NEWSWEEKLY PRICE: 25 CENTS **NOVEMBER 20, 1954** THE AMUSEMENT INDUSTRY'S LEADING

Pa, Ma and Kids Are LQ REVUES' TO HIGH KICK IN TV Totin' Shootin' Irons

Coin-Operated Guns Crack Across U. S., Turn Public Into Boones, Annie Oakleys

By BEN KNAUF

for a nickel or dime.

amusement gun games and testing low the gun mount, causing the their prowess as sharpshooters, target to drop when the trigger is potting away at everything from pulled. owls to elephants

Coin-operated guns have been shooting along for more than 50 years, but never before have they been such a hit in taverns and bowling alleys, as well as in Penny Areades and amusement parks.

New Shooting Galleries This new crop of compact shooting galleries with electrically operated .22 rifles has created the biggest enthusiasm among amusement game players since the innovation of the shuffle bowling game in 1949. The shuffle bowler, still a of the production lines since favorite, lets players knock down April. New models are continually electrically tripped bowling pins with steel pucks shuffled across a 8 to 9-foot board.

Walter Tratsch, owner of A.B.T. Manufacturing Company, Chicago, producer of 300,000 amusement guns since 1925, is a walking history of the gun game business. According to Tratsch, the first coin-operated gun game appeared in New York City Arcades at the turn of the century. Electrical wires connected the gun mount with a six-ringed bull's-eye target 25 feet away. When the player pulled the trigger his "hit" was spotted on the target in one of the six rings, depending on the position of the gun when the trigger was pulled. This gun, selling for \$250 and operating for a penny a shot, was a tremendous attraction.

Penny Guns About 45 years ago, says Tratsch, the second coin-operated gun appeared. This penny gun, a pistol model, actually fired the penny at the target-an Ingersol watch covered by a strip of glass. If the penny broke the glass, the marksman got the watch, but, of course, the glass was seldom broken.

The new electrical rifle units are off-shoots of an idea originated by Eldon Dale and produced by Exhibit Supply in the form of a pistol game in 1948. The Dale principle

In a Tavern Hot Gun Play

CHICAGO, Nov. 13. - While women are among the most enthusiastic players of the new gun games, many have never fired a rifle, and thus need to be taught by their male escorts.

A local tavern owner, unaware that a game operator had moved a new .22 type rifle unit into his location, was at first stopped short by the following monolog from the

sideroom of the tavero: "Move in closer, honey, now, hug tight . . . hold your breath . . . squeezel" The owner, howon realized that play did not have to be stopped, since the guy kept dropping dimes in the gum game.

1-direct electrical contact-puts to CHICAGO, Nov. 13.-Guns are use a hidden "arm," attached to booming across the nation-new- the rod of the gun mount. The fangled, coin-operated guns that arm travels in all directions with give latter-day Daniel Boones and the swivel motion of the gun. Annie Oakleys 20 or more shots When the player has the target perfectly sighted, a point at the Thousands of adults, as well as end of the arm is lined up with an moppets, are hunching up to electrical contact on a board be-

Compact Target

A compact target set-up used on the new rifle units also originated with the Dale gun. The target field is reflected by a mirror from the bottom of the cabinet onto a glass in front of the gun, giving apparent depth to the target field.

Three manufacturers - Exhibit Supply, Genco Manufacturing & Sales Company, and United Manufacturing Company-have run an estimated 7,000 of these rifle units off the production lines since in the process of design and pro-

Target back-drops on the new gun games include everything from a carnival atmosphere to a jungle (Continued on page 83)

COLOR FILMS

NEW YORK, Nov. 13. -Production is expected to begin sometime in the middle of December on 26 episodes of Lou Walters' "Latin Quarter Revue" on film. Each show reportedly is budgeted at \$30,000 and will be shot in color by producer John Love.

The show will feature top talent from various "Latin Quarter" night clubs around the country. The name talent, of course, will be paid fees in addition to the one for their night club work. The shows are also expected to have production numbers which will utilize the lines at the various Latin Quarters.

Shooting will be done here, in Miami, Los Angeles, Las Vegas, Nev., and in Europe. A top name will be signed to emsee the presentation. The show is expected to go into syndication, but no distribution has been arranged as yet. Attorneys for the package are Marten & Singer.

The New York Latin Ouarter was used recently as the basis of a "Colgate Comedy Hour" show. However, this is the first time established night clubs will provide the theme for a regular TV film

U. S., British Clients Spar for TV Time; What About Rules?

Local Stand Vs. English Authority May Be American Interests' Boon

By LEIGH VANCE

sponsors and their subsidiaries who jockeying with their English rivals bigger play. for time on the new commercial TV network here, which is sched- mit in private conversations that uled to tee off next August.

and ad agencies already are stand- under the present plan, which calls ing in line, they are spending a good part of their time these days worrying about the effect upon them of the rules set up by the British Independent Television Authority, which will operate the system.

Rules Re-Shaped?

The prevailing feeling is that some of these rules work so much to the disadvantage of the advertic re-shaping of the regulations before too much time clapses.

These protests may culminate with any reshuffle working out to

the advantage, not only of U. S. LONDON, Nov. 13.-American advertisers, but of American TV film distributors, whose product distribute to the British market are can very well wind up getting a

Top-echelon ITA executives adthey may not be able to meet pro-While prospective bankrollers duction costs of commercial shows for advertisers to have no say about the content of programs in which their commercials will be slotted. The advertising fraternity has been excluded from participation in the programing aspects, and as a result may well balk at footing the full costs via announcements in shows they may actively dislike. Canada Set-Up

This situation is somewhat comparable to that existing in Canada, tiser that violent objections may be except that in that country, both expected perhaps even before the the State and commercial netsystem gets into operation, and that works are under the single control there may well have to be a dras- of the Canadian Broadcasting Corporation. The CBC commercial operation has been charged with "shoving TV programs down advertisers' throats" by advertisers who beef that they must buy whatever shows CBC gives them, and they have little or nothing to say about the talent used (The Billboard, November 6). CBC Chairman William A. D. Dunton has admitted that CBC is forced to pay up to 40 per cent of production costs, the money coming from a 15 per cent excise tax levied on the wholesale price of TV sets.

One result of the situation in England may be a lowering of barriers against the importation of American TV film shows in quantity. The reasoning is that ITA will not be in a position to hold out any great length of time against an active mass outery against program quality by advertisers. Also, if ITA cannot meet its production costs it will be in a very weak position to defend its operation.

As a result, British bankrollers will be able to point to the logic of importing U. S. vidfilms which have not only proved their commercial value but which, in many cases, having already had two or more runs, would be available to the British market at a comparatively low price.

Altho there already is a consid-(Continued on page 2)

NEWS OF THE WEEK

Midwest Agencies Open N. Y. Offices To Supervise Clients' TV Activity . . .

Midwest agencies continue to open New York City branches in order to ride herd on the TV activity of their clients. Two more such advertising firms are getting ready to open

Week's Big Rumor Fades as ABC Drops Idea of Buying DuMont . . .

Rumors were flying this week that ABC was trying to buy out DuMont. But, whatever consideration it had given the idea, the AB-PT board had definitely dropped it by the end of the week. However, it was still speculated that Paramount Pictures might be trying to

Rise in Distribs' Feature Film Costs Will Hike Price to Stations . . .

Since distributors will have to pay top prices to get feature films into TV from now on, they will have to ask ever higher prices of stations. In many instances they will have to put these pictures into theatrical distribution first. Further aid is found in the fact that sponsors are becoming increasingly aware of the value of

Nation's Disk Jockeys Converge On Nashville for WSM Festival . . .

The more than 1,000 disk jockeys; publishers, artists and record company executives who will attend WSM's National Disk Jockey Festival will be feted by a series of breakfasts, luncheons, dinners and cocktail parties. The twoday event will be held in Nashville on Friday (19) and Saturday (20). Page 13

Record Companies Aim for Smash Christmas Disks; Releases Heavy . . .

The diskeries have started issuing new Christmas recordings in an ever-increasing flow in an effort to come up with a smash waxing for the holiday season. They are using top pop vocalists, groups and orks in order to break thru another "White Christmas" or "Rudolph." All this in addition to the re-releases of Christmas

Major Disk Labels Cooperate With M-G-M on 'Here in My Heart' Album . . .

Good fellowship reigns in the sound-track record album field, with the major labels suddenly most cooperative on lend-lease deals with other firms, M-G-M's "Here in My Heart" album is a case in point with Rosemary Clooney, Jose Ferrer, Tony Martin, Vic Damone and Helen Traubel all loaned to M-G-M by other companies, in return for reciprocal agreements on M-G-M artists. Page 13

Livingston, Pre-Recorded Tape Firm, Sets Deal with 5 LP Mfrs. . . .

Hi-fi component manufacturer Livingston Electrodics sets deal to release pre-recorded tapes taken from the catalogs of five independent LP manufacturers. Plans regular release schedule in strong move into field. . . . Page 14

Outdoor Showmen Trek to Chi for Annual Conventions, Bookings . . .

Outdoor showmen are wrapping up their business on the home front in preparation for their annual junkets to Chicago for conventions of fairs, carnivals and parks groups as well as for booking and buying sessions Page 53

MOA President Blueprints Juke Box Record Label Plans . . .

George A. Miller, president of Music Operators of America, explained MOA's support of Barney Young's national juke box music program. Record will be made available to all operators-MOA to receive 10 cents a record sold. First record designed to test operator

DEPARTMENTS AND FEATURES

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Legit Routes 11	TV-Film 4
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Disney, Bolger **Head for North**

TORONTO, Nov. 13.-Canadian Broadcasting Corporation accepted ABC-TV's "Disneyland" and Ray Bolger filmed shows. Earlier this month, CBS cleared time for Canadian Admiral to air ABC Film Syndication's "Passport to Dunger." Swift, which uses "Disneyland" in the U. S., will also sponsor it in Canada along with Nestles and Canadian Fisheries. As in the U. S., Lehn & Fink will be Ray Bolger's Canadian sponsor.

CBS's acceptance of three American shows follows the Toronto Telegram's blast at CBS for shoving unwanted Canadian TV shows "down advertisers' throats" (The

Billboard, November 6).

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

MENTERS, BY

8 Midwest Firms Open or Expand Gotham Branches to Share Bonanza

NEW YORK, Nov. 13.-Large | services its clients in radio and TV. | Several other agencies whose major out-of-town advertising agencies, The new expansion, however, will concentration is also automotivemainly in the Midwest, continue to make the New York office a com- including McManus, John & either expand their operations or plete agency-unit to provide the Adams, and D. P. Brother-have open branch offices here, sparked same services as those furnished by opened branches here recently. The largely by the necessity for close the Chicago agency. Veepee Fred-supervision over TV and its impor-erick A. Mitchell is being trans-and Dow Chemical, two accounts tance to their clients. Latest to ferred here to head up the new which have recently made sparks make plans for New York City set-up. Out of the \$29,000,000 fly on the network level. The latter offices are Campbell-Mithun of which the agency is expected to agency has Oldsmobile, more ac-Minneapolis, and Guild, Bascom & gross in 1954, \$12,000,000 will be tive than ever this season on TV. Bonfigli of San Francisco. The lat- in radio and TV, mainly the latter. ter recently picked up \$2,450,000 in business from the Ralston Com-

Increased billings in both TV and radio have prompted Needham, Lewis & Brorby, Inc., a Chicago agency, to enlarge its local office. The firm has an office here headed by Richard Eastland which

MPPA Declines NBC's Offer of Jan. Spec Time

HOLLYWOOD, Nov. 13,-An attempt by NBC to give its spectaculars a shot in the arm thru use of a gigantic motion picture indus-

resentatives of the Motion Picture Producers' Association, offering them the 11/2-hour spectacular time erable outcry against portions of has been split between two con- run the weekend time on both the soring as usual.

show should be sponsored.

A committee was appointed by mise. the MPPA to consider doing the For the initial year of operation, protest.

Grant Agency

As a further indication of the importance of a solid operation here, Grant Advertising, Inc., of Chicago, which already has a New York office, has hired Thomas J. Maloney, former exec veepee of Cecil & Presbrey, and made him veepee in charge of its local headquarters. He brings with him about 10 former Cecil & Presbrey employees headed by William Patterson, who becomes director of radio and TV for Grant. Donald Tompkins, present director of radio and Chicago has more than ever lost TV for the agency, is expected to out to New York City and Holly- sideration by the advertiser, but be moved back to Chicago where wood. Chicago was never an im- seems to have lost out because of he may be promoted to a veepee. portant point of origination for ra- price.

in need of rather careful watching.

Early in September the Geoffrey Wade Agency, of Chicago, which handles the Miles Laboratories account, open shop here with Forrest Owen Jr. at the helm. And several months ago, Perrin-Paus Company, ulso of Chicago, opened an office Du Mont Web here. Elliot Saunders is in charge, and he functions mainly as the producer of commercials for Sunbeam Corporation, the agency's chief client.

Chicago Loses Out

The influx of these agencies is an indication of the fact that in TV, A major account at Grant is dio shows, but a number of them It is not known whether Frankie

STATIONS HOPE IT'S INCLEMENT

CHICAGO, Nov. 13.-Sno-Chaser, thru the Charles O. Puffer Company, Chicago, has placed a unique TV spot commercial campaign to run initially in 11 cities. Instructions accompanying the spot indicate the commercial is to be used only during inclement weather such as snow storms, sleet, etc.

Sno-Chaser is the brand name of the National Brush Company, Aurora, Ill., product which is designed for use by autoists in removing snow and ice from cars.

NEW YORK, Nov. 13.-Indications are that Kraft will use the Du Mont network for its new property, "Tom Corbett, Space Cadet," which most likely will be slotted on Saturday mornings. The NBC-TV network had been given con-

Dodge Motors which has several were beamed from the city con- Thomas Jr. will once more play video properties on the networks sistently thru the years. In TV, the lead in the space show. Rock-(Continued on page 10) hill Productions owns the package.

Nabisco Plans TV Expansion

NEW YORK, Nov. 13. - The National Biscuit Company is planning to expand its TV schedule still further with a strong new kiddie show beginning early next year. The new property has not yet been selected. It will be film, since the sponsor apparently plans to spot

McCann-Erickson, one of Nabisco's ad agencies, is laying out a new advertising slant for the sponsor, which the new show will be relied on to put across. But before going on the new show, the com-mercials will be tested in a 25station ride on "Sky King," the air-Western veteran show produced by Jack Chertok.

McCann handled "Sky King" for Derby Foods, which sponsored it on ABC-TV and spot stations for three years. When Derby dropped the show this year, the agency maintained the rights to it, apparently having in mind all along to use it for testing purposes. Despite its long-term ride under the Derby banner, there reportedly are only about 20 episodes in the entire "Sky King" series.

Two Accounts Change Hands

NEW YORK, Nov. 13. - The Chicago office of Cunningham & Walsh is reportedly in the lead for the fat Motorola account, which recently left Ruthrauff & Ryan. Cunningham & Walsh just recently picked up another good piece of business when Eversharp moved there from Biow.

itself the approximately \$1,500,-000 International Business Machine account which was held by

Benton & Bowles meanwhile got

Cecil & Presbrey.

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

Publishers Roger S. Littleford Jr. William D. Littleford

Managers and Divisions

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New York 38, 1564 Broadway
W. D. Littleford
Phone: Plaza 7-2800 Chicago 1, 188 W. Randelph St.
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Hollywood 26, 6000 Sunset Blvd.
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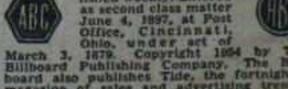
Washington 5, 1426 G St., N. W. News Bureau, Ben Atlas Phone: NAtional 8-4749 Advertising Managers

Outdoor-Merchandise

C. J. Latscha, Cincinnati
Indoor

Dan Collins, New York
Coin Machine

Hilmer Stark, Chicago Circulation Department



No. 42

British, U. S. Sponsors Spar for TV try rally has apparently failed, at least for the time being. NBC execs John West and Fred Time; What of English ITA Rules?

· Continued from page 1

January 2 for a show saluting the the plan, it is unlikely that any tractors. One runs an outlet from Northern stations. industry, each studio to put its early change can be anticipated. Monday thru Friday, with the own stars on the screen. NBC With half the country's political other taking over for weekends. offered to put \$150,000 of its own corces ranged against commercial money into the program, with TV in any form, it may be some Hazel Bishop and Sunbeam spon- time before the facts of life percolate into direct action.

MPPA turned down the offer, the first "program contractors" who groups, an immediate howl of pain leading contender in the field. But time factor necessary for the pro- will run commercial TV in Britain. sprang from anti-commercial inter- Collins is known to think the cost duction of such a show being given In making its selections, while ests. Already spurned candidates of maintaining an outfit to air proas one reason, altho reportedly fighting its way thru a baffling for the contractors' slots, like the grams on only two days a week several producers were unable also web of technical snags, ITA had recently formed powerhouse comto get together on format and an unenviable task, and its choices bine between Val Parnell's Moss whether or not an industry tribute are regarded the result of a curious Empire circuit and almost every mixture of courage and compro-

program in three or four months, ITA has authorized separate staat which time the producers would tions in London, Manchester and have to assume the full \$300,000 Birmingham. To avoid charges of monopoly, control of each station

possible contractors, ITA has re- offered to Norman Collins' Associvealed names of only three thus ated Broadcasting Development far. As two of this team were Company, which previous to the After considerable discussion the Meanwhile, ITA has named the powerful Conservative newspaper other top show business interest, it is possible the Winnick-Kemsley have joined in cries of baffled group may take over the third

Split Weeks

ing Relay Services (Rediffusion) and Associated Newspapers is expected to have the London station from Monday thru Friday, while cinema boss Sidney Bernstein's Granada Theater group will likely hold sway over both Manchester. hold sway over both Manchester

Maurice Winnick and Kemsley death. What isn't clear is-whose Newspapers is understood set to death?

This leaves only London's Saturday-Sunday spot free. It is be-Altho this system allows for six lieved this plum was originally appointments had been deemed the would outweigh the benefits.

At date of writing there has been no decision on this point, but weekend pitch, or Bernstein may concede one of his Northern terri-The alliance between Broadcast- tories to Collins. A third possibil-

Meanwhile, with the birth of the new baby just about nine months off, one fact is clear. Britain is in commercial TV, if necessary to the and Birmingham in the same new baby just about nine months The tie-up between impresario commercial TV, if necessary to the

CBS-TV OFFERING NEW DISCOUNT PLAN

Web's Time Rate Allows 25% Off Gross Dollar Volume as Lure to Big Spenders

first time in network video, a web, probably Toni. NBC-TV will un-CBS-TV will allow a discount on doubtedly have to follow the lead gross dollar volume in place of the of CBS-TV, its chief rival. NBCusual discount on the use of sta- TV allows a discount based on tion-hours and consecutive week consecutive use of time and aggresponsorship. The network now al- gate percentages, that is, the total lows a maximum discount of 25 of the hour rate charged for proper cent, by combining the 15 per gram periods used during the cent given for 90 or more station week. Its discounts also combine hours per week and the 10 per to 25 per cent. cent given for 52 weeks' continuity of sponsorship.

In lieu of these, a sponsor who averages \$100,000 or more weekly for 52 weeks in gross time charges tion of the other two discounts. To for 52 weeks in gross time charges will be allowed a 25 per cent discount, which amounts to the same thing. The offer will be of value only to the larger advertisers who have more than one nighttime net
*37,500 per episode. The show is factor in the surrender of half the subscription rates and canada. All foreign show by Philip Morris Ltd. to show by Philip Morris Ltd. to station-hour discount advertisers who have more than one nighttime net
*37,500 per episode. The show is factor in the surrender of half the subscription rates and canada. All foreign show by Philip Morris Ltd. to show by Philip work show or a combination of shows. In actuality, it is less be- running is considered to be rather able twice during the same week nighttime and several daytime cause advertisers pay 60 per cent high. Its first run price is said to on days which follow each other. stanzas being telecast.

Advertisers who would immedi- shows. ately qualify at CBS-TV are Colgate, Chrysler, General Foods, shortly.

Actually, the new CBS-TV dis-

count on dollar volume would of "I Love Lucy" are being offered per-thousand fairly expensive.

NEW YORK, Nov. 13.—For the Ceneral Mills, Westinghouse and rest time in network video, a web, probably Toni. NBC-TV will undensity will allow a discount on doubtedly have to follow the lead Sold at 37G Each

CBS Offers Sunday Slot, Which Would Give Airings Twice Weekly on Network

of the hour price for half-hour shows.

The new plan goes into effect of about \$7,500 less, with the shortly.

