Williams vice-president pointed to the example learned from shuffle games.

He said; "When United introduced the shuffle alley on dime play it ushered into the coinoperated amusement game field a whole new era. I believe that one of the biggest reasons for the continued success of the shuffle game is its earning power thru dime play. Once the patrons of five-ball games, and there are more now than ever before, become accustomed to dime play, I believe the income from the five balls will be at least as high and the operator and the location owner will more than be happy with the results."

One example of five-ball dime play which has proved successful over the past six months is the Rockford area of Illinois (The Billboard, February 21), There the Lou Casola, Harold Hilde-brand and Charles Marik fiveball routes were successively converted to dime play. Plays dropped slightly the first two weeks but in every instance the income per location was much higher than it had been at any time since the war. Later these operators reported that the numper of plays in each location came back to the same rate as when on nickel play, indicating the receipts were up approxi-mately 100 per cent, Casola, Hildebrand and Marik all agreed that once they had converted the locations for as long as a few weeks everybody concerned was convinced it was a good move. Their locations combined involve over 300 games.



REGULAR FOR

All the smash appeal of "NIGHT FIGHTER"

- **B EXCITING BLACK LIGHT**
- . LARGE, 3-D COLORED MOVING TARGET
- **0** 300 SIZZLING SHOTS (easily converted to 200)
- . BONUS SHOTS-adjustable to needs of Inoition |
- . RAPID-ADD SCORING UNITS
- COLORFUL CABINET with realistic beach invasion scenet

TREMENDOUS TAKE IN ALL TEST LOCATIONS

Taverns . Arcades . Bowling Alleys Chain Dime Stores . Shapping Centers + Department Stores and Many Morel

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YOUR GENCO DISTRIBUTOR HAS ALL THE DETAILS-WRITE, WIRE OR PHONE HIM TODATI





THE BILLBOARD

COIN MACHINES

89



WE WILL REPRESENT FOREIGN MANUFACTURERS

of Kiddie Rides, Major Rides and Games for Arcades, Parks and Kiddylands who desire to sell to the American market.

RITEWAY SALES & MANUFACTURING CO.

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:



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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.

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IT'S SIMPLE AS A-B-C ...

a circulation and that the totals have been audited and

AUDIT BUREAU OF CIRCULATIONS.

COIN MACHINES igh spirited fan and frolic, GOTTLIEB'S

90

THE BILLBOARD

OCTOBER 17, 1953

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.

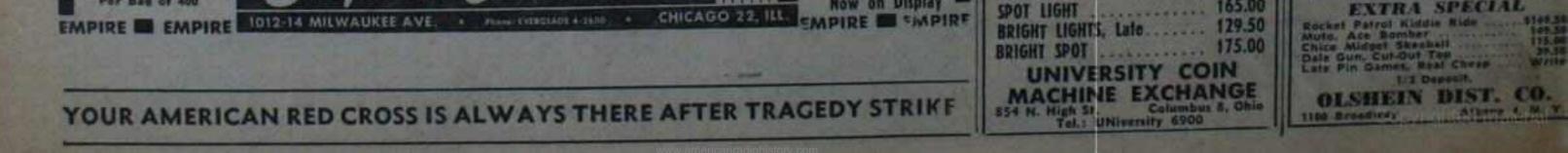
BALL IN TRAP HOLE . puts out corresponding bumper light.

> SPOT FEATURE . Roll-Over button spots sequence numbers.

> > JOIN THE FUN **AND PROFIT**

POINTS . SUPER-HIGH SCOR **3 POP BUMPERS 2 CYCLONIC KICKERS 2 SUPER-POWERED FLIPPERS**





FIRST 5-BALL

Williams

91

: (•]] • NATED E INDICATOR Lets Player See His Score at a glance!

HIGH SCORE ! POINT SCORE!

YELLOW THUMPER BUMPER BOOTS **BALL DOWN THE FIELD!**

> BALL ADVANCES UP AND DOWN FIELD BY HITTING THUMPER BUMPERS TO SCORE TOUCHDOWNS AND FIELD GOALS

* Spelling A-R-M-Y lites 2 left side top and bottom rollovers for "special"

* Spelling N-A-V-Y lites 2 right side top and bottom rollovers for "special"!

* Top Center Pocket Scores 500,000 and spots letters R-M and N-V to help player spell ARMY-NAVY.