Its first run price is said to on days which follow each other. Billhoard Publishing Computation asking price for the program, it on asking price for the program, it undoubtedly will sell the situation-shortly. show to be slotted in an afternoon

NEW YORK, Nov. 13.-Reruns time period, might make its cost-

(Continued on page 10) vol. 56

HOTTEST RUMOR OF YEAR

ABC Buying Du Mont? The Answer Is But No

The hottest rumor of the year International Telephone and bit the trade this week: ABC Telegraph, General Teleradio, was buying Du Mont. Well, it's Westinghouse, and Paramount not going to happen.

Paramount Theaters board was Mont Labs. apparently toying with the idea for a couple of days. But by subject of widespread speculathe end of this week it was tion this week, but the conclear that it had dropped it sensus of trade observers discompletely.

seemed to be considerable unrest in the Du Mont camp. The the Du Mont situation was said Du Mont board was locked up to be the Pittsburgh station, in confabs almost all week. And no Du Mont brass was making any comment.

the meetings was the very impact of the report which had hit many of the dailies and all of the trade press from coast to coast. It is also likely that the critical condition of the network, which is now hard last year, was getting a serious going over.

Many Have Tried

out was rampant. Such rumors bear. have, of course, circulated the trade on and off for years, terests not now operative in the Variously named as potential trade are trying to move in on buyers in the past have been Du Mont.

Pictures which controls the The American Broadcasting- Class B, non-voting stock in Du

The last two were again the counted the possibility of West-Nevertheless, there still inghouse's making such a move. Westinghouse's sole interest in WDTV.

For Paramount there is much to gain in the Du Mont organi-Conceivably the subject of zation, according to the best trade opinion. Aside from the broadcasting division, Paramount would get the manufacturing outlet of its own by which to exploit its Lawrence tube. In the broadcasting end, Paramount would be adding pressed to pass its billings of the three Du Mont stations to its KTLA, Hollywood, and still be allowed one more VHF. It would also gain a network operation in which it could bring Yet, talk of a Du Mont sell- its production know-how to

Still another bet was that in-

'HOWDY DOODY'

New Canadian Version Backed by Five Sponsors

of five different products are back- changed to suit Canadian younging the five-times weekly presenta- sters. For instance, instead of Buftion of a Canadian version of falo Bob, emsee will be Timber "Howdy Doody" over the entire Tom, a young Canadian forest Campbell Soup. Chocolates, Standard Brands and Shredded Wheat, placed by three agencies, Cockfield-Brown, Stanfield of Montreal and MacLarens.

The show gets under way Tuesday (15), with new scripts written for the Canadian market, in the same slot as that of its American counterpart, 5:30 to 6 p.m. Frank Fice produces and Cliff Braggins is scripting. To put show on its way. Ed Keen and a U. S. staff have been here to provide assists. Each one of the shows will include film inserts on nature and travel subjects.

Offer 'Willy' To Sterling

NEW YORK, Nov. 13.-Dancer, Fitzgerald & Sample this week was jected to the Senate Interstate and the Senate into executive session trying to persuade Sterling Drugs to pick up half of "Willy." The attempt to report the nomination McCarthy's (R., Wis.) censure. show is now sponsored by General favorably to the Senate Thursday However, there were no indications Mills in the 10:30-11 p.m. time (11). Under Senate rules, such this week that such action will be period on CBS-TV. The first few committee reports must be unani- taken, especially since Senator films in the series were fairly weak, mous unless the Senate is in execu- Bricker, who has been pushing for but its new shows are said to be tive session. coming thru much stronger from Senator Johnson's move is said week for a tour of Australian Desilu, its producer.

TORONTO, Nov. 13.-Sponsors | The characters have even been CBC TV network. The sponsors ranger with a great fund of inforinclude Monarch Cake Flour, mation on outdoor life. Trouble- plished thru use of mats and su-Fry-Cadbury maker Phineas T. Bluster remains, perimpositions. while a puppet known as Mr. X provides the educational element er character, inheriting the powers own 20-second commercial, and

ABC-TV Execs in Scramble With Sponsor and Show Give and Take

ABC-TV execs this week working son show, "Come Closer." Both son Department Store. overtime erasing and penciling in Wright and Nelson are left homenew changes in the network roster. less by the new sponsor buys.

The Sunday night quarter-hour hole, formed by Packard-Studebaker's cancellation of the Martha Wright show, is being plugged by the sale of the 15-minute time slot to Ceba, Inc., pharmaceutical firm, for a new documentary type medical drama series.

tional Studios in Hollywood.

Sugar Bowl Buy

The web also this week sold The auto firm last week de- one-third of its Sugar Bowl game cided to drop the Wright stanza on January 1 to American Chicle December 5 in order to pick up the Company. It also closed another tab for "TV Reader's Digest," one-shot deal by pacting Chrysler

NEW YORK, Nov. 13.-A minor | which will bow January 17 in the | as bankroller of the November 25 give and take in the realm of pro- Monday 8-8:30 p.m. period cur- Thanksgiving Parade that will be graming and sponsorship had rently occupied by the Jimmy Nel- staged in Detroit by the J. L. Hud-

> Switching to the debit side of the ledger, the web this week be-The Ceba Sunday night show gan preparing to hoist distress sigwill be produced live by Charles nals on its Walter Winchell show. Dubin. The "Reader's Digest" se- Tho nothing is definite yet, it looks ries, owned by Chester Erskine, as if Gruen may ankle the stanza vill be filmed at American Na- upon expiration of its current cycle. ABC, however, doesn't foresee much difficulty in getting a replacement when and if it's faced with such a necessity.

On the programing side, the web is mulling the idea of coming up with two new half-hour drama series. One would be a half-hour version of "Pulitzer Prize Playhouse," to be produced by Alex Segal, while the other would be "Cafe Istanbul," a video version of the cloak and dagger item which ABC Radio once aired with Mar-

lenc Dietrich.

BOON TO SPOT USERS

Low-Cost Animation Process by Courneya

low-cost animation process which enjoying his chow. may reduce the price of TV spots | Cost of the process is 10 to 15 by as much as 90 per cent was un- per cent of regular animation, veiled this week by Jerry Courneya | Courneya declares, or \$150 to \$200 Productions.

promises to be a second big factor certain types of ads, especially ones in raising the quality of local com- which utilize a sponsor's product mercials and spots. Volume of that has an identifiable person or increased with the considerable Records, for instance, the dog lowering of production costs that could now talk back to His Masthe new methods portend.

No expensive hand drawings are required for the Courneya process, called Syncro-Vox, which is limited to lip animation. The Courneya Culligan for utilized, the animation is accom-

Any product with a face can be made to "talk." In a demonstration film the Quaker on a in history. Princess Haida is anoth- Quaker Oats box reeled off his (Continued on page 10) the dog on a can of canine fodder

HOLLYWOOD, Oct. 13. - A gave a spiel on how much he was

for a 20-second spot as against the Altho limited in use, following present price of \$1,800. Ad men last week's display by Telemat who have seen the demonstration of its new 10 and 20-second spots are impressed by the low cost and (The Billboard, November 13), it believe it will prove a boon for TV advertising is also likely to be animal on the label. On Victor ter's Voice.

> Big drawback of the process is (Continued on page 10)

NBC-TV Mgr. Of Nat'l Sales

NEW YORK, Nov. 13. - Mat-thew J. Culligan, director of sales for "Today," "Home" and "Tonight," is being promoted to national sales manager of the NBC-TV network, a post previously unfilled. The network sales exec will move out of his current posibeen named.

Culligan will function as a sort WCBS-TV here. of trouble-shooter, with his special preserve the NBC-TV daytime opcharge of network sales.

RESTLESS PEOPLE

Alfred J. Seaman, veepee and creative director of Compton Adertising, has been elected to the board of directors of the agency. . Sylvester (Pat) Weaver, NBC prexy, will address the advertising Club of Baltimore on Wednesday, November 17. Weaver will discuss color television at a luncheon at the Emerson Hotel. . . . Robert R. Brown has joined NBC's department of information as manager of institutional publicity, moving over from the post of publicity supervisor of W. R. Grace and Company. . . . Edward I. Clark, Headley-Reed TV account exec, and Barbara Strohhecker, BBD&O secretary, were married on November 6 in New York City.

F. Robert Fenton, previously with Magazine Management Com-(Continued on page 10)

Chevvy Drops 250G Account

NEW YORK, Nov. 13.-Reports are that the local Chevrolet dealers' organization here has been distion with the three participation banded. The result has been the shows, but his replacement has not immediate cancellation of some \$250,000 worth of business at

The video station, however, has gone out and immediately sold the eration which has been sorely in time. Piel's Beer picked up Chevneed of supervision. He would re- vy's "News of the Night" thrice port to George Fry, veepee in weekly which gives it the strip Mondays thru Saturdays.

GOP Thrown for Loss Seeking McConnaughey Nomination OK

WASHINGTON, Nov. 13.-Sen. policy to delay action on all major firmation of George C. McCon- chance that McConnaughey's nominaughey as Federal Communi- nation will be vetoed. cations Commission chairman while Republicans could still press for

to be in line with Democratic party atomic energy developments.

John W. Bricker (R., O.) ran into nominations until the Democrats a Democratic roadblock this week take over control of Congress next in his effort to win Senate con- year. A delay might increase the

Republicans still control Congress. confirmation of his nomination this The roadblock was thrown when year if Senate Majority Leader Sen. Lyndon Johnson (D., Tex.) ob. William Knowland (R., Calif.) calls Foreign Commerce Committee's following the vote on Sen, Joseph confirmation, will leave town this

NEWS IN BRIEF

Michael Dann has been promoted to the post of director of program sales for NBC-TV. He formerly was manager of network programs for the web.

Zenith's Phonevision system of subscription TV is being exported to Australia and New Zealand. The these lands still do not have television on the air, Zenith has closed a deal with the Rola Company of Melbourne, whereby Rola will set up a new subscription TV corporation which will be licensed to Zenith's patents.

The National Association of Radio and Television Broadcasters this week supported the FCC's proposals giving TV stations the right to operate private inter-city relay facilities. In comments filed with the Commission, the NARTB stated that privately operated facilities would cost stations less than the present common carrier facilities.

Retail sales of TV receivers totaled 986,-

136 units in September, a new record for the month, bringing sales in the first nine months of this year to 4,645,063 units compared with 4,300,360 sold in the same period last year, the Radio-Electronics-Television Manufacturers' Association reported last week. Retail sales of radios were up in September, but nine-month sales of 4,032,704 radios were still running behind last year's figure of 4,426,186 receivers sold in the same period.

The Federal Communications Commission is mulling whether it should control the nation's some 300 community television systems. FCC Commissioner John C. Doerfer told the National Association of Railroad and Utilities Commissioners this week that the systems might be hampering development of stations in some smaller communities and that while he opposes control at present, he will not close his mind on the subject until all the arguments are presented.



NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

Upward Price Cycle Due on Feature Films, Says Distrib

AAP Exec Sees Squeeze Coming, With Theater Releases Common Practice

NEW YORK, Nov. 13 .- Distrib- situation. That is that sponsors are 30 and Hygo's "Big 10," have bigger money to get feature films value of feature films. to have to ask higher prices of sta- tures almost entirely as spot car- And in cases where the first-run tions and, in many cases, put the riers. There were only a few ad- sponsors are not paying the full pictures into theatrical distribution vertisers, such as Thrift House, cost of the films, the stations' defibefore releasing them for TV, which bankrolled features in their cits are usually small enough so while stations will be forced to pass entirety. As a result, stations could that they are assured of making along the boost to sponsors.

by Eliot Hyman, president of Associated Artists Productions, which is operating in the TV, theatrical and non-theatrical fields simultaneously, one of the few outfits to

Hyman sees one major consolation to stations in this rising price

Other Merger Reports Follow MCA-UPT Talks

Latter Deal Said To Be Reaching Decision Stage

HOLLYWOOD, Nov. 13.-Talk in the industry about imminent consolidations among TV film distributors had gathered momentum by the report that MCA-TV is negotiating to buy out United Television Programs. Since that story broke last week, both firms have been reported to have received still further offers, to sell out to the former and buy out the latter.

been going or between MCA and tinent. UTP. A decision one way or the other is expected within two weeks.

The plan seems to be to consolidate the two sales forces, which would result in a total corps of about 55 men. This would be the largest full-time staff except for Ziv-TV. The main point in all these maneuvers seems to be to build up stronger front against Z.v-TV, which is still the most potent force in syndication.

The tie-up would result in one of the largest single bundles of half-hour products. Over the past year, UTP and MCA-TV have been the hottest rivals in sales of station

For Jack Gross and Phil Krasne, the tie-up would mean a highly prof table capital gains deal. Just how all this would affect the Cross-Krasne production operation was not clear at this stage.

AFTRA Names Committee on Kine Re-Uses

NEW YORK, Nov. 13. - The American Federation of Television and Radio Actors has appointed a committee to review its policy on the re-use of kinescopes. The union granted permission for kines of "Tales of Tomorrow" to be bought by Eversharp from the Tee Vee Company, and several requests for the re-use of other kine-shows are pending.

Co-chairmen of the AFTRA committee are Alan Bunce and Clayton Collyer. Members are Matt Crowley, Vinton Hayworth, Travis Johnson, Jim Lewis, Elisabeth Morgan, Conrad Nagel, Sally cies and sponsors since producers mums would be based on the num- Walter Pidgeon, president; Leon the tab for only about 365,000 to Sweetland, Frank Thomas Jr., Frederic Tozere and Ned Wever, cost increases themselves. The board has also requested the Central and Western sections to lywood employment is demon- ual payment raises will be asked ler, treasurer, were all re-elected Still in the planning stage but appoint similar committees.

utors are going to have to put up becoming increasingly aware of the found ready sponsor customers to

This opinion was expressed here their spot traffic could bear.

Now Sellers' Market

that came into TV in the past log of over 200 feature films, all of year, notably General Teleradio's

pick up the first runs in almost into TV. As a result they are going Two years ago stations used fea- every one of the major markets. only pay as much for features as money from spots riding the subsequent runs.

In its four months of operation, But the new feature packages Associated has accumulated a cata-

(Continued on page 10)

Ziv Dubbing Marks Internat'l Expansion

NEW YORK, Nov. 13.-Ziv-TV In West Germany, "Favorite bing of four of its shows into wide telecasting. French, Italian and German. In In Italy, all four shows were sold

distribution subsidiary, which will try. cover the Netherlands, Belgium new firm is headed by Joseph Brandirector of Philips of Holland.

The several deals, involving "Mr. District Attorney," "Favorite Story," "Boston Blackie" and "Cisco Kid," were worked out by Ed Stern, head of Ziv's international division, who recently returned It is now certain that talks have from a six-week tour of the Con-

Alien Sources In Hyman Deal

NEW YORK, Nov. 13.-The 83 Spanish pictures that will be disductions were obtained in a deal with Mike Frankovich, producer of the forthcoming "Deadlock" with Jean Simmons and Stewart Granger. Associated's 40 German pictures were acquired from Emil Lustig of Mainz Films.

ciated, said all of these features the NTA library, which includes were produced within the last 10 "China Smith," "Orient Express," years. They are now all being "The Passerby" and 158 features. dubbed in Europe.

this week was all set to expand its Story" has been sold to North international operation into Europe. Deutschland Radio of Frankfurt, It will immediately begin the dub- which originates shows for nation-

Germany and Italy, Ziv shows have to Radio Audizione Italian, which been booked to debut next spring. originates shows in Rome or Milan In France, Ziv has set up its own for transmission thruout the coun-

The French branch plans to put and Switzerland as well. Titled French sound tracks on at least Ziv International of France, the three of the four shows next year.

NEW FEATURE PACKAGE

Seven RKO Pix to Hit Market at Top Prices

Another seven big feature ure" with Sonja Henie and films, two of them starring Gary Michael O'Shea, 1945. Cooper, seem to be heading for TV. But the asking price is high, and there are still theatrical commitments that would have to be protected for about each, more than has ever been

The pictures, all of which RKO Radio, are: "Woman in Saland's Independent Releasing the Window" with Edward G. Company, and to buy these out Robinson and Joan Bennett, would, of course, make the cost 1944; "Along Came Jones" with impossible. Gary Cooper and Loretta Young, 1945; "Belle of the Yu- cently reported to be close to kon" with Randolph Scott and this deal, but apparently it Gypsy Rose Lee, 1944; "The didn't pan out. Eliot Hyman, Stranger" with Edward G. Rob- head of Associated Artists Pro-Cooper and Teresa Wright, to meet these steep terms as 1944; "Tomorrow Is Forever" well as any other TV firm. The with Claudette Colbert and Or- bidding is evidently still going son Welles, 1946; "It's a Pleas- on.

The negatives are now owned by Moulin Productions. It is reported that Moulin toppers have been offering the TV paid to get features into TV.

Further, the re-issue rights were originally released by are still in the hands of Nat

General Teleradio was reinson and Loretta Young, 1946; ductions, is a minority partner "Casanova Brown" with Gary in Moulin, but he would have

5 PLUGS FOR 5 DAUGHTERS

Ziv Builds Cantor Bally Around Family Pattern

NEW YORK, Nov. 13. - An | "Five Daughters Club," of which "Eddie Cantor Achievement Cantor is president, and whose Award" for local families with five motto is "we're outnumbered, but daughters is the top exploitation we love it." Higher awards would scheme in the promotion kit put be forthcoming to the extent that out by Ziv-TV for the "Eddie the family resembled the Cantor Cantor Comedy Theater."

Productions there and before that a this dubbing will cost more than family with five kids (all daugh- would get a grand prize. If, fur-(Continued on page 10) ters) would be eligible for the ther, the daughters' names were

clan. If, for instance, the parents' del, formerly president of Eden Stern admitted this week that all According to the Ziv plan, any names were Eddie and Ida, they Marjorie, Natalie, Edna, Marilyn and Janet, then they win the top award. Ziv also suggests a consolation prize for fathers of five boys.

> By way of exploitation, the Ziv kit further proposes a preview screening of the show for local dignitaries and press and a Hollywood-type premiere for the opening night. Tie-ins with local talent shows is another suggestion.

> For premiums Ziv offers four giveaway items, a Mem-O-Clip

(Continued on page 10)

22 Stations Play TV Tic-Tac-Toe'

Tic-Tac-Toe" contest to 22 stations carry the load themselves. With so far. The NTA sales staff has this sponsor support, NTA expects apparently been running into a to be able to nail down the biggest great deal of sponsor interest in the markets. promotion, especially among food tributed by Associated Artists Pro- chains. The contest was originally designed for stations only.

NTA is now suggesting to stations that they offer advertisers exclusive sponsorship of "Tic-Tac-Toe" for a buy of at least 600 spots and ID's over the 17-week run of the contest. This, of course, would Eliot Hyman, president of Asso- be on top of the required buy of It seems that NTA salesmen are

NEW YORK, Nov. 13 .- National | now out drumming up such spon-Telefilm Associates has sold its "TV sor deals for stations that can't

> The schedule of 600 spots fits in neatly with the schedule of clues that is an inherent part of "TV Tic-Tac-Toe." The contest is set up so that there are three clues a day. If each is given twice, there are a total of 42 a week, or 588 over the 14 weeks the contest is operative. Then, there is a three-week hiatus after the 13th week, which makes a

big gap for a heavy spot build-up. The 22 stations that are now definitely committed to the contest

(Continued on page 10)

SAG Seeks Big Increase in Salary Minimums, Better Payoff on Re-Runs

substantial boosts in salary mini- Whereas five years ago the num- ward. centage of re-run coin.

high level that the producers prob- the present trend continues. Emtracted strike. If and when the duction increased from 1953 to raises go into effect they'll almost 1954. certainly be passed on to ad agenseem in no mind to absorb further ber of lines spoken in a picture Ames, John Lund and William \$75,000 per show, a TV airing

Guild at their annual convention duction for actors in the under-third and fourth runs and 27

mums from TV film producers, as her of workdays for vidpix was well as asking for a greater per- almost nil, it now consists of 46 ing the past 10 months have totaled that he would splice the three per cent of the total, theatrical \$268,294, \$190,329 of that coming hour-long segments of the Davy Altho they're not likely to get pic production retaining a bare from 480 TV pix and \$77,965 Crockett "Frontierland" film into the full amount they're seeking, percentage edge that is almost from Allied Artists for theatrical a feature for overseas release. telefilm production is at such a sure to be wiped out next year if movies distributed to television. ably will not want to risk a pro- ployment in both types of pro-

so that a 10-line bit player would Holden, vice-presidents; Paul Har- alone would leave Disney some What TV film has done for Hol- get more than a 5-line one. Resid- vey, secretary, and George Chand- \$800,000 in the hole. strated dramatically by the percent- for the third thru sixth runs of a without opposition.

HOLLYWOOD, Nov. 13. - age of workdays as divided be-show. These are now set at 50 Members of the Screen Actors' tween telefilm and theatrical pro- per cent of actors' salaries for the last night (12) decided to tap the \$7,500-a-year category, which in-cent for the fifth and sixth. The hand that's feeding an increasing cludes 70 per cent of the Class A complicated scale of pay for comnumber of them by voting to seek (senior) membership of the Guild. | mercials is also being revised up-

building at Sunset Avenue and location in Tennessee as well as at Genesee Avenue, to be ready for the Disney Studio in Burbank at occupancy within a year, were an- a cost of better than \$1 million. The new scale of salary mini- nounced. The Guild's officers, Since the sponsors are picking up

lelescoping Plan Catches Eye of 2 More

Disney Pic to Get Treatment; Mayor May Go for It, Too

HOLLYWOOD, Nov. 13.-Telescoping of theatrical and TV film production, first announced by Ioseph Kaufman for his "Long John Silver" picture which is also being made into a TV series, is apparently gaining popularity. more producers this week announced similar plans, advantage of which is that it permits some of the telefilm production costs to be absorbed by the theatrical feature.

More or less expected was the Re-run payments to actors dur- announcement by Walt Disney Basically the story of Crockett's Plans for a new \$200,000 SAG life, the color pie is being shot on

PRODUCTION NOTES

By BOB SPIELMAN

Celebration on filming of 250th show for "Fireside Theater" was held by Frank Wishar at American National Studios Saturday night (13). Oldest continuous filmed show on TV, "Fireside" first made its appearance in September, 1949, at which time telefilm was considered an oddity. Better than seven million feet of film have been shot since then, the production cost rising from \$7,500 a show to around \$26,000. The anthology series has consistently stuck to better-class dramas, using both originals and stories adapted from other media.

Preston Foster has turned out to be one of the best salesmen. for the "Waterfront" series in which he stars. Foster, who makes personal appearance trips around the country during the weeks he's not shooting and used to be an ad salesman for The Philadelphia Bulletin, has sold about a dozen markets, the most recent in Cleveland. One morning he got on the phone at breakfast and convinced three small stations in the Birming-

Half the executives of Station KTTV, led by General Manager Dick Moore, have been on a week-long junket to San Francisco where they've been telling the story of their station and its rise thru the use of TV film to the large ail agencies, hoping that the KTTV story will prove a guidepost for other independent stations.

Hal Roach Jr., whose product is getting more attention than anybody else's these days, has prolonged his stay in New York with indications that a sale of the "Blondie" pilot is near. Recently two other Roach shows, "Bozo the Clown" and "Passport to Danger" were picked up. Pilot of new series, "The Millionaire," is being displayed

to ad agencies in New York by producer Don Fedderson. Lee Blevins, vice-president of Kling Studios, and partners are peddling the property on Hollywood Boulevard they first acquired for a production lot before they were able to buy Kling from Charlie Chaplin. Other property, in the meantime,

has been standing idle gathering taxes. Rosemarie Decamp has been signed for the faminine lead in a vidpix series, one of the trade papers reported this week. So maybe she was hungry?

"Public Defender" resumes shooting on the Hal Roach lot next week with the return of star Reed Hadley, who has one of the leads in the theatrical pic, "Big House, U.S.A.," which has been filming in Colorado.

Feature length movie of "Topper" is being planned by John W. Loveton following success by TV series.

Stars of the three series being filmed at California Studios, Thomas Mitchell, Mark Stevens and Louis Hayward, have shot TV spots for use in the March of Dimes drive.

Virginia Gibson has been signed to costar with Cass Daley in the "Going Hollywood" series.

Film editor Kenneth Crane has been named editorial supervisor of all Gross-Krasne productions.

George Waggner has turned lyricist. The writer-director of the "Big Town" series has penned "One to Grow On." recorded on a major label by Denise Lor.

Screen Gems has the largest payroll in its history with 11

producers and 26 writers at work.

George W. Faust has been named to fill the new post of vice-president in charge of sales at Roland Reed Productions, taking some of the load off Executive Vice-President Guy Thayer Jr. Faust, a former CBS executive, will work in conjunction with UTP on sales.

TV FILM PURCHASES

United Television Programs has sold "Royal Playhouse" and "Mayor of the Town" to WIRK-TV, West Palm Beach, Fla.; "Waterfront" to WFMY-TV, Greensborg, N. C.; WEWS, Cleveland; WHIZ, Zanesville, O., and WSTV, Steubensville, O.; "Where Were You?" to WABI-TV, Bangor, Me., and "Rocky Jones, Space Ranger" and "Lone Wolf" to KTVX, Muskogee, Okla.

The First Federal Savings & Loan Association of Chicago and Westgate California Tuna Packing Company, San Diego, have renewed sponsorship of the Guild Films "Liberace" series over WGN-TV in Chicago. The First Federal was placed thru Advertising Division, Inc., Chicago, while the Westgate business was placed thru Foote, Cone & Belding, Los Angeles.

Ziv-TV's International Division has recently racked up new and renewed business in Latin America. The Spanish versions of six Ziv shows have been sold to the government station in Bogota. Colombia, where they will be sold to participating sponsors. The shows are "Favorite Story," "Cisco Kid," "Boston Blackie," "Mr. District Attorney," "The Unexpected" and "Yesterday's Newsreel."

Also Ziv sold "Mr. District Attorney" to Westinghouse for WKAQ, San Juan, Puerto Rico,

Ziv is preparing to expand its Latin American distribution to Brazil and Argentina shortly.

CBS-TV Film Sales, Screen Gems and NBC Film Division all report light selling this past week, with only 23 sales racked up for all three distributors.

The Screen Gems' sales were "All Star Theater," to KTVW, Tacoma, Wash.; WGLV, Easton, Pa., and KGLO, Mason City, Ia., and "Big Play Back" to Kelo, Sioux Falls, S. D., to be sponsored by Bob Davis Tire Company.

CBS sold Bristol Meyers "Annie Oakley," to be shown over WCAL, Lancaster, Pa.; WDSU, New Orleans; WDTV, Pittsburgh, and WJAR, Providence. "Annie Oakley" was also sold to KRPC, Houston, for Carnation Milk, and the Chicago market for Chuckles' Candy. The Dixie Meat Company will sponsor Gene Autry over WMCT, Memphis, and WHYN, Springfield, Mass., will carry "Amos 'n' Andy" on a sustaining basis. "Files of Jeffrey Jones" was sold to WINT, Waterloo, Ind., and "CBS News" to WJBK, Detroit. "The Range Rider" will now be seen in the Detroit market; KGUL, Calveston, Tex., and WTVR,

"Badge 714," an NBC Film Division property, was sold to KPTV, Portland, Ore., and KXLY, Spokane, "Captured" will be sponsored by World Solvac over WJMR, New Orleans, and "Feature Films," will be seen over KOMU, Columbus, Mo. NBC Film also sold "Life of Riley," Series C, to KOOK, Billings, Mont., to be sponsored by the Gamble-Robinson Company and "News" to WKJG, Fort Wayne, Ind.

FIRST RUNS FOR LATE HOURS

UTP Plan Offers Three New Series for Strip Programing

SAN FRANCISCO, Nov. 13-A prices set on these three shows for play basis, which by its very nature new half-hour shows in late-eve- or D time, ning periods usually filled by feature films.

first-run series is booked in the 11-11:30 p.m. slot right across the board. At this rate, a 39 or 52episode series is run off in the course of about eight weeks.

Now UTP is understood to be offering three of its newest shows it is calling its "Smash Plan."

for KRON. In the October report sports on the competing stations. of the American Research Bureau, it pulled an average 8.1 in this slot with "The Falcon," which it bought from the NBC Film Division. The two competing stations averaged ARB's of 2.5 and 1.2 with a combination of network shows, feature films and local personalities. KRON's weakest night of the five was a 6.7, when the opposition reached its top, 4.2 with CBS-TV's Father Knows Best.

4 Spots a Night

reported to be sold out. Some of supply of fresh features was about

It was suggested here that under its "Smash Plan" UTP is charging year, been selling its "Crosby Pack-

film programing scheme started by one run a week. This is said to re-KRON-TV here has led to an ag- sult from the fact that such a deal gressive new sales plan by United means quicker run-off and quicker Television Programs whereby the payment than the one-a-week distributor is promoting the use of schedule, and also it is in Class C

The three shows UTP is peddling in this plan are "Where Were You?" As practiced by KRON-TV, a with Ken Murray, "Waterfront" with Preston Foster and "Lone Wolf" with Louis Hayward.

KRON brings in its feature film, "Owl Theater," right after the halfhour strip, and usually edges out the two competing features. KRON also gets the strongest lead-in on for this type of booking under what the 11 p.m. slot with syndicated shows four nights out of five in the The scheme has been successful 10:30 period, against news and

Directed to Stations

The "Smash Plan" is being directed solely at stations - as opposed to advertisers-as a strong ine on which to hang their nightly spots. It is the first all-out promotion of this kind, tho it has been hinted at by the various librarytype deals that have long been practiced in the industry.

When MCA-TV started its li brary sales in the fall of 1953, it pitched its half-hour dramas as re-KRON is selling four one-minute placements for feature films. At spots each night in this strip, and is that time it was expected that the the national advertisers on it are to dwindle, which it actually has Ford, Herbert Tareyton, Anahist, not done over the past year. MCAschedule.

UTP itself has, for more than a best year in its history.

is an inducement to strip booking. Library Deal Differs

The library deals, as opposed to the "Smash Plan," involve re-runs. Strip booking of first runs has been tried only spottily heretofore. "Ramar of the Jungle" was sold in a few unlimited-play deals two years ago, and WFIL-TV, Philadelphia, for one, has programed it across the board ever since.

If the "Smash Plan" pays off, it is expected that stations will be offered still fruther first-run shows on this or similar bases, by UTP, as well as other distributors.

CBS Denies Report of **Prexy Tiff**

NEW YORK, Nov. 13.-CBS-TV this week denied that a dispute between its president Jack Van Volkenburg, and Western execs of the network over publicity given the taping of Mario Lanza on the first Chrysler show was responsible for reports of his resignation which were circulating recently.

The network pointed out that the reports of Van Volkenburg's resignation were circulating early General Petroleum, Southern Pa- TV quickly changed its tack, and in September before the Chrysler cific, and Polydent Toothpaste. now tailors its library sales to fit show was telecast. Van Volkenburg. Some of them are buying a spot a the stations' needs anyplace on the of course, remains as president of the network, which is having the

CBS, Inc.'s, consolidated gross the stations something less than the lage" of re-runs on an unlimited- sales and earnings hit their highest yet during the first nine months of 1954, net earnings per share for the nine months were \$3.12 compared with \$2.74 and gross sales increased 18 per cent over the record 1953 sales. A special cash dividend of 30 cents per share on its outstanding class A and class B shares was declared, in addition to the regular 40 cents dividend. Also declared was a stock dividend of 2 per cent.

Menkin Added to Guild In 'Net Caliber' Moves

rapidly expanding roster of "net- to Reduce." work caliber" leadership.

Menkin was pacted by Guild chief Reub Kaufman on the heels associated, set Bob Richard as co- January. ordinating consultant to firm up details of the two groups' working relationship.

having won industry repute for his "creative originality" as manager of program planning for the Du Mont web and, most recently, as program manager of WOR and WOR-TV, here. He has created, developed or scripted numerous shows which have been airing on the video webs, including "Rocky King," "Hands of Murder," "Cap-tain Video," "Magic Cottage," "Headline Clues," "Mono-Drama Theater" and "Crime With Father. Previously, Menkin had served as scripter with WLW, Cincinnati, and with CBS, NBC, Ziv and the Office of War Information.

activities at Guild. He will create tion. and develop new series, will supervise the upcoming Guild series ters in England. Fairbanks is due umn shortly after it began secondwhich go into production shortly to shoot four films in Italy and run sales. and will serve as program liaison with the Vitapix stations. Among

NEW YORK, Nov. 13. - Law- the series he will supervise comrence Menkin was named director mencing at once are "The Goldof programs for the Guild Films bergs," "Confidential File," "Bride Company, Inc., this week, giving and Groom," Dr. Norman Vincent that firm another top exec in its Peale, Connie Haines and "It's Fun

Meanwhile Guild Films has signed a 10-year lease for the ocof appointments in the past two cupancy of the entire third floor weeks of Manny Reiner as a vee- at 460 Park Avenue, New York, pee and Dave Savage as director at a cost of \$75,000 yearly. The of station relations, while Vitapix, firm will be moved in by mid-

Modern Handles 'Call'

NEW YORK, Nov. 13 .- Young & Rubicam has appointed Modern Talking Picture Service to handle the shipping of "Call the Play." which it is spot booking for White Owl cigars. The show is going into five stations initially, with options for a total of 40.

Menkin comes to Guild after Last 13 'Fairbanks Presents' To Be Filmed in Technicolor

NEW YORK, Nov. 13.-The last four in France. When production 13 episodes of "Douglas Fairbanks is completed, Associated will have Presents" will be shot in Techni- a total of 78 installments. The first color, according to Eliot Hyman, 39 of these were handled by Interpresident of Associated Artists Pro- state Television earlier this year. ductions, which is distributing the

current group of 39, that will wrap banks produced in 1952. It now up the series, according to Hyman, sells the re-runs under the title It is not yet decided what Fair- "Paragon Playhouse." In financing banks will do next, but he will the second and third cycle, Hyman Menkin now heads all program definitely stay in TV film produc- acquired a profit participation in

The NBC Film division has in perpetuity the distribution of the When Fairbanks finishes the very first group of 39, which Fairthe "Paragon" group which, Hy-While maintaining his headquar- man said, got into the profit col-

ZaBach Sold In Mexico

NEW YORK, Nov. 13.-Florian ZaBach this week was sold in his 60th market by Guild Films, producer-distributor of the musical series. The sale was made to XETV, Tijuana, Mexico.

Other areas outside the Continental U. S. A. which have bought the violinist are Hawaii, Puerto Rico and Alaska.

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ale

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THE BIGGEST AND MOST ELABORATE TV SE

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S EVER PRODUCED FOR LOCAL SPONSORSHIP!

SOMETHING DIFFERENT EXCITING EVERY WEEK!

so BIG! so LAVISH!

With guest stars including Brian Aherne, Don DeFore, Pat Crowley and many more

TRE"

NEW YORK . CINCINNATI . HOLLYWOOD

THE BILLBOARD SCOREBOARD

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

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

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

Oct. Previous ARB Month's Rating Rating

periods for TV film. Listing of films. is by rank order, according to rating, under each of these time subdivisions.

All films shown are sold on a syndlexted basis unless they are designated by a dagger (1), in which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHF outlets.

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

For further information on audience stee and breakdown, please consult American Research Bureau, National Press Building Washington 41 231 Fifth Avenue, New York, or P. O. Box 6934, Los Augeles 22.

Sets

Title, Type and Distributor Station-Day-Time

PHTTSBURGH 3 STATIONS

THE RESERVE TO SERVE THE PROPERTY OF THE PROPE
7 p.m. to Sign-Off-Monday Thru Friday
13.8 Wild Bill Hickok-West,-Flamings Films WINTE AN STREET
2.5 Superman-AdvFlamingo Films
2.5. — Wild Bill Hickok-West,-Flamingo Films WIAC-Th, 5:00-5:30 28.4
- Big Finyback-Sports-Screen Gems WIAC F CARE TO
Top Opp. & Rating: N. Sper's Football
Sign-On to 7 p.mSaturday and Sunday
23.4. — Superman—Adv.—Flamingo Films
WIVE CO CONTROL OF CON
TOP OPP IN PLACEMENT PACKETONING
12.5. — Ramar of the Jungle—Adv.—TPA
10.0
100 Opp. & Katinge Kill Carson.
2.1 Kit Carson-West-Coen-Cols Co
Top Opp. & Ratings Rocky Jones, Space Ranger
7 p.m. to Sign-Off-Monday Thru Sunday
59.2.,Amos 'n' Andy-Comedy-CBS Film
WITH THE OWNER OF THE PARTY OF
43.7 Death Valley Days-West-Pacific Borax WDTV-Su, 7:00-7:3052.3 Top Opp. & Rating: People Are Funny 4.1
Jittis - Liberace-Music-Guild Films WDTV The note to the
Aver tent. A. Baling: Pord Theater 10.5
36.4 Heart of the City-Drams-UTP
35.2 James Dean, R.NDrama-MPTV WDTV to sman to the
33.7. — Inner Sanctum—Mys.—NBC Film
32.5 Favorite Story-Drams-Ziv TV
1 OF 1755 & BAUGE PERSON TO PERSON 1007
25.0, - Drew Pearson-News-MPIV WDTV_Su than the
Top Opp. & Rating: Lullaby Theater — Racket Squad—Mys.—ABC Film
AND MICH. OL BAUDE: WITHING NAME
WDTV-Th H-45, 13-16 41 4
7.5. — . Radge 714—Mys.—NBC Film
AND LIDO, & RAIDE Waterfront
- 1 our Star Showcase-Drama-Zit TV WIAC The Tona 7.34
3.1. — All Star Theater—Drams—Screen Gems WIAC-W, 7:90-7:30 19.7
AND ADD IN BADDE! CAME Video: Name
A J
The state of Patings Would Toughts Appendix Thenter to
Z.1., - City Detective Mys MCA-TV
The American Barn Branco-Masic-UTP WIAC-AT 11/34-12-84 24 1
100 topp, & Raing: Armour Disager
8.7 All Star Theuter-Drams-Screen Gems WENS*-T, 10:00-10:3062.3 Top Opp. & Rating: U. S. Steel Hour
F. C. WENSS Thenier Drama Everstory Co., WENSS P. 18 00, 18:18 60.3
Top Opp. & Rating: Chance of a Lifetime

ST. LOUIS3 STATIONS

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Sign-O	n to 7 p.mMonday Thru Friday
22.5	
	Top Opp. & Rating: News; Weather; Sports 2.4
12.0	- Rocky Jones, Space Ranger-Adv,-UTP KWK-Th, 5:30-6:0016.6
	Top Opp. & Rating: Sports: Weather; News
12.9	- Hopolong Cauldy-West-NBC Film, KWK-F, 5:30-6:0014.7
	Top Opp. & Rating: Sports: Weather: News
2.6	- Favorite Story-Drama-Zie TV KSD-F, 6:00-6:30 12.0
	Top Opp. & Ratings News; Weather; Sports
Sign-O	n to 7 p.mSaturday and Sunday
17.3	Wild Bill Hickok-WestFlamingo Films KSD-S, 5:30-6:0023.4
	Top Opp. & Hating: Jam Palooka
16.6	
	Top Opp. & Ratings Feature Film: Fred Presents
103	- Annie Oakley-West-CBS Film
15.7	Top Opp. & Ratings: Abbott and Costello
-	Top Opp. & Rating: Film; Barker Bill's Cartoons
13.2	
	Ton Opp. & Rating: Hig Ton
12.9	- Stranger Than Fiction-MiscUnited World, KSD-5, 6:00-6:15 19.0
	Top Opp. & Rating: Weather: Sports
12.7	I Am the Law-MysMCA-TV
**	Top Opp. & Rating: Zoo Parade
February	Top Opp. & Rating: Film Feature
61	- Joe Palnoka-AdvGuild Films
****	Top Opp. & Rating: Wild Bill Hickok
23	
	Top Opp. A Rating: Film Feature
83	Top Opp. A Rating: Film Feature Washington Spotlight News Standard TV WTV10-5, 5:45-6:00 23.5
	Top Opp. & Rating: Wild Bill Hickok
7 p.m.	to Sign-Off-Monday Thru Sunday
35.1	
	The Com & Bullion Physics Wallands 74
33.8 -	- Favorite Story-Drams-Ziv TVKSD-T, 9:30-10:0042.8
	Tup Upp. & Rating Cavacage of America. 11. 7-3
35311 -	- Budge 714-MysNBC Film

You Opp. & Rating: Studio One 24.1

McCadden Ups Production; Now in Top 10

HOLLYWOOD, Nov. 13.-Mc-Cadden Productions, the George Burns-Gracie Allen company, has moved into the top 10 of TV film production companies during the past year. The company is presently filming four shows, and expects to be shooting six by the first of the year. Estimated gross for 1954 is \$5 million versus \$1.5 million for 1953.

Present production consists of Burns and Allen, Jack Benny, "Life With Father" and "That's My Boy." The latter is expected to be cut by CBS, but the loss will be more than made up by two new series.

The first is the Bob Cummics Show, production on which started this week by General Service Studios. Sponsored by R. J. Reynolds Tobacco Company, it is slated for its debut on NBC-TV January 2, the contract calling for a straight 52 weeks.

The other hot item in the Me-Cadden showcase is the "Professional Father" pilot; with negotiations under way and a sale expeeted to be announced momentarily. Also in the works is a series based on the Craig Rice mystery

The Cummings show will deal with the experiences of a Hollywood photographer, the format leaving plenty of room for sex as well as comedy. Rod Amateau directs and Paul Henning is the producer-writer.