> PLAYER CAN SPELL ARMY-NAVY without hitting top

center pocket!

COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL

RED THUMPER BUMPER BOOTS BALL UP THE FIELD!

IT'S FAST!

3 THUMPER BUMPERS! 2 KICKOUT POCKETS! AUTOMATIC RUBBER KICKERS "SPECIAL" ROLLOVERSI 2 FLIPPERS!

HINGED FRONT DOOR for easy SERVICING!

ROUND TO YOU'R SCORE WITH





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-11

SO ELAPSED 10

21

VISIT 20

WORLD

GAPITOLS

beam of light-guided by pilot to pass through the lighted buttons on backboard showing 20 world capitals, tests his skill as he attempts to go 'Round The World in 60 seconds.

A Natural Attraction for ALL LOCATIONS! **Amusement Spots! Bowling Alleys! Arcades! Carnivals! Miniature Golf Courses! Retail Stores! Etc.!** AUTOMATIC

MILES GOVERED

RETRUCTIONS

chicago

OUND THE WORLD TRAINER

FLIGHT MILEABE

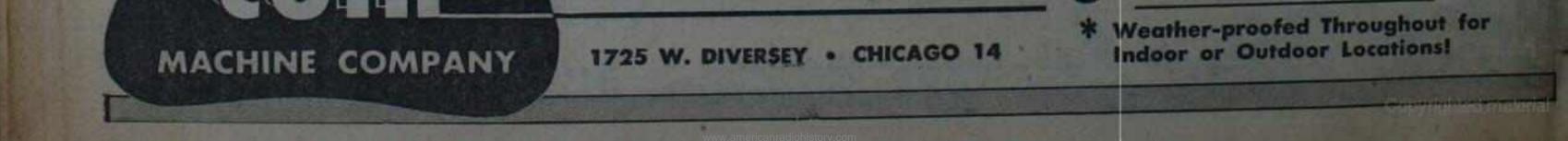
PILOT RATING

GOOD ACE

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* TESTS PROVE THIS "GUN-RIDE" DRAWS CROWDS IN ANY PLACE OF BUSINESS!

Look at these Features! **Simulates actual Flight Actions!** 2 Pilot Controls Desired Speed! **3** Specifically designed as an Adult Attraction! Simple to Understand! Simple to Operate! No Gears or Belts to go out of Order! Mechanical parts easily Accessible! Sturdy Steel Construction! **Guaranteed Pre-Tested Mechanism!**





Bally

94

It's got everything!

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FIRST

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Bally DUDE RANCH

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SUPER-UNE SECOND

STREET-ATEATER

SELECT HOW

ETTRA BALLS

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SELECT NOW

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SECOND

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OCTOBER 17, 1953

Super-Card Super-Lines Select-a-Spot Select-a-Feature 2-in-Line Scores **3-in-Line Scores 4-in-Line Scores** 5-in-Line Scores **Corner Scores** Advancing Scores Spot Roll-overs Extra Balls **Brilliant Glass Exciting Playfield** Colorful Cabine: Perfect Mechanism

11 = 1 "PRINTED" CIRCUITS SIMPLIFY SERVICE

Be sure to see the new wireless "printed" circuits-the greatest advance in pinball engineering in 20 years.