McCadden shoots at General Service Studios, but promotion recently overflowed, the company renting space at Goldwyn Studio

Comedy Series For Bernards

HOLLYWOOD, Nov. 13 .- Series telling the tales of a pair of vaudeville entertainers is being prepared by packager Murray Franck for the Bernard Brothers, night club comic team. Negotiations are under way for the shooting of the pilot at Motion Picture Center about the first of next year.

Lew and Leslie Grade are scripting the show.

Kirkwood Firm To Film 'Joe'

HOLLYWOOD, Nov. 13.-Golfer-actor Joe Kirkwood has combined with aircraft executive J. G. (Tommy) Thompson to form Kirkwood Enterprises, Inc., for the filming of a pilot for a TV series to be titled "My Guy, Joe," dealing with the adventures of a professional golfer.

Para Doubles TV Plugs; Seeks 500 Mil '54 Viewers

HOLLYWOOD, Nov. 13.-Paramount Pictures has more than doubled the volume of TV plug for its theatrical motion pictures this year, it was revealed yesterday (12).

Paramount is shooting for some 500 million viewers of its spots for 1954, the exploitation reaching its peak with Irving Berlin's "White Christmas," for which the studio is using Berlin himself as well as stars Bing Crosby, Danny Kave, Rosemary Clooney and Vera-Ellen for TV appearances. Film clips from the picture are also being utilized.

Up to this year Paramount had Top Opp. A Rating: Stop the Music....12.1

Oct.	Previous			Marie College	
ARB	Month's				
ating	Rating				See
		sund the	and Distributor	Station-Day-Time	im ti
6.9	Liber	Ser-Mosle C-	a di	KSD-T, 19:06-10:30	
	Top	Opp. & Ration	U S. Steel Hot	KND-T, 19:99-19:30	41
12	- City	Detective-Mrs.	BACKS STORE FROM		1 1 1 1 1 1 1
	Top	Opp. & Rating	Couling to the	Ray Bolger19.5	35
	Store	on of the Court	COLUMN PARTIES.	RAY BUIGHT 1812	
					1000
12	Tup	Opp. & Rating	Best of Broadwa	******* KSD-W, 7:30-10:00	******
1000	/ BC	Palcon-Mys -	When you	Sees of Ved	
-	Top	Opp. & Rating	Your TV Theat	KYK-30, 10:00-10:	39 27
	EHEFT	Oncen-Mys-	THE PARTY OF THE P	States Did	
	Top	Opp. & Mating	Lux Videa The	KWK-Th, 9:00-9:30	* ******
-	- Ruck	ef Squad-Myr.	A SHAPE STATE S SEC.	100000000000000000000000000000000000000	M 797
	Top	Opp. & Rating	Lux Video The	1 K. 11 K.— I.M. 9130-1910	*****
	Meet	Corlins Archer-	-Comedy-Ziv TV	iter	V 100 14
	Top	Opp. & Rating	Cavalcade of Se	orts; City Detective	*****
1.3	Inspe	cto- Mark Sal	ber-Mys.	orts; City Detective	
S 10	Top	Opp. & Rating	People Are Fur	10 - 10 - 10 - 10 - 10 - 11 - 10 - 10 - 11 - 10 - 10 - 11 - 10 - 10 - 11 - 10 - 10 - 11 - 10 - 10 - 11 - 10 - 10 - 11 - 10 - 1	40
100	- Xour	IV Theater-	Drama-Ziv TV	KSD—Su, 10:00-10:3	
100	1.0p.	Opp. & Rating	The Palcon	KSD—Su, 10:00-10:3	*****
100	- Fioru	in Zanach-Me	mic-Guild Films	EWE M 10:00.10-1	10 41
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	THE RESERVE AND ADDRESS.	n Andr-to	THE PARTY NAMED IN COLUMN	The state of the s	
	- Puff	Opp. & Rating	I Married Joan		******
	Ton	3 Invern-Co	medy-MPTV	WTVI*—So, 9:00-9:3	IA 81
1	- Wash	opp. & Rating	Lorette Young		
-	Ton	One & Waller	Mary Mary Company of the Company of	IVWINE-W. 7/30-7/4	4 4
2	- 014	American Ban	My Little Margi	TPWIVI-So. 9:30-10:	
	Ton	Don & Builde	range - Minne-I	TP WTVI Sec. 9-30-10-	00 41
3	- Wash	dorton Snottlish	What's My Lin	TV WTVI-Sa, 10:00-10	100
-	Ton	Onn & Batter	Standard	TV WTVI Su. 10:00-10	HIS 25
3	- Vone	TV Therefore	The Palcon	-	
1000	Ton	Chan & Ration	ZIV IV	WIVI W. 9:30-10:	00 50
3	- Polle	Derby Sarating	Best of Broads	АУ	
100		ratiol-should	- vat'l Telefilm	Assoc WTVIN-F, 7:00-7:1	5 .00.30
	100	Carp. or Building	Manu	The second secon	

03	Top Opp. & Rating: What's My Line? Wavis-So, 9:30-10:0042.2
	Ton Con & Water Standard IV. WIVE Sn. 10:00-10-15 274
67. W	Ziv TV
0.3	Roller Derby-Sports-Nat'l Telefilm Assar turners
P. BUS	Top Opp. & Rating: Manus
BALT	IMORE 3 STATIONS
W	THE RESIDENCE OF THE PARTY OF T
63. 17	to 7-p.mMonday Thru Friday
180 000	Hopsing Causidy-WestNBC FilmWBAL-Th, 6:15-6:4514.8 Top Opp. & Rating: Early Show
5.7. 5.6.	. This Carson-West,-Cors.Cola Co wasses -
5.5. 4/2.	Dick Tracy-MyrCombined TV
	Flash Gordon-AdvMPTV
5.2., 1.3.	stery and the Pirates-Asty-Official Films What P 4-18 4-20
	Top Opp. & Rating: Early Show; Football This Week
	to 7 p.m.—Saturday and Sunday
16.1. 8.6.	Annie Onkley-West,-CBS Film
	Abbott and Costello-Comedy MCA.TV WAAN Se CONTRACT
	Av. D. Copp. or Rather You Are There
	Meet Carlina Archer-Comedy-Ziv TV WBAL-Su, 6:30-7:00 Jkd
5.9 . 3.6.	Plash Gordon-AdvMPTV What & draw con
36. 33	Top Opp. & Rating: NCAA Football WBAL-S, 3:00-4:00 18.6
15	Top Opp. & Rating: NCAA Football Hant McCone-Comedy-Minot TV
	Top Opp. & Rating: Football
7 n.m. to	Sign-Off-Monday Thru Sunday
	Ramar of the Jungle-AdvTPAWBAL-M, 7:00-7:3027.4
	AND CODE OF BALLING NEWST CHIEF THILDREN TE
44.4 18.2	Superman-AdvFlamingo Films
20.7 24.6	Badge 714-MysNBC Film
	Top Opp. & Rating: Wrestling
	1 op Opp. at Raing: Best of Broadway. 21.1
	Gene Autry-WestCBS Film
19.8 11.7	Clase Kid-West-Ziv TV
19.3., 10.0	Fop Opp. & Rating: News; Political 4.5 Wild Bill Hickob-WestFlamingo Films WBAL-F, 7:00-7:30 26.7
	1 op type & Hating: News; Your Family Doctor 4.1
	Top Opp: & Rating: News; Sports; Pleture Playhouse 5.3
13.9 11.3	Liberace-Music-Guild Films
11.9. 4.4.	Hans Christian Andersen-Child
5	Top Opp. & Rating: Sports; News WEAL-Th, 7:00-7:30 28.9
1.7 16.2.	Amus 'n' Andy-Comedy-CRS Film WAAM-Th, 10:30-11:00 45.0
10.5 . 13.8	Mr. District Attenney-MysZiv TV WBAL-S, 10:30-11:0047.0
	Top Opp. & Haung: Premium Playhouse
1000000	Top Opp. & Rating: You Asked for B
7.0 . 6.2 3:	Top Opp. & Rating: Gene Autry WEAL-S, 7:00-7:3030.1
5.4. 4.2	Dangerous Assignment-AdvNBC Film WMAR-M, 11:15-11:45 12.6
	Top Opp. & Hating: Tonight's Short Story; Tonight — Colonet March—Mys.—Official Films WEAL—M, 10:30-11:0045,4
	Top Opp. & Rating: Studio One
Jales Life	All Star Theater-Drams-Screen Gems WMAR-T, 11:15-11:4513.9 Top Opp. & Ruting: Various
1.9. 1.9, 1	Famous Playhouse-Drama-MCA-TV WMAR-Th, 11:15-11:45, .13.0
15	Top Opp & Baring: Tonight's Short Story; Tonight

4 STATIONS

Top Opp. & Bating: Best of Broadway.... -

	Sign-On to 7 p.mMonday Thru Friday
1	21.8 11.6. Supreman-AdvFlamingo Films
1	21.0 . 11.3 . Wild Bill Hickok - West - Flamingo Films
ı	18.3. 17.8. Cisco Kid-WestZir TV
ı	13.8 Heart of the City-Drama-UTP WXYZ-F, 6:30-7:00 24.0 Top Opp. & Hating: Star Showcase 7.0
	13.3. 16.9. Liberace—Music—Guild Films
	13.0 . 15.6 . Gene Autry-West-CBS Film
1	12.8, 19.3 Famous Playbouse—Drama—MCA-TV
i	8.313.6 TKit Carson-WestCoca-Cola Co
ı	7.0 . 14.3 . Star Showcase-Drama-TPA
	5.0. 5.8 Rocky Jones, Space Ranger-AdvUTP WXYZ-T, 5:30-6:0016.5 Top Opp. & Rating: Howdy Doody
۱	4.0., 5.8. Terry and the Pirates-AdvOfficial Films WXYZ-Th, 5:30-5:00 16.0
ı	2.8. 8.9 Captain Midnight-AdvWander CoWIRK-W, 6:00-6:30 IS.8 Top Opp. & Rating: Dinner Theater
1	Sign-On to 7 p.mSaturday and Sunday

1	op Opp. & Rating: Dinner Theater
Sign-On to	7 p.mSaturday and Sunday
The state of	op Opp. & Rating: Zon Parade 6.5
14.326.3R	op Opp. A Rating: Biff Baker, U.S.A11.0
13.9 B	or Opp. A Rather Parker Process of the Process of t

NOVEMBER 20, 1954
Oct. Previous ARB Month's Rating Rating Title, Type and Distributor Station—Day—Time in Use
\$5 Joe Palooka-Adv-Gulld Fund
7.3. 2.9 Range Rider-West-CBS Film
Top Opp. & Rating: Roy Rogers WXYZ—Su, 4:60-4:3024.4
Top Opp. & Rating: Football; Scoreboard — 3, 5:00-5:3020.5 1.3. 6.7. Old American Barn Dance—Music—UTP WJHK—S, 6:30-7:0024.9 Top Opp. & Rating: People Are Funny —
7 p.m. to Sign-Off-Monday Thru Sunday
25.6. 39.8. Hadge 714—Mys.—NBC Film
Top Opp. & Rating: Files of Jeff Jones
Top Con & Ratios: Days Phone CKLW-F, 9:30-10:0055.0
13.1 Boston Blackle-Mys. Ziv TV
16.1 - Files of Jeff Jones-Mys.—CBS Film WJRK-W, 7:00-7:3041.2
Top Opp. & Ruting: It's a Great LifeCKLW-M, 7:00-7:3036.6
9.1. 4.0. (Eversharp Theater—Drama—Eversharp Co., WJRK—M, 7:00-7:3036.6 Top Opp. & Rating: It's a Great Life
9.1. 10.5. Ellery Queen-Mys.—TPA
#.711. Foreign Intrigue—Adv.—Sheldon Reynolds
7
Top Opp. & Rating: Black Spider 6.8. 4.4. Life With Elizabeth—Comedy—Guild Films WJRK—Th., 8:00-8:3066.1 Top Opp. & Rating: You Bet Your Life
Top Opp. & Rating: You Bet Your Life — 6.6. 5.3. Junet Denn, R.N.—Drama—MPTV
6.5. — The Ruggles—Comedy—UTP
Top Opp. & Rating: Stage 4 — 6.5. — Ethel Barrymore Theater—Drama— Interstate TV
5.5. — China Smith—Adv.—Nat'l Telefilm Assoc, CKLW—Th, 7:36-8:00 49.7 Top Opp. & Rating: Lone Ranger
4.7. — Frankie Laine—Musie—Guild Films
3.3. — China Smith—Adv.—Nat'l Telefilm Assoc CKLW—W, 7:86-7:3641.2 Top Opp. & Rating: Amos 'n' Andy — 3.6. — Hal Roach Comedy—Comedy—Nat'l
Telefilm Assoc
Top Opp. & Rating: Mcihigan Barn Dance — 2.1. — Your Star Showcase—Drama—TPA WWJ—S, 11:36-12:0623.6 Top Opp. & Rating: Armchair Theater —
2.1. — Inner Sunetum—Mya.—NBC Film
1.7. — International Playhouse—Drams— Nat'l Telefilm Assoc
1.7 Play of the Week-Drams- Nat'l Telefilm Assoc
1.3 Paragon Playboure-Drama-NBC Film CKLW-Su, 8:30-5:0060.3 Top Opp. & Rating: Toast of the Town 1.3. 2.7 Roller Derby-Sports-Nat'l Telefilm AssocCKLW-T, 7:30-8:0042.3
Top Opp. & Rating: Dinah Shore; News Caravan
Telefilm Enterprises
SALT LAKE CITY 3 STATIONS
Sign-On to 7 p.mMonday Thru Friday
23.2. — Annie Onkley-West.—CBS Film
Top Opp & Rating: Climax
Top Opp. & Rating: Coke Time; News Caravan 6.9 13.5 Joe Palooka-AdvGulld Films
Top Opp. & Rating: Coke Time; News Caravan
Interstate TV KTVT—Th, 6:00-6:3018.6 Top Opp. & Rating: News. Jane Froman 5.1— Ramar of the Jungle—Adv.—TPA
Top Opp. & Rating: D. Fairbanks Presents
Sign-On to 7 p.mSaturday and Sunday 14.9 Gene Autry-West,-CB5 Films
7 p.m. to Sign-Off-Monday Thru Sunday
43.5. — Badge 714—Mys.—NBC Film
36.7 The Star and the Story-Drama- Official Films
Top Opp. & Rating: Lone Wolf. 19.8. — Favorite Story—Drama—Ziv TV
Top Opp. & Hating: Eversharp Theater
Top Opp. & Hating: Big Story
Top Opp. & Rating: Liberace27.9 Top Area Mrs. North Mrs. ATPS
Top Opp. & Rating: Two for the Money
17.2 Stories of the Century-West KSL-Th, 8:00-8:3054.6
Top Opp. & Rating: Lux Video Theater
Top Opp. & Rating: Two On the Aisle KSL-F, 9:00-9:3048.8
Top Opp. & Rating Waller RS Film KSL-Th. 10:30-11:0023.4
Top Opp. & Rating: Today in Pictures, Western, St. 30-9:00
Top Opp. & Hallog Land KSL-T, 9:45-10:1541.6
Top Opp. A Rating: fladge 714; Game of Week

REVOLVING DOOR

Ken Fay, formerly of Television Programs of America, has joined Telefilm Enterprises to sell its products in the New York market. . . . Ernest Lukas has left WGN-TV, Chicago, where for the pas five years he has worked as producer-director of dramatic shows to join Kling Film Productions as a director. . . . Irving Save, Alexander Film Company, Colorado Springs, Colo., has been upped to general district manager of the film firm's New England sales territory.

Norman Katz, sales manager in charge of foreign distribution for Associated Artists Productions, left New York on Thursday (11) for 10-day selling trip in three Latin American capitals. . . . John Schneider, of the Biow Advertising Agency, has been nominated for president of the National Televi sion Film Council. The election to be held in December.

Elizabeth Beckjordan has left Motion Pictures for Television where she was assistant publicity director. . . . Television Programs o America sales department last weel increased its account exec force considerably, bringing the total field sales reps to 48. Among the new execs are Charles King, formerly with the Croymor Corpora tion, and Radio Consultants, Inc. S. L. Adler, formerly with Ziv-T\ Programs; Jerome H. Stillman who switched from the men's fashion field; Samuel W. Steele, one-time advance man for Ringling Brother and Barnum & Bailey Circus; Kenneth Joseph, also formerly with Ziv TV Programs, and Fred Bernard who recently was with the radio department of the American Soci ety of Composers, Authors and Publishers. . . . Jeanne Osen Remusat, production assistant and east ing director of Peter Elgar Produc tions, is flying to Florida for the Thanksgiving holidays.

Official Films' 'Star & Story' In 49 Cities

NEW YORK, Nov. 13 .- On the market for four months, "Star and the Story" has been sold in 4 markets by Official Films. Spark ing the sales drive have been tw regional deals with Rheingold Bee and Budweiser Beer. The forme sponsor is in 14 markets, the latte in 16 with the dramatic show,

Rheingold has taken mainly man kets on the Pacific Coast, and few in New York State. Bud weiser's buy is mainly in the Mid west, but it has a few markets i Pennsylvania and New England Griesedieck Brothers Brewin Company has the property in two markets, and Interstate Insurance has it in three cities in Florida. Th series stars such names as Davi Niven, Frank Lovejoy and Ange Lansbury.

Sterling Picks Up 'H'wd Scrapbook,' 'This Is the Story'

NEW YORK, Nov. 13.-Sterling 15-minute series. One is "Holly-wood Scrapbook," which has Jack Rourke, emsee, interviewing show business personalities. It ran live in Hollywood, and was sponsored by Pepsi-Cola for a time. The other is "This Is the Story," produced by Morton TV, which handled all its own distribution heretofore. Using a limited animation technique, it tells unusual stories in the lives of historical persons, two to an episode.

plays of 100 segments, not 26 as printed

				-CWS FOL	IV	FILM		3
Oct.	Previous	1990		13 10	1000	B 2	THE .	Sets
Rating						Station-Day-T		in Use
The state of the s	467		El water more.	Elient Nile'st	Deuter.	KSL-Th, 9:30-		
10.9		THE RESERVE AND ADDRESS OF THE PARTY NAMED IN COLUMN TWO I		ALC: A . L V		KTVT-M, 10:0 KSL-Th, 9:00-	0-10:30	36.0
9.9	The second secon	CONTRACTOR OF THE PARTY OF THE	Committee and a second	TOUGH COMP. TIME	A TRUE TO THE REAL PROPERTY OF THE PERSON NAMED IN COLUMN TWO IN COLUMN TO THE PERSON NAMED IN COLUMN TWO IN COLUM	KSL-F, 10:30- KSL-Su, 4:00-		
						KTVT-Su, 10:0		
-	Top	Opp. &	Rating:	Meet Mr. Me	LITP	KUTV-50. 9:0	0-9-30	50.3
The same of	Top	Opp. &	Rating:	Favorite Sto	y –	KUTV-50, 9:4	5-10:00	51.6
	Top	Opp. &	Sports-	Screen Gems		KSL-F, 10:15-		
	Top	Opp. &	Rating:	dy-MPTV	Costello	KUTV-Th, 4:0		
		Prince At 1	TR IN Printer	THE VICEOUS	Designation	. KUTV—Su, I:		
100000	Top	Opp. &	Ratings	What's My	Line	- KU/V-SH, BI	7:00	3/14
1.1	Nat	'I Telefil	m Asse	E	********	KUTV-W, 8:0	0-8:30 .	67.8
0.9	_ Crain	Kenned	v-Mys-	This Is You -i. Weiss Budge 714		KUTV-T, 9:3	0-10:00	51.8
B - 1/4 - 100	Color	rel March	-Myx-	Official File Cloverical T		.KUIY-1, 7:00	8-7:30	57.2
	THE PARTY						n 4 mm	1210
IN	IDIANA	POLIS				3 ST	ATIC	INS
Sim	On to 7	p.mN	londay	Thru Frie	lay	OF STREET	BELLIN	12/2/
70.3	Amel	Oakley	-West-	-CBS Film		.WFRM-W, 6:	30-6100	20.3
16.0.						.WFRM—F, 5:3		
3.5	! Nit.	Carson-	West4	Coca-Cola Co Chuckwagon		.WTTV-M, 5:	36-6:00	25.8
Sian								
Sign	- Your	TV The	ater-Dr	y and Sun		. WFBM-Su, 6:	00-6:30	37.9
17.3.	Top Wild	Opp. &	Rating: kok-W	People Are	o Films	.WFBM-8, 5:3		
14.1	Top	Opp. &	Rating:	Willy, Featu	re at 5	.WTTV-So, 5:	00-5:30	
8.8.	Top	Opp. & Dean, R	Rating:	wonders of	the Wild;	.WFBM-Su, 4:	40.000	
3.5.,	Rolle	r Derby-	-Sports-	The second beautiful to the second se	m Assoc.,	. WFBM-Su, 2		
2.0	- Drew	Penroon	-News	Football		.WISH-Su, 5:	00-5:15	23.5
				risco Kid	4000		120	
7 p.n	- Rack	et Squad	-Mys	Thru Sun	********	WEBSE-Su.	9:36-10:0	1045,4
33.5	- Secre	Opp. & File, U	S.A	JusticeIl	Films	.WFBM-M. E		
37.6	5.iber	ace-Mus	de-Guil	December B		WFBM-T, 8:	00-8:30	65.6
28.2	City	Detective	-Mys-	Fireside The	*********	WEBM-S, F	06-9:36	51.1
	- 83456	e 714-31		George Gob			0-10:00	46.7
24.1	- Lone	Wolf-	MysU	TP My Hero		.WFBM-F, 9:	38-16:06	.48.2
20.9	Mr.	District A	Morney-	-MysZiv Kraft TV T	IV	.WFBM-Th, 9	:08-9:30	58.9
20.6	- Frank	kie Laine	-Munic	-Guild File Bob Hope	m	.WFBM-T, 7:	10-F:00	61.5
1 100	†Dea	th Valley	Days-	Climax 2	ic Bornx.	.WFBM—Th, 7		
	Bade	e 714-M	Rating:	Weather, Sp.	orts: News	. WTTV-W, 18		
_	Wate	rfront-A	dvUl	Saturday Ni	the Fights	. WITV-S, 10		
16.2	- Dea	th Valley	Days-	West Pacifi	ic Borax	.WTIV-Th, 7.	30-8:00	3.000
	Ton	Onn A	Rutinu:	Life With F	ather: Lat	e Show		
	Ton	Onn A	Ratings	News: Eller	v. Ougen	WISH-TN, 10		
10.6.	Ton	Onn A	Ratings	Studio 57: 4	ate Show	.WFBM-F, 10 WFBM-F, 9:		
-	Trans	Charge A.	Bulletin.	Lone Wolf.		WFBM-Th, 9		
	Top-	Our. A	Rating:	Lux Video	Theater	WFBM-T, 3:		
	Ton	Opp. A	Ratings	U. S. Steel	Hour	WTIV-M, 10		
	- Inner	Opp. & Sanctun	Rating:	Weather, Sp -NBC Film	orts; New	WTTV-F, 10		
10000	Big	Opp. & Playback-	Rating: -Sports-	Weather; N Screen Gen	ews; Spor	WFBM-Su, D		
	- Secre	Opp. A	Bating:	Meet Millie Adv.—Official	Films	.WITY-W. E		
	- Rolle	Opp. & r Derby-	Rating: Sports-	-Nat'l Telefil	m Assoc.	WFBM-W, 10		
44.	- Duff	Opp. &	Rating:	Late Show.	-	.WISH-W, 10:		
4.1	- Life	Opp. & of Riley-	Rating: -Comed	Badge 714; y-NBC Film	News and	Sports . WTTV-F, 7:3		
3.8.,	- Eller	Queen-	-Mys	TPA		. WFRM-Th, 10	1:30-11:0	014.0
	Terry	and the	Pirates	-AdvOffice Jackie Glean	int Films.	e Show	0-7130 .	63.9
-								-
D	AYTON					2 ST	TATIO	DNS
CI.	On to H	m m 1	Mand	v There E	idan	Section 1		HATE!
		-		y Thru Fr		.WLW-D-T, 6	:00-6:30	21.8

Top Opp. & Rating: Political ... 2.0 Top Opp. & Rating: Western Theater 4.1 Television has picked up two more 15.2., 7.2. was Bill Hickok-West.-Flamingo Films,... WLW-D-W, 6:06-6:36 ... 21.1 Top Opp. & Rating: Cartoons; Don's House ... 3.2 10.1.. - .. Ramar of the Jungle-Adv.-TPA WLW-D-F, 6:00-6:30 14.5 Top Opp. & Rating: Cartoons; Ohio Story ... -Sign-On to 7 p.m.-Saturday and Sunday Top Opp. & Rating: Massisterade Party 3.2 Top Opp. & Rating: It's Your World -7 p.m. to Sign-Off-Monday Thru Sunday Top Opp. & Rating: Political ... 1.3 23.3. 10.0. 1 Death Valley Days-West.-Pacific Borax... WHIO-M. 7:00-7:30 40.8

(Continued on page 10)

Top Opp. A Rating: Fireside Theater ... 36.2

THE BILLBOAKD SCOREBCARD

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

- 00	Charles .			
	7 PH 7 K PK	med	PROTEIN	TOTAL CO.
Designation of the last	-1440-04	The second second	LIE MILE	PULL 3

Oct. ARB	Previous Month's	Section 1			8888
Rating	Rating		and Distributor	Station-Day-Time	
18.4, .19	16. Mr. Di	driet Attorney	-MysZir TV	WLW-D-W, 10:30	
10.5, 6	PA- CAYOUR	Story-Drag	un-Ziv TV	W' W.D. Th. 7-00	7.70 711
14.9. 18	ALWESTS	Ont-Ant,	La constant and the	\$5.55500 F. T.	
	-Top O	pp. & Rating:	Midwestern Ha	veide 7:00-7:3	949.3
13,120	THE PERSON NAMED IN	HI EHENDEED-	Comedy-Gulld	Ellens Martin W. co. to	
	Top O	pp. & Rating:	Cav. of Sports;	Genetics, 18:30-11	1:0026.0
100			Manual In S	Control of the contro	
10.6	- Meet C	orlies Archer-	-Comegy-Ziv T	SATERIA TO THE PARTY	-
13.	I Am ti	te Law-Mys	-MCA-TV		Sec.
	Top Or	op. & Rating	Your Hit Parad		:0042.7
13. 3.	3. Half-Ho	or Theater-D	rama_Steeling T	P. Commercial Commerci	
	Top Or	p. A Ratines	Ray Bolger	V WHIO-T, 7:00-7:3	0, 26,7
			and mediter to		

BOSTON

Sign-On to 7 p.mMonday Thru Friday
17.8. 23.2. Supermap—Adv.—Flamingo Films
Top Opp. & Rating: News; Armchair Adventure 2.2
13.9 Gene Autry-WestCRS Film
13.9 14.7 Rades 710. & Rating: News: Political WNAC-M, 6:36-7:0016.
13.9. 14.2. Badge 714—Mys.—NRC Film
13.9. 14.2. Badge 714—Mys.—NBC Film
13.0. 11.0. Wild Bill Hickok-West - Flambers Ett
13.0 11.0 Wild Bill Hickok-WestFlamingo Films WNAC-T, 6:30-7:00 19.0 Top Opp. & Rating: News; Starring the Editors
12.5 Annie Oukles-West-CRS Film
12.5 Annie Oakley-WestCBS Film
Top Opp. A Ration: UN in Action. WBZ-M, 6:00-6:30 11.6
5.2 6.6 Honology Could UN in Action
The state of the s
2.7 Armchair Adventure Adv Studies TV
The state of the s
7.7 Top Opp. & Rating: Stranger Than Fiction
- Life trith Elizabeth-Comedy-Guild Films was a second
2.4 4.8 Stranger The Rating: Shopping Vues; Welcome Travelers
Than Fiction-Mir. United World WNAC W 5-00 6-15
Top Opp. & Rating: Armchair Adventure
- Aing a Crossroads-Drama-Sterling TV Way we want to
Top Opp. & Rating: Art Linkletter 18.8
Armenair Adventure-AdvSterling TV WBZ P 5.45 7.40
Top Opp. & Rating: Superman
8.9 Armchair Adventure—Adv.—Sterling TV WBZ-F, 2:45-3:00 5.9 Top Opp. & Rating: Welcome Transless
Top Opp. & Rating: Welcome Travelers
Sign-On to 7 p.mSaturday and Sunday
and Sunday
22.9. 14.6. Liberace—Music—Guld Films
Ton One A Patient Courtedly 12.2

Top Opp. & Rating: Welcome Travelers 5.5
Sign-On to 7 p.mSaturday and Sunday
12.9. 14.6. Liberace—Music—Guld Films
Top Ope. & Rating Football Secretary WBZ-S, 6:00-6:3019,1
9.4. 6.8. Royal Playhouse—Drama—UTP
2.4 Armeliale Adventure-AdvSterling TV way and
2.2., 2.7. Time for Beany-Child-Consolidated TV WALLS
100 Opp. & Rating: Friendship Club; Danny Dec
7 p.m. to Sign-Off-Monday Thru Sunday

P.m. to Sign-Off-Monday Thru Sunday
8.5. 27.4 Range Rider-West,-CRS Film
32.5 23.1 Led The American Week 5.0
Les tares Lives-Adv.—Ziv TV
22.4 15.5 Mr. Dieteles Rating: Political; News 2.0
Allorney-Mys Ziv TV saveler
21.6 - Hamilton Cauldy City Detective 16.0
21.6 - Hopalong Cassidy-West,-NBC Film WBZ-S, 7:36-8:36
20.9 - 1Kit Carson West Com Cole Two for the Money
20.9 - IKit Carson-WestCoca-Cola Co
19.1. 11.9 Foreign Intrigue-AdvShridon Percents
18.1 7.5 Vone TV Thereier Story Theater 13.7
The same of the angeler-Drama-Ziv TV was a contract to
174 72 Web Opp. & Rating: Political 2.9
Adv.—LTP
16.9 21.9 City Detection Mar. Sports: Political 3.5
16.6, 21.8 City Detective—Mys.—MCA-TV
15.6. — Royal Playbouse—Drama—UTP
Top Opp. & Rating: Political: Vesterday's Newsreel
THE PARTY AND THE PARTY AND THE PARTY BELL OF THE PARTY AND THE PARTY AN
13.7 5.1 Store The A Rating: Justice
The state of the s
12.1 7.9 Copp. & Rating: Foreign Intrigue
12.1. 7.9 Janet Dean, R.N.—Drama—MPTV
10.0 Top Opp. & Rating: Cisco Kid WEZ-IB, 7:30-8:00

10.0	Cisco Kid-WestZiv TV
	Kieran's Kaleidoscope Misc ABC Film
	Top Opp. & Rating: Nightly Newsteller Armehair Adventure—Adv.—Sterling TV
	Yesterday's Newsreel-DocumZiv TV
	Ton Opp & Batings Michael Mr

Top Opp. & Rating: Night Owl Theater

Top Opp. & Rating: News; Night Owl Theater ... -

Top Opp. & Rating: Royal Playhouse

Yesterday's Newsreel-Docum.-Ziv TV WNAC-W, 7:45-8:80 18.6

Old American Barn Dance-Music-UTP WNAC-T, 12:00-12:30 ... 7.5

1.6., 6.4. Times Square Playhouse-Drama-Ziv TV ... WNAC-F, 12:15-12:45 ... 4.8 Top Opp. & Rating: Night Owl Theater ... -Ziv Dubbing

3.1 15.5 Ellery Queen-Mys.-TPA

· Continued from page 4 what Ziv can make from these European sales at this time. The point in making this move now, he indicated, was to give Ziv a foothold in the European market against the day when it will be worth more.

TV circulation in these countries, ancestors. according to Stern's information, is Playing the various parts will be 170,000 sets in France, 70,000 in Larry Mann, Claude Rae, Caryl

moting as far back as two years puppets.

ago. It is now expanding its coverage there into Brazil and Argen-

WNAC-Th, 7:36-8:6622.1

WNAC-W, 7:15-7:30 19.4

Ziv has sold at least one of its shows, "Cisco Kid," to the British Broadcasting Corporation.

Howdy Doody'

· Continued from page 3

of a medicine man from her Indian

West Germany and 60,000 in Italy. McBain and Alfie Scopp. Music is Ziv has already made the strong-est bid of any U. S. distributor in McLean at the organ and Hal and Latin America, which it began pro- Renee Marquette manipulating the

Upward Price Cycle on Pix

which will sooner or later go into | sor, Thorofare Markets, had broken TV. In time, if he sees no other the barrier. features forthcoming, Hyman said he would seriously consider going stopped. The GT-Interstate series, into production of low-budget pic- with the surrounding promotion,

would be put such a package di- tures to continue the show. Up rectly into TV, as Princess has until recently it was telling distrib-done. If two out of a group of 26 utors it would again pay \$800 for are outstanding, he pointed out, any top title they could deliver. they could make more out of theatrical sales than the whole pack- New York. WOR-TV, before it age could make in TV

present product dearth theaters would go only to \$8,500 for a top will not resist running pictures picture. which they know will be on TV in due time. He cited instances in which pictures went into theaters even after they'd been on TV and still did well at the box office.

The bigger TV money will be available if the distributors come up with the right kind of films, Hyman asserted. On the strength of the big pictures that have come in this year, TV has already broken thru its old price ceiling. Hyman believes that the price structure of features in TV is strictly a matter of convention anyhow. If stations had been required to pay higher prices four years ago, they would not think twice about the money they have to put up for top pictures

Associated is getting over \$6,000 live commercial production. picture in its 56-film deal with WOR-TV here, Hyman said WOR. Holden as producer-director. He twice in the WOR-TV projections. TV got itself a good deal there, was formerly with Ketchum, Me-Actually, \$6,000 is high even for Leod & Grove. . . . Nat Kahn, for- which do not utilize a fixed sample New York.

fresh pictures, stations lately have office at 200 West 54th Street, TV shows what the net unduplibeen breaking their previous limits New York, and will concentrate on cated weekly ratings of the "Milquite often. WOR-TV was billed TV and theatrical clients. . . . Har- lion-Dollar Movie" would be on for more than \$12,000 apiece for old F. Kemp, manager of NBC's three other rating services-Amerithe General Teleradio group.

situations in which the General ber I and become a program exec week gives 40.3, Hooper for the Teleradio package opened the door reporting to Fred Wile Jr., veepee October 13-19 week gives 39 and for higher prices. In Pittsburgh, in charge of programs for NBC's Nielsen for the September 21for instance, Ketchum, McLeod & Pacific division. . . . J. Frank Gilday Grove paid \$800 apiece for 24 of will join McCann-Erickson, Inc., on the General Teleradio pictures and November 15 to become business about eight of the best in Interstate manager of the Radio-TV depart-Television's new 29-picture pack- ment in the New York office. Preage. This was a town in which viously he was with T. J. Maloney, \$600 had previously been high for Inc. features, and WDTV was reported to be quite unhappy that the spon-

N. Y. TV Center

· Continued from page 2

datory that agencies open up atter cities.

This, of course, results in a furmakes competitors out of these Midwest agencies for whatever new business can be gotten in the East. For example, the Perrin-Paus office here is already out shopping for more business to build its billings. Other of these out-of-town agencies will also become competitors of the Eastern agencies shortly.

Boon to Users

· Continued from page 3

that it can be utilized only for lip movement and that the remainder of the cartoon or picture must remain static. Courneys, himself, thinks that it therefore will be limited to 20-second spots or to inserts in longer commercials, since it would probably prove tiresome over longer periods of time.

One problem Courneya had to lick was synchronization of lip movements with sound track, and he seems to have done this to perfection. The method is equally cheap for color and for black and

Courneya suggests that the system might be used for talking pad, two-color matchbooks, a thecomic strips, utilizing Syncro-Vox ater ticket which invites the for the characters' speeches while recipient to see the show on TV. creating the illusion of motion thru and a three-color celluloid button camera movements, dissolves and to be used primarily to store and other optical effects.

FILM STUDIO
Large Sound Film Studio in New
York Cutting rooms available on
sub-lease at \$400 per month. Near
subway and bus line, Washington
Square. Inquire

BOX 961 The Billbeard, 1544 Breadway | New York 36, N. Y.

But the sponsor was not to be

tures, as Princess Pictures has done, was proving a boon for the grocery But in no event, Hyman insisted, outfit, and it wanted more top pic-

The same effect was felt here in stocked up with the Associated Hyman believes that with their buy, was telling distributors it

RESTLESS PEOPLE

· C. tinued from page 3

pany and TV Guide, has been appointed executive veepee of Network Advertisers, Inc. . . . Bertha Case has joined Ed Moser in the TV script department of MCA Artists, Ltd. . . . Charles Powers, exec producer at Dancer-Fitzgen ald-Sample, Inc., will move to the radio-TV department of McCann-Erickson's New York office on November 15 as director in charge of

John Held has joined Calkins & merly show business trade paper base, making it impossible to give However, in their demand for editor, has set up a public relations a net unduplicated rating. WCBStalent office in New York, will can Research Bureau, Hooper and In fact, there are a number of transfer to Hollywood on Decem- Nielsen. ARB for the October 7-13

Telescoping Plan

tinued from page 4

with at least a 50-50 chance that it will come off is a South African because so much is at stake and venture by M-G-M Producerprograming and production talent Director Gerald Mayer. Mayer, so centered in New York and Hol- who says one of the nets is defilywood, it becomes almost man- nitely interested, and his plans depend on the outcome of negotiabranches in one or both of the tions, wants to do a TV adventure series with an African location, splicing three of the pix together ther concentration of advertising for a theatrical film. Mayer's profacilities in New York City. It also duction would be independent, not under the auspices of M-G-M.

Over-all result may be better TV film at no increase in cost. Kaufman, for instance, is using 26 sets for his teleseries, but the cost of these can be written off against the feature. Disney's \$1 million outlay, which tops even the spectaculars; would be out of the question if the show were to be produced only for TV.

'Lucy' Reruns

comedy. This would make it the first network show to be seen twice weekly, tho in different versions. Undoubtedly this would establish it as the top moneymaker in the history of the medium, considering that the reruns will still have further value as local programing fodder, even after its second network run.

5 Plugs for 5

· Continued from page 4

delivery personnel.

The kit also contains a full line of paper merchandising aids, including two-color light danglers, three - color window streamers, posters, broadsides, Cantor-signed etters to dealers and press, and standing displays ranging all the way up to lifesize.

MILLION MYTH'

Cumulative TV Rating Usage

NEW YORK, Nov. 13 .- WCBS-TV, here, this week attacked the cumulative ratings claimed by WOR-TV, also of this city, by labeling them the "Million-Dollar Myth." WOR-TV had made its rating claims in connection with its presentations of its "Million-Dollar Movie," which are presented twice nightly as strips and three times each on Saturdays and Sundays.

Robert Patt, WCBS-TV advertising and sales promotion manager, points out that the rival station chooses to assume that its ratings are cumulative, unduplicated ratings and that a completely different group of homes sees each of the 16 performances. He maintains that it is entirely possible that some viewers may enjoy a movie so well that they would see it twice.

He also points out that it is even more possible that different members of a household may watch the WOR-TV film presentations different nights of the week. Such households, of course, are counted

WOR-TV uses Telepulse ratings, October 3 week gives 30.4.

This is in contrast to the total rating points on Telepulse for October 8-14-84.2.

WCBS-TV also points out that its net rating for its film presentations would be considerably higher for the weeks of September 21-October 3 on a special Nielsen tabulation. Net rating on its "Early Show" would be 44.2, and on the 'Million-Dollar Movie" 30.4.

22 Stations

· Co tinued from page 4

are: WTVI-TV, St. Louis: WCAN-TV, Milwaukee; WIBW-TV, Topeka, Kan.; KIDO-TV, Boise, Idaho; WWLY-TV, Springfield. Mass.; KREM-TV. Spokane; KOAT-TV, Albuquerque, N. M.; KCEP-TV, Tulsa, Okla.; KTVU-TV, Scranton, Pa.; KSWM-TV, Joplin, Mo.; KLTV, Tyler, Tex.; WPEN-TV, Butte, Mont.; KZTV, Reno, Nev.; WMBV-TV, Marinette, Wis.; KELO-TV, Sioux Falls, S. D. KIRO-TV, Sedalia, Mo.: KFVS-TV Cape Girardeau, Mo.: WJBF-TV, Augusta, Ga.; WJUM-TV, Reading, Pa., and KHSL-TV, Chico.

According to Oliver Unger, NTA executive vice-president, they now have at least 100 more hot prospects. In the event the contest is sold in more than 100 cities, the prize ante will be raised accordingly, since the \$1,000,000 total was predicated only on a 100-market

AWARD TO UPA FOR COM'CIAL

HOLLYWOOD, Nov. 13 .-United Productions of America has been named winner of the 1954 medal award for television commercials, it was announced this week by the Art Directors' Club of Chicago. The medal was given for the one-minute, limited action Bromo Quinine commercial, "Little Man."

Other UPA products are the "Busy Day" Jello spots, telephone company spots. Lee Carpets, General Motors, Lucky Strike, Johnson's Wax and Carling's Ale commer-cials, and the "Omnibus" opening sequences.

COLOR TV

'Hattie' Merman Rides Vehicle That's Faulty

By DENNIS McDONALD

fallen heir to. As a production it song. had many smash values which. nevertheless, made it a pleasant night club gal with a heart of gold. hour of viewing.