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TRIPLE

THE PRAME

and a set

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1 Same

运销管理

TRAMES 7 2345678510

UNITED'S

Fast Action In-Line Game with

New

SPECIAL

CARD

Feature

UNITED'S

3 3 0

2 - 9-116

4 0 0

5 4 0

6 PEAKER

THE BILLBOARD

KING

MORE APPEALING

Extremely Durable

FAST

SMOOTH

QUIET

Knee-Action

Disappearance

WITH

REALISTIC

COIN MACHINES

SENSATIONAL NEW

BOWLING

PINS

MORE THAN

TWICE THE SIZE

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FORMER

PINS

SZE

SHUFFLE

A - A /

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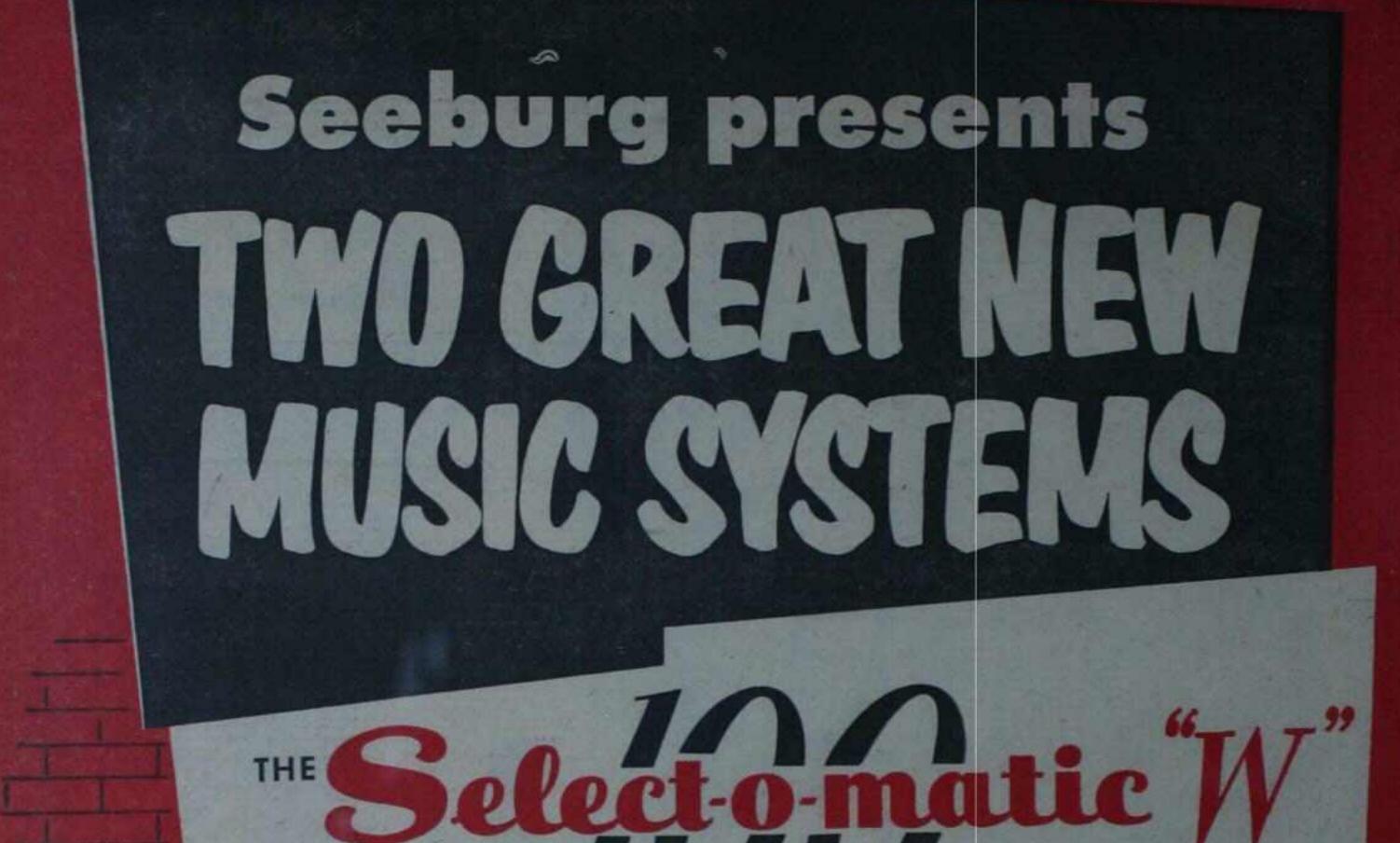
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ACTUAL 🖛 SIZE 🐲 PHOTO

Plus **TRIPLE MATCH FEATURE** 3 (0-9) \$ TRIPLE and DOUBLE Scores **5th and 10th Frames with TRIPLE Scores** Added Feature—can adjust to 5 Frame Game Strike or Spare Flasher Lights **HI-SCORE** Feature Can Pick Up 7-10 Split Hinged Pin Hood-Hinged Front Door Formica Playboard 8 FT. BY 2 FT. 9 FT. BY 2 FT. TWO SIZES SEE YOUR DISTRIBUTOR

Slandard Pinball Cahinel Sire





... the music system with the "NEW LOOK"

THE Select-o-matic HFG

DELUXE HIGH FIDELITY - the music system that has everything...including...for the first time in the history of coin-operated music...HIGH FIDELITY

> SEE TWO-PAGE ANNOUNCEMENT ADVERTISEMENT ON OTHER PAGES OF THIS ISSUE