There was Ethel Merman to belt out Cole Porter tunes, as only Miss Merman can belt them. There were Jack E. Leonard and Art Carney as a couple of Naval buffoons, and a polished, but wasted performances from Ray Middleton and Neil Hamilton. David Alexander's direction was top-flight, the Barstow's choreography was good and the colorful costumes and scenery got full value from the old compatible system, with very little explain what would have hapbleeding of color.

All of this sounds as the "Best of Broadway" came up with a smash success. But as any musicomedy producer on Broadway, aiming for the "best of," would say, "You don't have a hit, if you don't have a book," and Herbert Fields and B. G. DeSylva's hit of the 1940's seemed pretty skeletal contradictory to say it was a pleasindeed in this present denuding.

By JOE MARTIN

country and western artists has

been demonstrated several times in

metropolitan centers, but never in

the metropolitan New York area-

until Hank Snow played a one-

nighter at Frank Dailey's Meadow-

brook last Monday (8). The sub-

urban spot, famed as the home of

name bands in years gone by,

turned away 3,000 youngsters and

their parents, grossed \$8,000 and

saw the Johnnie Ray and Frankie

Laine takes beaten by a hillbilly.

His Rainbow Ranch Boys literally

broke it up with a repertoire of his

record hits of the past few years,

plus some instrumentals and a

and then. He worked about 40

singer but has accommodated al-

Playing two shows, Snow and

The drawing power of the top

MUSIC

Musical comedies, particularly the "Best of Broadway" turned to older ones, have always of necesthe old musical "Panama Hattie" sity had very little meat on the Wednesday (10) for its third offer- bones of a plot, and when that's ing and suffered some of the ills pared away by an hour's adaptawhich its rival spectaculars have tion, it becomes a synopsis with

For example, Hattie is a brassy She has a falling out with her man because his little girl laughs at her. Then quick as a wink, they're in love again with no explanations, and a couple of bats of the eye and a chorus or two of "Let's Be Buddies" later, the little girl thinks Hattie's just fine. And the friction of the plot has about as much spark to it as a soggy match on

And so it goes-chunks of scenes, great gulps of dialog attempting to pened with more time-and the final impression of a viewer might be: "What was that all about?" Better the boys at CBS had started from scratch and told only part of the story, but told it well, than to try to tell so much by piecemeal and leave a viewer guessing.

After so much carping, it seems Robert Montgomery (Continued on page 12)

most every important name band

The crowd knew every Snow

number, could and did sing with

him. They mobbed the platform,

hung from balcony railings and sat

on the dance floor. The rest of the

bill consisted of territorial country

artists like Jimmy Dale and Big

Jim Meehan. Snow, of course, was

as professionally smooth in present-

ing the show and his numbers as

would be expected of an artist of

1 cent was paid out for promotion

or advertising. He promoted the

date with the co-operation of TV

Newark, N. J. Reed was cut in on

(Continued on page 14)

According to Frank Dailey, who

in the business.

BROADWAY SHOWLOG

REVIEW DIGEST

Performances Thru November 13, 1954

DRAMAS

PARTEMENT	
All Summer Long 9-23, '54	61
Anniversary Waltz 4- 7, '54	253
Caine Mutiny Court	
Martial 1-20, '54 Dear Charles 9-15, '54	333
Dear Charles 9-15, '54	69
Fragile Fox10-12, '54	39
King of Hearts 4- 1, '54	260
Oh, Men! Oh, Women! 12-17, '53	480
Quadrille11- 3, '54	13
Reclining Figure 10- 7, '54	43
The Seven-Year Itch11-20, 52	830
Sands of the Negev 10-19, '54	31
Sing Me No Lullaby 16-14, '54	36
Slightly Delinquest 10-25, '54	22
The Solid Gold	
Cadillac	428
The Rainmaker 10-28, 54	20
Tea and Sympathy 9-30, '53	468
The Teahouse of	
August Moon10-15, '53	455
The Traveling Lady 10-27, '54	21
The Tender Trap 10-13, '54	37
MUSICALS	

ni coronizad	
By the Beautiful Sea 4- 8, '54	25
Can-Can 5-17, '53	63
Comedy in Music10- 2, '53	41
Fanny11- 4, '54	133
Kismet	35
On Your Toes10-11, '54	I A
Pajama Game 5-13, '54	15
Peter Pan10-20, '54-	10/2
The Boy Friend 9-30, '54	3

COMING UP

	COMMITTO C	Annual Control
Wedding B	reakfast1	1-16, '54
Control of the Contro	Room1	
CONTRACTOR OF THE PARTY OF THE	Rose1	NO. SECTION CONT. N. C. CO.

Presents (TV)

Cast: Robert Ellenstein, Hurd Hatfield, Celia Lipton, Mary Sinclair, Scott Forbes, Tom Duggan, Bramwell Fletcher, Frederick Worlock, James Milbollin and others. Producer, Robert Montgomery. Director, Norman Felton. Writer, Alvin Sapinsley. Settings, Syrjala, Costumes, Jane Burroughs, Sponsor, the Johnson's Wax Company, thru Carl Byoir & Associates.

(NBC-TV, 9:30-10:30 p.m., EST, November

"The Hunchback of Notre Dame" is the Montgomery program's second shot at the presentation of a classic in two one-hour segs. (Last season spotlighted "Great Expectations" similarly.)

It is, of course, impossible to evaluate the complete production on the basis of this first half, but it may be reported that the start was vastly impressive. It is evident that the budget has been really upped for this one, not only via the selection of an excellent cast, but likehas operated the Cedar Grove, wise by sets and costumes which N. J., spot for at least 20 years, not smack of period research. The over-all is an obvious all-out effort to do everything as well as

flighty medieval Carmen, and car- of Shows." ried the action thru to the latter's ensnarement of the handsome captain of the archers.

Top Players

porter did not think that Celia more realistic terms, "Fanfare" was Lipton was exactly type-cast for probably the most successful of the and Tom Duggan.

Toast of the Town (TV)

Cast: Ed Sullivan, Kitty Kallen, Richard Hearn, Eddie Fisher, Dane Clark, Don Taylor, Andrew Duggan, The Mills Brothers and others. Producer, Marlo Lewis Director, John Wray, Spon-sored by Lincoln-Mercury Dealers thru Kenyon & Eckhardt, Inc.

CHS-TV, 8-9 p.m., EST, November 9.)

Ed Sullivan devoted a major portion of his Sunday (9) seg to a salute to deejays, with the saluting emanating from the expert vocal cords of Kitty Kallen, Eddie Fisher and the Mills Brothers.

Miss Kallen, from this reporter's chair, steadily improves as a projectionist. She has a rare way with a number, and her sly chanting of her newest Decca novelty hit, "Don't Let the Kitty Geddin," and winning delivery of her revival of the old standard "In the Chapel in the Moonlight" amply pointed up the reason that she has been the most played fem singer by disk jockeys across the nation over the past year (The Billboard, November 13). Fisher, also a high deejay fave, contributed a fine arrangement of "Swanee" from the pic "A Star Is Born" and a ditto of the pressions of a tennis player, boxer, title song from "Fanny." The Mills fisherman and circus horse. Brothers added a bit of their best harmonizing.

sical pitch, Sullivan called back day in Town," the perhaps better. British comic Richard Hearn. The Shawn's method of working is very latter offered up his hilarious compelling, but he is still short of panto Lancers bit, and cut in later really laugh-provoking twists. In with his British university "passing- this respect his split-personality out ceremony" routine. Neither bit routine this week was an improvelost anything by repetition. And ment over his Civil War bit of a for a complete change of pace, a month ago, but it still wasn't funny couple of sharply bitter scenes enough. from the war melo "The Fragile Fox" were included.

Dane Clark, Don Taylor and Willy the Wolf (TV) Andrew Duggan, leading members of "Fox" current Broadway troupe, contributed performances as sharply etched as those they are giving nightly at the Belasco Theater, with similar able assists from some of their supporting players. The adaptation was skillfully culled from the script to spotlight the excitement without giving away the real meat of the play.

The wind-up naturally had Miss Kallen and Fisher back on the job in time for the final Lincoln service plug. A well-balanced seg, put together with imagination and show-Bob Francis.

Fanfare (Color TV)

Cast: Frank Sinatra, Jacques Tati, Judy Holliday, Dick Shawn, Steve Allen. Script: Billy Friedberg, Fred Saldy, Neal Simon, Will Glickman and Bill Jacobson, Producer-director, Max Liebman. Sponsored by Sunbeam thru Perrin-Paus and Hazel Bishop thru Raymond Spector.

(NBC-TV, 7:30-9 p.m., EST, November 7.)

This week's opus made still furexceedingly well done, getting the a continuing thread or story line. meat out of the story and eliminat- It had three of the stars of the ing unnecessary trimmings. Norman previous month's show, who did Felton's shrewd direction of a huge approximately the same types of cast of 80 has kept it in close focus routines. And almost half of it was

Generally, it looked as if Liebman was merely trying to please, Except for the fact that this re- rather than astound. On these

It was Frank Sinatra's portion of Wisconsin stated his views on the Ellenstein plays the deaf-mute the show, from Hollywood, that hunchback with real understand- was in monochrome, which was too vigor. He appeared to think his ing, and his make-up is quite ter- bad for the few thousand color set official call-down by the Upper rific. Hurd Hatfield gives another owners, but of no consequence to House was in the bag and didn't of his fine characterizations as the the millions of old-style set owners, excellent contributions from such along his own color. Frankie was good actors as Scott Forbes, Bram- in a real TV mood. His voice was well Fletcher, Frederick Worlock tremendously improved over his last days on CBS a few years back. In sum, nothing has been spared to make "Hunchback" a noteto make "Hunchback" a notethe Sinatra baritone will always be Tea and Sympathy: (National) Washing-

helped by a rather intelligent line ot continuity. He did not have a routine that moved or inspired. It was merely the presentation of a friendly and interesting performer with whom it was pleasant to spend a few minutes, not unlike the mood that Steve Allen, who was again emsee, usually purveys. Sinatra was casual to the point of asking "Well, what should we talk about?

False Start

Actually, his routine could have profited from more unification. The audience was left hanging when it was over. He had one bit with a young girl, who served as an excellent foil for Sinatra. When it started this looked as if it were heading someplace, but it never got there.

Sinatra's work was backed by a large, handsome street-scene set, which would have registered well in color. He should do more like

The other novelty in "Fanfare" was the French comic mime Jacques Tati who did excellent im-

For the rest, it was Judy Holliday, Dick Shawn and Allen doing As a break-in to the general mu- the same type of stuff as in "Sun-

Cast: Walker Edmiston, Don Messick, Ery Shoemaker, Dick Kerr, King Sisters, Lou Styles orchestra. Art directors, Don Messick and Frank Priest, Production supervisor, Lloyd Turner, Produced by Bob Clampett.

(KTTV, 8:30-9 p.m., PST, November 8.)

Willy the Wolf' is KTTV's second attempt of the fall season to produce a top live program during the prime evening hours. From the opening show it appears that the second try will be even less successful than the first ("The Harry Richman Show"). The east is by no means hopeless, but the patient will need a stiff injection of vitamins to carry him thru.

Clampett has been planning the show for seven years, it is said, and seven years ago it might have been quite a novelty for TV. Many moons have gone by since then, however, and in this day the program seems out of place amidst its high-budget neighbors.

What it lacks primarily is purpose and a script. First to appear Max Liebman and NBC seem to is Willy the Wolf, one of Clam-The initial hour naturally had to be mellowing. Their spectacular of pett's aids dressed in wolf's clothuse up considerable time in the es- this week was not an attempt at ing. Then it's Willy maniplating tablishment of the characters, but something so big and original that some puppets. After that come a managed none the less to carry it would make the 1215-inch couple of variety acts, the King well along into the story. Briefly screen look like Cinerama. Instead, Sisters and Dick Kerr, the latter it underscored the pathos of Quasi- like the "Sunday in Town" of last of whom can do remarkable things modo's devotion to Esmeralda and month, it was built generally along with his vocal cords which range Gringoire's similar love of that the lines of Liebman's old "Show from falsetto to bass. Willy winds up the half hour.

The script consisted mostly of ther compromises with TV as it gags that must have come from has been unspectacularly practiced something Mack Sennett had left This adaptation so far has been heretofore. It made no attempt at over. The studio audience tried

(Continued on page 12)

DRAMATIC & MUSICAL ROUTES

Bad Seed: (Shubert) Washington. Cuine Mutiny: (Her Majesty's) Montreal Plowering Peach: (Pord) Baltimore. Getting Gertle's Garter: (Locust) Phila-

King and I: (Hartman) Columbus, O. Lunstics and Lovers: (Shubert) New Haven, Conn., 17-20.

Moon Is Blue; (Shubert) Detroit. Naughty Natalie: (Hanna) Cleveland. Oh, Men! Oh, Wemen!: (Cass) Detroit. Oisen and Johnson: (Belwyn) Chicago. On With the Show: (Plymouth) Buston. Pajama Tope: (Cex) Cincinnati.
Portrait of a Lady: (Colonial) Boston.
St. Joan: (Great Northern) Chicago.
School for Brides! (Parsons) Hartford,

lity that Time Out for Ginger: Portland, Ore., 17-18;

CBS' Quizzers Across 'Nation' Pelt McCarthy

standard country blues item now disk jockey Lyle Reed, of WATV,

minutes each show and on a bare the deal. Only other promotion platform which has never before was thru disk jockey Don Larkin,

been walked on by a country whose daily country music show is

City Fellas Dig Snow,

By BOB FRANCIS

CBS has added a new wrinkle to the panel-discussion formula, and it may easily catch on. Instead of simply having a prominent guest face a battery of newsmen for round-table quizzing, the quizzee actually faces only one or two, while the remaining quizzers are cut in from around the country.

This serves the purpose of spotlighting the impact of the subject under discussion in various locales simultaneously, and it certainly makes for a new and interesting hesitate to exceriate the prejudicial gutter poet, and there are other especially since Sinatra brought

The initial half hour had Sen. Joseph McCarthy on the receiving end of questions anent his possible bee. William Lawrence and Star's Wi via Frank Gibney of Newweek and

from Indianapolis with INS manager Jebson Cadou on the ques- for intimacy of character building. in biack and white, tioning end.

Since the proposed censuring has not taken place as of this writing, it is obviously impossible to report on an effect of McCarthy's replies. However, it may be re- the role of the gypsy heroine, the spectaculars to date. ported that the junior senator from players were all top drawer. Robert situation with his accustomed bias of some of his brother solons. In fact, he referred to the proceedings as a political lynching-

censuring by the U. S. Senate. In Just what purpose his quizzing Washington, Times correspondent served is beyond this reporter, Washington, Times conteapant will since its impact depended entirely worthy TV event. If the second the greatest.

· Continued from page 11

hard, but the chuckles were both few and feeble.

Two brief flashes indicated the possibilities of the show if it is developed. One was 2. 30-second "Drag-Mutt" piece, and the other a Liberace takeoff by Willy in which one of Willy's paws seems to wander away from him and take a small excursion before re-

The program is billed as satire and as the "first adult-slanted puppet and people show." This is a large order, and at the moment it doesn't seem as if it's going to be filled. The producers might do well to study publicist Rev. Winkler's promotion campaign for the program and take it from there. Bob Spielman.

Jo Stafford Show (Color TV)

Cast: Jo Stafford, The Starlighters. Producer-writer-directors, Paul Harrison and Berni Gold. Musical director, Paul Weston. Sponsor, Gold Seal Company thru Campbell-Mithun Agency.

(CBS-TV, 7:45-8 p.m., EST, November 9.) The Jo Stafford Show saw the

off quite well indeed.

natural for the color cameras, player Otto Graham Jr. Dressed in bright finery and backed by some handsome scenery, she breezed thru the quarter-hour segment of song as if it were a lark. It was an enjoyable 15 minutes to the viewers, too, who were treated visually and vocally to some thoroly pleasant light-weight entertainment.

The whole show consisted of little more than Miss Stafford's rendition of four popular favorites. "Taking a Chance on Love," "There's No Business Like Show spanned quite a few years. Business," "Count Your Blessings (Instead of Sheep" and "St. Louis Blues." All of them were offered in settings that did justice to the skill of CBS' designers, who obviously know their colors.

Tho the songs were prerecorded, a viewer would have been hard pressed to recognize that fact were it not for the honesty of the announcer. Jack Singer.

Steve Allen for Bob Hope (TV)

Cast: Steve Allen, Eydle Gorme, Steve Lawrence, Andy Williams, Pat Marshall, Paul Winchell, Kay Ballard, Gene Rayburn, Producer, Mort Werner, Asaistant producer, Bill Harbach. Director, Dwight Hemion. Sponsored by Tootsie Rolls thru Moselle & Eisen. (NBC-TV, 8-9 EST, November 9.)

With NBC very much on the spot when confronted with a yawning, hour-long gap due to the absence of Bob Hope, the natural the sports audience is in order. man to call upon in the crisis had to be and was Steve Allen. Latter could have ad libbed his way thru the 60 minutes, and it must be admitted that at times during this

show that appeared to be exactly what was happening.

Nonetheless, for admirers of Allen the hour turned out to be practically jim-dandy, for on hand to abet the maestro of the nonsequitur was his usual "Tonight" cast plus Paul Winchell and Kay Ballard. Maybe not every sketch in the show was an integrated commercial for Tootsie Rolls, which picked up the tab on this one-shot filler, but one almost came to expect that product to wind up with a plug, even when it didn't come. Just about everyone in the cast got in a boost for the goodies at one time or another,

Mambo Highlight

Highlight of the show was a sketch taking off on the lyries of "They Were Doing the Mambo," in which Allen, playing a private - eye, sought to aid a client whose remarks were limited to a deadpan recitation of the lyrics of that number. Paul Winchell's wizardry in ventriloquism got a very light workout during his contribution to the show, altho he gave out with some nifty imitations. Kay Ballard teamed up with Allen for a hilarious bit on what a conversation would sound like if people spoke like commercials-and the bank- ant evening. But Miss Merman, ing as far as the commercials are roller's product, along with a not to mention Messers. Carney concerned. Those beautiful, fluffy couple of dozen others, got a rib- and Leonard, can compensate for bath towels right out of a dreamy bing in this one. Allen also pulled a lot of ills. Their aplomb is a drier, and that handy, carry-all one of his inimitable readings of plum for any show to brag about, vacuum have never looked so the Daily News' "Letters to the Additives of a few songs and good. Neither has Miss Furness, Editor" column, generating vast in- dances and a couple of laughs incidentally.

where not the granting successful the part of browning

dignation over relatively minor

Show wound up with a plug for the new Winchell stanza, which is to be bankrolled by -Tootsie Rolls, of course. Sam Chase.

Cavalcade of America (TV Film)

Cast for Frank Leahy Show: Dabs. Greer, Joyce MacKenzie, Otto Graham, Ralph Moody, Charles Meredith. Writer, Joel Murcott. Director, Francis D. Lyon, Producer, Warren Lewis, Executive producer, Don Sharpe, Sponsor, DuPont, thru Batten, Barton, Durstine & Osborne.

(ABC-TV, 7:30-8 p.m., EST, November 9.)

The episode aired on this week's 'Cavalcade of America" was a pilot film of the new Frank Leahy show, which ABC-TV and Don Sharpe have been pitching to potential bankrollers, thus far without suc-

The Leahy venture is not a straight sports stanza, as one might conclude from its title. It's more a documentary type drama about living people who in one way or another have had some connection with sports. The episode shown on "Cavalcade," for instance, was a light of the color TV cameras for dramatization of the career of an the first time this week and came unknown high school football coach, Mark Wilson, who started The gal, with her titian hair, is a the ball rolling for pro football

> The show, introduced and parrated by Leahy, who retired last season from his Notre Dame coaching berth, was not particularly outstanding TV film fare. For one thing, it bit off more than it could chew in a half hour. It might have done better by limiting itself to a dramatically well-knit portrayal of one incident in the life of the man instead of attempting to sketch his entire career, which

Pretty Pedestrian

Tho there were some moments that tugged at the heartstrings, the script generally did not rise much above the pedestrian. It moved slowly, often relying on cliche situations and dialog. Perhaps the most visually exciting portions of the stanza were the newsreel shots of football plays.

The producers attempted to broaden the show's appeal to the nighttime woman's audience by emphasizing Wilson's home life with his wife. Tho it's true the show thereby gained wider appeal than could be boasted by a 100 per cent sports show, it's questionable whether the number of nonsports viewers it may attract can match the number of sports enthusiasts that may bypass it.

Maybe a format change that will shift its direction further toward

Jack Singer.

Face the Nation (TV)

Cast: Ted Koop, moderator, Panel: William A. Lawrence (N. Y. Times), William Hines Jr. (Washington Star), Frank Gibney (Newsweek), Jebson Cadou (INS, Indianapolis). Guest, Sen. Joseph McCarthy, Producer, Ted Ayers. Public service, sustaining.

(CBS-TV, 2:30-3 p.m., EST, November 7.)

Continued from page 11

senator gets on TV, there is always good drama, and Sunday's show was no exception.

The new format calls for different panel members in different locales each week, presumably to get a country-wide slant on the particular questioning of each new guest. It looks like a sound idea.

Best of Broadway (Color TV)

Cast for "Panama Hattle": Ethel Merman, Ray Middleton, Art Carney, Jack E. Leonard, Janis Carter, Neil Hamilton, others. Music by Cole Porter. Arrangements, Buster Davis and Buddy Bregman. Book by Herbert Fields and B. G. DeSylva. Producer, Jule Styne. Executive producer, Murtin Manulis, Director, David Alexander, Choreographers, Edith and Richard Barstow, Sponsor, Westinghouse Electric, thru McCann-Erickson.

(CBS-TV, 10-11 p.m., EST, November 10.) · Continued from page 11

CAPSULE COMMENTS

Esther Williams, Ben Gage Sahara Hotel, Las Vegas, Nev.

Bill Miller this week comes up with a rarity for him-a show that falls flat on its face. After a long string of successful productions starring luminaries from Hollywood, Metropolitan Opera and Broadway, Esther Williams and hubby, Ben Gage, just can't measure up.

Gage croons mildly well and Miss Williams wears clothes and a bathing suit in fine fashion, but this doesn't add up to the top entertainment for which Miller has become famous in Las Vegas.

For a finale, after the mediocre songs and dances, Miss Williams stands in an upsidedown shower as an excuse for donning a bathing suit, which left the audience disappointed, since most folks thought that huge, covered thing to one side of the stage was a tank of water at least.

Trying his best with little more than the stars, is comic Joey Bishop, who seemed inflicted with the gloom over the whole production.

A better-than-average team of tumblers, the Romano Brothers, opens the show. Chorus line duties are well done by the Sa-Harem Dancers. Music is by Cee Davidson and ork.

Oncken.

Ted Lewis Edgewater Beach, Chicago

More than a few first-nighters who regularly attend this house were surprised at the drawing power retained by the nostalgic tragedian of song, Ted Lewis, The fourth tier of seats, and a perimeter which is seldom used. was tossed open to accommodate the Lewis fans. Altho the top-hatter is a little slower on his footwork, he lost none of the old sparkle and charm when it came to singing his old identification numbers and reminiscing over past days and performers.

Lewis left a stream of damp eyes with such numbers as "I'm Stepping Out With a Memory Tonight," "Me and My Shadow," "On the Sunv Side of the Street" and "That Old Hat of Mine." He scored extra well on "There's Only a Few of 'Em Left, But They Go on Forever," a recall of Sophie Tucker, Eddie Cantor, Jack Benny and Jimmy Durante.

Two teams, Manor and Mignon and Midge and Bill Haggett, provide top terp offerings. The Mad Russian, Bert Gordon, did the comedy relief, and Elroy Peace interprets the famous Lewis Shadow (the fourth). Schickel.

Betty Madigan The Boulevard, New York

The slim, well-stacked brunette, Betty Madigan has become quite a performer since previously caught. Using her M-G-M hit "Joey" as a ladder, the gal has acquired a poise and assurance in personal appearances that enables her to project an infectious girlish charm that registers quite well. Her chief drawback now is to find proper songs and better costuming. Her songs, tho nice enough, are meaningless with the exception of "Joey." Her gowns are too flamboyant; they detract from her looks rather than enhance them. She needs something simple to highlight her

Comic Jack De Leon, a hurry-

make it a pleasant hour, if not a wow. And those fortunates who saw the show in color-and such good color it is too-should have been satisfied.

Certainly Miss Furness and Westinghouse have no gripes com-

DESCRIPTION OF SHIPPING PROPERTY.

up replacement for George De-Witt, a stocky, blondish lad, is a funny fellow. Some of his material is "borrowed," but it's still good. De Leon knows how to sell and with more experience and originality could make it in a big way. Smith.

Ed Wynn

Last Frontier, Las Vegas, Nev. Durable, lovable Ed Wynn headlines the Ramona Room bill this week at the Hotel Last Frontier, bringing with him -some top talent in singer June Roselle and the Step Brothers.

Wynn himself goes thru his familiar half dozen changes of ridiculous costumes and keeps springing the corny jokes that used to go over big. Aside from the name on the marquee, the star of the show is blond, beautiful Miss Roselle; whose operatic range from contralto to soprano is remarkable if not yet fully developed.

Unhappily, her only real opportunity to display her operatic talents is an aria from "Tosca," which is continually interrupted by Wynn's bad gags, to the point where the audience is almost in revolt. Her other numbers, all well done, are "So in Love," "Ebb-Tide" and "Tea for Two."

The Step Brothers display their acrobatic dance routines with amazing stamina and better-than-average skill. The Dagenham Girl Pipers have been seen in Las Vegas before, and put on their usual excellent, colorful performance which is, however, a bit loud for a small night club room. Music is by Garwood Van and ork. Chorus numbers by the Last Frontier girls. Oncken,

Lecuona Cuban Boys Empire Room, Schroeder Hotel, Milwaukee

The Lecuona Cuban Boys are back again for a return twoweeker, and no one sleeps in the normally staid Empire Room while they are on. Only one flashy, colorful, bongo-laden dinner show is put on each evening, with the room's policy now dropping the late performance. Solo features highlight the fine voice of handsome Raoul Martell, and the curvaceous Latin bombshell Nelle Castell.

This is a true performing band, with everyone in the 12man unit contributing his lively share during the half-hour show. Voice-wise, the work of lovely Miss Castell merits just fair reviews, but the sultry Cuban lass fairly sparkles on the podium when she wiggles thru a brace of fast hip swinging numbers.

The group could be criticized for their lengthy siestas between dance sets which encouraged a number of patrons to become bored and leave the room in search of other means of diver-Ollman.

Robert Clary, Ada Moore, Village Vanguard, New York

Singers Ada Moore and Robert Clary are doing a fine job at keeping matters lively in this intimate downtown room. Pairing of duo on the same bill is canny booking, due to complete divergence of style.

Miss Moore's stock in trade is to chant as if she is never half trying, with a sly, sleepy approach that is completely engaging. Her arrangement of Love for Sale" is a topper for sneaking laugh touches into a torch number, and her swing version of "Man I Love" is an ear tickler.

Clary, on the other hand, sings it out, for the most part strictly on his familiar comedy beam. The lad is apt to turn an English lyric into French, or vice versa, at the drop of a hat. Currently, a reporter likes best "Calypso Blues" and superb fashion.

THE OWNER OF MEANING THE PARTY OF THE PERSON OF STREET

"Shrimp Boats Are Coming" flast done for comedy in French) projections.

The Clarence Williams Trio continues to cut the show for excellent results. Francis.

The Nuteracker City Center, New York

The New York City Ballet troupe has made a smart move in reviving its full-length "Nutcracker" as solo fare for the preholiday season. The Christmas fairy tale was a sell-out last year whenever canced, and there is no reason why it shouldn't repeat.

Wednesday (10) performance proved that the magic that George Balanchine put into it last season still holds over. The youngsters from the School of American Ballet are still cute as buttons in the kid assignments, and Miss Carol Cincibus and Master Eliot Feld are just fine as the princess and prince in the Sugar Plum kingdom.

The terp sequences are splendidly stepped by such lights of the troupe as Francisco Moncion, George Li, Robert Barnett, Barbara Fallis and Jillana. The pas de deux by Tanaquil Le-Clercq and Jaques d'Amboise is as lissome as ever, and incidentally, d'Amboise is fast becoming one of the troupe's very best balleteers.

The Centerites should do much, much more of this sort of thing. Francis.

Twelfth Night Jan Hus Auditorium, New York

Some very good things stagewise have got their start uptown in the Jan Hus Auditorium, Currently a new group, calling themselves the Shakespearewrights, are off to a promising start with their own interpretation of "Twelfth Night."

The group is highly professional, and put on a mighty good brand of Shakespeare under Norman Peck's able direction. The treatment is particularly effective on a deep apron stage, sans props and sets, but with multiple entrances and exits allowing maximum fluidity for the staging.

Performancewise, "Twelfth Night" stands or falls on its Malvolio, and Thomas Barbouras as the pompous steward definitely keeps it on its feet. The troupe is likewise fortunate in the services of Inga Swenson and Laurie Vendig. Both are excellent players, and the latter has the happy faculty of really looking like the boy she is supposed to be. This reporter also particularly liked the work of Donald Mork, Robert Cass, Philip Lawrence and Lowell

The new Shakespearewrights are decidedly worth a trip up-Francis.

Paul Gilbert Chase Club, St. Louis

Making his fifth appearance here in St. Louis, young comic Paul Gilbert scores just as solidly as ever. Fresh from TV appearances and completion of a new ptc, Gilbert looks sharper and funnier than ever before. Although some of his routines have been seen many times by this reviewer, the lad seems to have acquired more polish and a better sense of timing. Has to beg off as usual here.

Co-featured with Gilbert is the Bob Hamilton Trio, wellknown thru their many appearances on TV's "Show of Shows." Without a doubt, this is the finest dance act of its kind anywhere. Their precision routines are almost unbelievable in their perfection.

French songstress Gaby Bruyere completes bill with Parisian songs a la Edith Piaf. She wins

nice reception.

Bobby Swain's ork continues to serve up top-flight show and dance music, and Maureen Arthur provides vocals in her usual Abie.

Diskers Glow With Lend-Lease Spirit

Back Scratching Everywhere, as Firms Swap Artists to Make Albums Possible

By JUNE BUNDY

NEW YORK, Nov. 13 .- A new aura of good fellowship is beginning to evidence itself in the lendlease arrangements made by the major labels to borrow artists for Game." movie sound track albums. The Mercury gave them Vic Damone most recent example is M-G-M's as a token of appreciation for percoup on its "Deep in My Heart" mission to release the sound track sound track package, with a flock of Damone's recent M-G-M movie of big-name artists from other la- "Athena" with Jane Powell and bels lined up for the album, in- Debbie Reynolds. RCA Victor cluding Rosemary Clooney, Tony okayed Tony Martin's appearance Martin, Vic Damone, Jose Ferrer in the album, because M-G-M preand Helen Traubel.

part in the successful negotiations of these deals. For instance, M-G-M secured the services of

this way, obviously, Woolworth's bands and singers will very shortly become names themselves.

3 of Four Aces Back

with four issues and one is ready generally ranch type dwellings. to go. Last week it was announced A Select-O-Matic is being inhere that the firm had let go all stalled in each new home, and is of its editorial and advertising staff included automatically as part of members in the Chicago office the purchase price. The unit will publicity, and Nick Downey, cir- panel in the wall. Six homes are

It was learned this week that

Rosemary Clooney and Ferrer on the strength of a prior agreement to let Columbia use Howard Keel on Doris Day's "Calamity Jane" album and Carol Haney in "Pajama

viously gave them Mario Lanza's Trades, of course, play a big sound track from "The Student Prince."

Other Swaps

The "you scratch my back I'll scratch yours" policy also evi-denced itself this month at Coral, where Pearl Bailey was loaned to RCA Victor for the "Carmen Jones" movie sound track album. Decea got in the picture by borrowing EP's to Plug Hi-Fi Johnnie Ray from Columbia for its forthcoming "No Business Like

album. Decca miffed Victor last ufacturer's new juke box. year by refusing to lend Ethel Mer-

suburb of Westchester Village as

a result of a \$450,000 contract

entered into by Music Systems,

Inc., local Seeburg distributor.

Plans call for the installation of

Seeburg's 200 Select-O-Matic Hi-

erected by the Garling Construc-

tion Company, recognized as one

of the largest residential builders

The contract was consummated

Westchester Village is about

Of the six, four are model

homes. These have drawn thou-

General Electric's House of Stars,

Detroit Edison's Diamond Jubilee

Home, Mr. Peepers' Jubilee Home

and the Pickwick Home.

by Joseph Nemesh, president, and

Herbert Payne, sales manager of

in the country.

4 TRADES TO HONOR POTTER

HOLLYWOOD, Nov. 13 .--Disk Jockey Peter Potter, celebrating 20 years in the entertainment industry, will be the first disk jockey to receive a major tribute from the combined radio, television, recording and motion picture industries at a testimonial dinner Monday, December 6, at the Beverly Hills Hotel.

A 38-man committee, representative of all show business fields, was formed last week with songwriter Jimmy Mc-Hugh as chairman.

Members of McHugh's committee include Johnny Mercer, Sonny Burke, Jesse Kaye, L. Wolfie Gilbert, Eddie Janis, Glenn Wallichs, Irving Mills, Johnny Green, Jimmy Durante, Mort Hall, Guy Della Cioppa, Joe Perry, Mickey Goldsen, Lucky Wilber, Joe Nadel, Donald O'Connor and Sidney Miller.

Philly Distrib Uses

PHILADELPHIA, Nov. 13 .-Show Business" sound track album. The local Seeburg distributor, the However, some deals are still Atlantic-Pennsylvania Corporation, blocked. For instance, Columbia is using EP's in a promotion derefused to lend Rosemary Clooney signed to show off the highto Decea for its "White Christmas" fidelity characteristics of the man-

Over 1,000 to Fete WSM's 29th Year

Big 2-Day Schedule Arranged for National DJ Shindig; Execs and Artists to Attend

1,000 disk jockeys, the too sales ties. and artists and repertoire executives of record companies, music a 7:30 a.m. breakfast tendered by publishers, bookers, talent buyers Hill & Range Music. The event and artists will gather here this will be held at the Noel Hotel coming week for the annual Na-during WSM's regularly scheduled tional Disk Jockey Festival in show, "Breakfast at the Opry." At honor of the 29th anniversary of noon all will be invited to attend WSM's "Grand Ole Opry." The a luncheon at the Andrew Jackson festival will be staged here on Hotel which is being given by Friday (19) and Saturday (20).

The two-day event is packed with meetings and parties. The agenda begins with a 10 a.m. meeting on Friday at which time WSM execs will welcome the disk jockeys and introduce them to record and music publishing execs. At noon Friday RCA Victor will give a luncheon for the jockeys at the Andrew Jackson Hotel.

for a round-table discussion on record servicing and programing problems. At the same time, wives of the visiting jockeys will be entertained at tea by Mrs. Frank Clement, wife of Tennessee's Governor. The tea will be at the Governor's Mansion,

Many Parties

In the next few weeks it will From 4 to 6 p.m. on Friday, man for Victor's "Call Me Madam" place 400 copies of RCA Victor's Jockeys will be invited to attend package. More recently Victor EP version of "Hearing Is Believ- the cocktail party being sponsored kayoed Decca's bid to use Marilyn ing" on as many coin phonographs by Cedarwood Music. For the rest in this area, with attention called of the evening record companies, to the new entry by a special title music publishers and other firms Whereas in past years, the rec- strip. The disk compares old-style will all hold open-house parties at ord companies zealously refused to recording with new hi-fi etchings various locations for the jockeys. (Continued on page 18) and includes pertinent narration. At the same time WSM's tape room at the Andrew Jackson Hotel chief Lester Sill. will be made available to all visiting jockeys who want to tape inter-

NASHVILLE, Nov. 13. - Over | views with the attending celebri-Saturday's schedule begins with

(Continued on page 18)

Decca Huddles With Spark for At 2 p.m. the jockeys will meet or a round-table discussion on rec-

HOLLYWOOD, Nov. 13.-Decca Records is expected to enter the rhythm and blues field with another subsidiary label shortly, should present negotiations with Spark Records be concluded.

Deal reportedly awaits only the final approval of Decca President Milton Rackmil, who arrived here late vesterday (12).

Details of the Decca move involve the acquisition of the complete Spark catalog, unreleased masters, talent and the services of recording directors Jerry Lieber and Miker Stoller, and Spark sales

Should the deal be consummated, Lieber is expected to head the as yet unnamed label's artist and repertoire department, Stoller to act as an a.&r. assistant, while Sill would direct national sales and promotion.

To date, the Spark firm has released only eight sides since its (Continued on page 18)

\$450,000 Deal Okayed Joni James Signs With M-G-M After Long Hassle

NEW YORK, Nov. 13 .- M-G-M Records finally signed Joni James on Thursday (11), following lengthy ha sle between the record Fred Garling said that he company and the singer over renewal terms. In recent months Miss Janus has been offered around to several of the larger record companies, with no takers at the price and terms sought. M-G-M, however, settled the problem this week by giving in to some of her demands.

have failed to match the sales figures of her early disks, M-G-M is to market such equipment at little its distributing organization to retain the biggest name on the label at almost any cost.

Exact terms of the new contract are not known, but the thrush has wholly r.&b. Jay Dee in the fu- been seeking complete autonomy ture will be a pop label, and pop on selection of material, a \$50,000 handle installation and service. LP's and EP's will be issued on it. a year guarantee and similar de- drawing upon the distributors' stock The first release on the revived mands. Negotiations for M-G-M Beacon features Dean Barlow and were handled by the label's chief

Bruno Service Eases Dealer Hi-Fi Entry

NEW YORK, Nov. 13 .- A new service to ease dealer entry into high fidelity component sales was launched here this week by Bruno-Tho Miss Jamez' last few records New York, local RCA distributor. Under the plan dealers will be able believed to have felt obligated to or no investment in stock, according to Bruno execs.

One facet of the program calls for dealers to receive franchises upon the purchase of a minimum stock of components for demonstration and display. Retailers

(Continued on page 18)

Diskers Aim Guns On Christmas Wax

By BOB ROLONTZ

NEW YORK, Nov. 13. - Every new singles by the Ames Brothers, year about this time the diskeries Eartha Kitt, Spike Jones and the sands of visitors interested in let go with their heaviest ammuni- Voices of Walter Schumann. The tion to win one of the top prizes of Eartha Kitt record, "This Year's 181, equal after preferred divithe year-a new hit Christmas ree- Santa Baby," is the tune that she dends to \$1.53 a share on the ord. This year is no exception. All made a hit last year, all dressed up 476,230 shares of common stock of the major firms, and most of the with new 1954 lyrics. The Ames outstanding. This compared with

Capitol Sales Top \$17 Mil. Net 736G; Exceed '53 Marks

HOLLYWOOD, Nov. 13.-Net sales for Canitol Records in the 12 months ended Sentember 30, 1954. totaled \$17,283,000, an increase RCA Victor this year is issuing of \$1 318,000 over the comparable neriod a year ago, said President Glenn E. Wallichs in a quarterly report to shareholders.

Net income amounted to \$736,-

Woolworth Cuts Disk Prices by Half in England

LONDON, Nov. 13.-Following last week's announcement that Woolworth's had entered the disk business here comes a disclaimer that the store is out to undersell Monroe in the "Show Business" the trade. Altho the first records album. put out by Oriole and Mercury Records on behalf of Woolworth's are selling for 52 cents-a little over half the normal sale price here - the firm states its policy should boost business elsewhere, 570 INSTALLATIONS not weaken it, by increasing interest in a new market."

First titles on sale are hit tunes of the moment waxed in the main by little-known aritsts, which backs up the firm's statement that they will not attempt to build new numbers. Despite Woolworth's soothing statement, many dealers feel their customers will naturally tend to buy the lower-priced disk-even at the loss of a "name" singer. In

PUBLISHERS

Recordland

CHICAGO, Nov. 13.-It was re- Music Systems and by Fred vealed here this week that Recordland Magazine, the first consumer salesmanager, of Garling. fan magazine to cover the record field, is owned by three members eight miles northwest of the Detroit of the Four Aces. Dal Publications, city limits, in Bloomfield Townproducers of the magazine, is ac- ship, a rapidly growing suburban tually a contraction of the initials community. It consists of 300 of Dave, Al and Lou-Mahoney, acres and is divided into half-acre Alberts and Silvestri. Sod Vaccaro, lots. About 30 lots are expected the last member of the group, is to be reserved for school and the only one not in on the venture. church construction. Home prices

The magazine has hit the stands range from \$31,000 to \$39,000, and retained only Vince Fiarino, be concealed in a ready-made culation. It was reported at that already open for inspection. time that the firm was moving its offices to New York.

actually the group has decided on an economy move that negotiations are currently going on in New York to find a new publishing firm learned that approximately \$150.

One had been put into the magazine, and because of the backers having little time to control the venture, costs were exceeding budgets. A source here reports that (Continued on page 18)

The background music histinal packground music history and for Christmas. Spike Jones waxin the background music history and Total Christmas. Spike Jones waxin the background music history and Total Packground for Christmas. Spike Jones waxin the background music history and Figure 12 packground for Christmas. This compackground for Christmas and "I Got a Cold for Christmas." The background for Christmas and "I Got a Cold for Christmas, for the magazine. It was also

For Background Music DETROIT, Nov. 13.-Back- is Carl Kurz, Garling sales managround music equipment will be ger. The number was recorded by installed in approximately 570 new Wyona Winters and Leonard

homes being constructed in the Stanley on a Grand label. (Continued on page 72)

Davis Reactivates Fi unit in all of the homes being Beacon for R&B

NEW YORK, Nov. 13. - Joe Davis is reactivating his Beacon label for r.&b. disks. Beacon Records was one of the most active r.&b. labels from 1943 to 1948, and a number of artists, including Savannah Churchill, The Red Caps, and Una Mae Carlisle, were on the Garling, president, and Carl Kurz,

> Davis will retain his Jay Dee label, which up to now has been The Crickets with "Be Faithful." Frank Walke:

Rack Jobbing Hits 500G Mark in Calif.

MUSIC-RADIO

HOLLYWOOD, Nov. 13.-Ap- | distributor here, is a growing one being achieved annually by record Navy and Air Force exchanges. rack jobbers in Southern Cali- Record Rack Service currently has fornia. This is the opinion of Ed 30 racks in these military instal-Mason, president of Record Rack lations, and has since expanded Service, largest of the rack oper- with 18 more covering chain-

labels; the majors, independents, Racks are supplied to the location hit-tune disks and distress merchan- at no cost, tho Mason estimates dise. Mason revealed that his firm they cost his firm between \$40 and alone, which carries the major \$75 each. At the present time, labels in the pop and classical Record Rack Service covers an fields and only Peter Pan (25 cents area as far south as San Diego and

year's end.

BRITISH DISKS

700 Releases For Nov. Make All-Time High

LONDON, Nov. 13. - An alltime high figure of 700 new records will be released by British disk companies this month. Of this total the Decca group (Decca, Brunswick, Capitol, Felsted, London, Durium and Telefunken la-

bia, Parlophone, M-G-M, Regal- Norm Weinstroer. Zonophone) are to put out 204 disks consisting of 78 on 78, of get the big push included disks by in this market. Such groups as the which 34 are duplicated on 45; Don Cornell, the McGuire Sisters, Sugartones will be switched from 35 on 45 EPs and 57 on LP.

Vogue, Phillips, Esquire, Mercury, the Lancers. Nixa, etc. will account for the rest. The great majority of this output by Johnny Thompson, Nashville, pops. Only four years ago the Boston; Hartford, Conn.; Pittstrade was congratulating itself on burgh, Cleveland; Newark, N. J.; a total of about 270 different Cincinnati, Philadelphia, Balti-

proximately \$500,000 in hitherto that up until recently had largely untapped record sales is currently restricted its operation to Army, store-operated supermarkets.

The half-million-dollar figure Mason designs his own racks, represents sales at the consumer each of which hold a total of aplevel, and includes a multitude of proximately \$800 in records. and 59 cents list) in the kiddie east to San Bernadino, and gets full retail prices for its records. field, will have accounted for ap- full retail prices for its records.

proximately \$220,000 in sales at | Contrary to the opinion of many dealers who see a possible threat Mason's rack operation, original- to their businesses as a result of the ly organized in 1948 following a growth of rack jobbing, Mason two-year stint with the RCA Victor believes the additional exposure of records in supermarkets, drug chains and variety stores complements the music shop.

Says Mason, "We are not equipped to carry more than the established hits in single records and package goods, and consequently offer what might be considered a disinterested record buyer the opportunity to exercise the impulse-buying habit. The average music lover that has the record-buying habit will continue to visit his record dealer. At the (Continued on page 26)

Coral Distribs Meet in N. Y.

NEW YORK, Nov. 13. - Coral bels) will issue 298-86 standard Records is holding a distributor 78's, 30 of which are duplicated on meeting here today (13) to discuss Roulette, to enter the rhythm and 45 r.p.m.; 39 are 45 EP's; 10 are promotion and sales plans on the 78 medium-plays and 124 are LP's. label's plug items for the rest of issued rhythm and blues records The EMI Group (HMV, Colum- the year with Coral's top exec in the past, Bergman believes that

New Coral records scheduled to Teresa Brewer, Johnny Desmond, Benida to the Roulette label. The smaller companies like Billy Williams, Karen Chandler

more, and New York.

TIT FOR TAT

Artists Pick Their Favorite Deejays

NEW YORK, Nov. 13.-Tradi- 18. Mack SandersKFBI tionally, disk jockeys are polled to 19. Joe Allison name their favorite artists. And in line with the usual practice, the jockeys thruout the nation had their say in The Billboard's Seventh Annual Music-Record Programing Guide issued last week.

It seemed only proper to give artists a chance to pick the jockeys they felt deserved to be similarly honored. This year, for the first time, The Billboard polled the country and western recording artists asking them to name the jockeys considered to be doing the most honest and conscientious job. The 55 deejays selected by the

SEL	ora were:
1.	Nelson King WCKY
2.	Eddie Hill WSM
3.	Paul Kallinger :XERF
28.0	Marty Roberts WCKY
D.	Randy Blake WIID
0.	Charlie Walker KMAC
7.	Johnny HicksKRLD
-	A CULT ELITITIES BY DEC.
9.	Bill CollieKNVZ
10.	T. Tommy CutrerKCIJ
11.	Joe Rumore WVOK
120	Lec Moore WWWA
13.	Fred Wamble WRAM
14.	Fred WambleWBAM Bob NealKMPS
15.	Smokey SmithKRNT
16.	Johany Rion Vert
17	Joe Martin
	Joe Martin

19.	Joe Allison , , , , , ,	WMAK
20.	Joe Nixon	KXLA
22.	Pete Hunter	KTAE
23.	Red Smith	KBOK
24,	Red Blanchard	WLS
25.	Squeakin' Deacon .	KXLA
26.	Bill Stanley	WNOE
27;	Tom Edwards	WERE
28.	Gordon Guest	KHBR
28.	Texas Tiny	KFOX
904	raul westinoreland	KXIN
31.	Jimmie Osborne	WKLO
32.	Tom Brennan	KXLA
33.	Dal Stallard	KCMO
34.	Uncle Jim Christy	XEG
35.	Gabe Tucker	KSTL
200	IIID Wilson	WHOO
31.	Gene Echels	KCLE
38.	Glen Rich	WBAP
40.	Fred Wamble	WMGY
41.	Grant Turner	WSM
42,	Tommy Sutton	WJJD
43.	Joe Morris	WKOK
44.	George Popkins	KRCT
45.	A. J. Winn	KTRH
46.	Casey Strong	KALT
200	Troubleston Applicate Contra	
48.	Happy Ison	WORZ
49.	Bob Jennings	WLAC
50.	Hi Pockets Duncan	KDAV
50.	Sleepy Eyed John	WHHM
50.	Bill Strength	KWEM
50.	Sim Willet	KRBC
50.	Sam Workman	WRVA
	20. 22. 23. 24. 25. 26. 27. 28. 30. 31. 32. 33. 34. 35. 36. 37. 38. 40. 41. 45. 46. 47. 48. 49. 50. 50. 50. 50. 50. 50. 50. 50. 50. 50	20. Joe Nixon 22. Pete Hunter 23. Red Smith 24. Red Blanchard 25. Squeakin' Deacon 26. Bill Stanley 27. Tom Edwards 28. Gordon Guest 28. Texas Tiny 30. Paul Westmoreland 31. Jimmie Osborne 32. Tom Brennan 33. Dal Stallard 34. Uncle Jim Christy 35. Gabe Tucker 36. Jim Wilson 37. Gene Echels 38. Eddie Kirk 38. Glen Rich 40. Fred Wamble 41. Grant Turner 42. Tommy Sutton 43. Joe Morris 44. George Popkins 45. A. J. Winn 46. Casey Strong 47. Rosalie Allen 48. Happy Ison 49. Bob Jennings 50. Hi Pockets Duncan 50. Sleepy Eyed John 50. Sleepy Eyed John 50. Slim Willet 50. Sam Workman

55. Carl Fitzgerald WTOK

STARR TO WAX AT CAP STUDIO

HOLLYWOOD, Nov. 13 .-Tho Kay Starr won't be a Capitol recording artist come the end of the year, the singer is expected to start off 1955 under Capitol's roof.

Already signed to an RCA Victor recording contract, Miss Starr's mentor, Hal Stanley, has engaged the Capitol studios here for a recording session come January 2, 1955.

Bell Label Inks Distrib Deal

NEW YORK, Nov. 13. - Bell ments. Records has closed a deal with the Musical Masterpiece Society for the distribution of its pop wax in several Europ an countries. MMS, an affiliate of Concert Hall Records; operates mail-order record clubs here and abroad (The Billboard, November 6).

Under the new contractual arrangement, MMS will have access to Bell masters it feels suitable for exploitation in European countries where it currently operates. These include France, Holland, Switzerland and Western Cermany. Not covered by the pact is England, (Continued on page 26)

Bergman Puts Out New Roulette Wax For R.&B. Market

NEW YORK, Nov. 13.-Dewey Bergman, president of Benida Records, has started a new label, blues market. Tho Benida has the new label name will enable the firm to expand its activities further

Meanwhile, Dewey Bergman Ir. has joined the firm as sales promo-Today's meeting will be attended tion manager and heads out on the Midwestern promotional trip, while are jazz, swing, dance band and Coral distributors from Buffalo, sales manager Jack Sweeney returns from a Southern markets Sunny Gale Switch Benida labels are Harvey Grant, To Capitol Nixed

> The firm has also set a special and unusual promotion for its erators will answer all incoming end of her existing contract. calls by saying "Have you heard RCA Victor reportedly would clude no more than 25 among Songs of Christmas' recorded by not allow the singer to break her SPA's total membership of 2,400. the Macy Singers?"

RCA Hits Million In Mood Albums

NEW YORK, Nov. 13. - RCA Victor presses next week will punch out the firm's 1,000,000th mood music album since the launching of the series in September, 1952. Total sales volume for the series has already reached \$3,600,000, according to Larry Kanaga, general sales manager.

He said sales have been equally divided between LP's and EP's. Featured are the Melachrino Strings, Hugo Winterhalter and Henri Rene.

Kameron, Meltzer, Smith Form Label

night club-vaudeville editor of The 565 complete dinners. Billboard, and press agent Allan At about 11 p.m. Snow made a dismal failure, too. Many now Meltzer. Already signed as artists pitch to the audience to sell a folio point out that the ready availabilare Sylvia Syms, Charlie DeForest, of his hit songs with an auto- ity of parking space and the op-Richard Dyer-Bennet, Robert Clary graphed photo. He sold 1,000 tional dress feature of the Meadowand Ken Nordine. Intimate nitery folios at \$1 each. material will be featured.

Livingston Taping Disks of 5 Indies

By IS HOROWITZ moves to expand its interests in the considered strong. pre-recorded tape field, Livingston | Wherever possible, the firm will material of five independent disk- aural tapes will be introduced. eries on tape. Livingston, a highfidelity components manufacturer, will act as duplicator and national distributor in the tape operation, but all tapes will carry the label of the originating diskery.

Deals have already been set with Atlantic, Esoteric, Riverside, Oceanic and Empirical Records. Their first Livingston-processed tapes will hit the market within the next few weeks. Current talks with other record manufacturers are expected to lead to similar arrange-

Livingston's plan is to market the tapes primarily thru hi-fi outlets, altho other retailers handling tape machines and records will also be sclicited. Stress will be laid on the

hi-fi character of the tapes, altho-

SASHAY IN

Expect Over 10,000 at Chi Sq. Dance

CHICAGO, Nov. 13.-This weekend will see the largest gathering of square dance enthusiasts ever to congregate in one spot. Between 10,000 and 12,000 people will attend this year's Square Dance Festival held in the International Ampitheater here, with only about 2,000 people coming under the heading of spectators.

The yearly event, in which dancers from 48 States and Canada participate, was originally started by Station WLS, which dropped it last year and turned it over to the Chicago Area Callers Association. The association puts on the affair now in conjunction with the Chicago park district.

This year there will be 26 exhibitors, including all the manu-(Continued on page 26)

When Victor Balks

HOLLYWOOD, Nov. 13. - Ne- by the organization in five years. Christmas carols album recorded gotiations for a projected switch by the Macy Singers, a choral of singer Sunny Gale from RCA group made up of employees of the Victor to Capitol Records were mammoth Macy department store temporarily halted this week with thru seven grades topped by a new here. During the pre-Christmas the disclosure that the singer could double-A class calling for a yearly selling season Macy telephone op- not obtain her release before the bite of \$150. This "super-dread-

contract, which expires in April Class designation will be deterof 1955. Capitol Records execs mined by size of renewal activity

some of lower quality will be is-NEW YORK, Nov. 13. - In sued if the historical interest is

Electronics has just completed ar- duplicate its product direct from rangements to issue the recorded master tapes. In a few cases bin-

40 Atlantic Tapes

Among the first batch of Atlantic tapes will be recordings by Errol Garner, Mary Lou Williams, Jimmy Yancey, Barbara Carroll, Sylvia Syms, Dizzy Gillespie, Mabel Mercer and Mae Barnes. A complete recording of Shakespeare's "Romeo and Juliet," featuring Eva LeGallienne and Dennis King, is also in the works. Some 40 Atlantic tapes will be made available in the next year, according to present plans.

Included among the initial Esoteric tapes will be some medieval Christmas carols, works by Biovanni Gabrielli, a collection of harp music, and ethnic and jazz material. The Riverside tapes will feature such names as Fats Waller and Bix Beiderbecke, Oceanic's first tapes will consist of both classical and mood-music sets, and Empirical's will showcase Dixieland jazz.

All tapes will be double-track, 7 inches per second, in both five and seven-inch reels. The smaller packs will list at \$6, the larger at \$12. Full-track reels will be available on special order at \$10 each.

Trust Fund Moneys

Under its arrangements with the record firms, Livingston assumes all financial burdens except for artist royalties. Livingston will be responsible for payments to the Music Performance Trust Fund and to publishers for mechanical royalties. An override on sales goes to the

Livingston will continue to issue its own Connoisseur and Livingston pre-recorded tape lines.

SPA to Scale **New Dues Card** For Next Year

NEW YORK, Nov. 13. - The Songwriters' Protective Association will re-scale its membership dues next year to help meet increased costs of operation and added serv-

Dues for members will be scaled from the special associate category naught" category will probably inindicated that negotiations would of cleffers' catalogs. The current be resumed next year. (Continued on page 26)

N. Y. GOES FOR HILLBILLY

Snow Packs Meadowbrook, First Country Star to Click

· Continued from page 11

heard on WATV's radio affiliate, teen-agers dressed in sport shirts

are Faron Young on December 6 tified the customers as coming from (also a Monday night) and Webb half a dozen Northern New Jersey Pierce for a Monday in January, counties and almost every metro-Dailey plans to raise the admission politan center county on the New price to \$2.20 for the Pierce date. York City side of the Hudson At the \$1.65 admission tab, Dailey River. drew 1,890. Capacity at the Meadowbrook is technically set at 1,650, turn out. In view of the sad fate NEW YORK, Nov. 13 .- Version Dailey also said that his average suffered here by the "Grand Ole Records, a new LP firm, has been table take was higher than usual, Opry" unit at the Hotel Astor Roof formed by Pete Kameron, of Folk- pointing out that he sold 139 cases and the "Hayride" show at the ways Music; Bill Smith, former of beer at 55 cents a bottle and 48th Street Theater, tradesters ex-

As for the house, it was mainly ence.

and jeans. License plates on cars Already booked to follow Snow in the mammoth parking lot iden-

In all, this was a near-amazing pected the Snow booking to be a brook booking made the big differ-



HEAR PERRY SING HISNEW RECORD

on the

PERRY COMO SHOW

WED. NIGHTS, NOV. 17 and 24 CBS RADIO

Another RCA VICTOR Girst!

RONCOM MUSIC COMPANY 1270 6th Ave., New York, N. Y.

VOX JOX

By CHARLOTTE SUMMER

MORE R&B COMMENTS: "I'd like to take issue with the people who are defending all types of r.&b. tunes," writes Tut Perry, WHLM, Bloomsburg, Pa. "Certainly we jockeys must look out for our own reputations, since nobody else will. I try to audition carefully all r.&b. Record Sold releases. It's too easy to be caught embarrassed on the air once you've let the record spin. And don't think the audience doesn't listen to the words of these tunes. How many jockeys can say they've never received requests naming a phrase or line from the song as a title and then have to scramble to find the correct title. Does this prove anything?

"I say, if the labels won't police themselves, let us police ourselves. Let the manufacturers print as many copies as they wish, and take their chances on the jockeys spinning them. I've flatly refused to play several on the air-Vicki Young's 'Honey Lave' and Jimmy Dickens' 'Out Behind the Barn,' tho the latter isn't r.&b. Sure there's a beat, but there's also potential delinquency. Let's face it ... if the kids look up to us as idealists . . . music-wise . . . let's not look down on them."

SURFACE NOISES: Harry A. Heckesky, WMMM, Fairmont, W. Va., is still sounding off on the poor condition of today's music, He writes, "Several weeks ago I wrote something on the back of one MCA, also told The Billboard this of these questionnaires pertaining to the current bad condition of week that the NJB record would music. I would like to state here and now that I must not be the be issued on both the 45 and 78 only one who believes this to be true. Due to your printing what I r.p.m. speeds and that operators wrote, I received many replies from all over this country and one from | cid not have to order any specified Canada all in complete accord with what I wrote. I have had people number of disks, asking for my picture as a result. Maybe they think the same way I do but what can a handful of true music lovers do to get the public and artists back on the good beam of music.

This probably will be a long hard pull but if the jockeys who are crying all scream together, we may be able to get the job done. To cry my part, I will start by blasting those so-

(Continued on page 44)

DEALER DOINGS

- By JUNE BUNDY -

IN THE FIELD: Decca's relations with the J. McKenna Music Shop, of Cambridge, Mass., are so good that the label's special classical Bright Wins AFM representative for national sales, Bill Crowley, married the outlet's co-owner, Grace Lyons, last Saturday ... Deejay Larry Fischer, Court Fight Over WTCN, Minneapolis, recently ran a contest, wherein listeners were asked to guess the number of records on the shelves of a local record Yanking Club Ork shop. Eight albums were given away as prizes, and Fischer suggests that dealers might utilize the stunt on their own as a door prize or newspaper ad gimmick. . . . Bob Spence, Spence Music Shop, Whitins- Bright, president of the American "Passport to Daydreams" and ville, Mass., reports that business has been slow, but he expects it will pick up this winter.... The Sam Viner Music Company, Bangor, Me., has had lots of calls for individual recordings from Harry Belafonte's new "Mark Twine" album, and he thinks Victor should release some of the LPs selections as singles.

THE SHOWOFF: The management of Edward T. Bates Company, Meadville, Pa., was considerably miffed recently when an "upstart" young record salesman, making his first trip thru the territory, tried to tell the veteran dealer all about the record business. The dealer writes, "Our store has been in the retail record business continuously since 1880. We remember the first cylinder records, the gaily painted horns which hung by a chain, one-sided recordings and the orthophonic. We didn't tell 'Joe' all these things tho. We just let him blow his top and rant and rave, altho we perhaps know more about the record business than he will ever know."

JUST BROWSING: "Some of those 'college degreed,' top-flight Bright objected strongly to this promotors ought to go into business for themselves for awhile and learn the practical facts and fundamental problems of the record trade," according to Oliver Martin's Radio and Music Shop, Franklin, at his engagement at the Carousel, N. H. Martin writes: 'The record companies can and should help the dealers with real bargains on table and wall racks for display and increasing impluse buying. This should forcefully be brought to their fused to change the ruling upon attention. It is my belief that this will bring more record business appeal by Local 60 who mainthan those expensive bonus deals and trips to Bermuda or the Azores. Let's be realistic and grow up."

THE APPEARANCE of television favorite Sheriff John at the North Hollywood Sears-Roebuck store last week resulted in a complete sellout of his Imperial children's records. Approximately 1,000 youngsters turned out for the event, with Sears' record counter mobbed by buyers. . . . Lennie and Jean Saden, Rosslyn Music Shop, Hollywood, report the start of what appears to be a good Christmas market for equipment sales. . . . Musicland, Hollywood, continues adding to its self-service operation with additional browser boxes. . . . AFTRA has notified its members to honor the picket line of the Retail Clerks' Union at Music City, Hollywood.

JUKE BOX WRAP-UP

Five more juke box operator associations in the State of Ohio this week voted to start changing over to 10-cent play. As a result the entire Northeastern section of the State is now moving into 10-cent play. Among the larger cities making the move are Akron, Cleveland, Youngstown and Warren.

An editorial in the Music Machines department reiterates The Billboard's stand on the testing of commercials in juke boxes. Again operators and their associations are reminded that a test run by an independent and outside research organization would work to the advantage of all parties.

The Detroit move to stop juvenile delinquency thru the use of music got another shot in the arm this week when city police, the operators and local disk jockeys met and worked out a four-point program to aid teen-agers.

For full details on these stories see Music Machines department beginning on page 72

MOA Gets 10c On Every NJB

CHICACO, Nov. 13. - he Music Operators of America administrative fund will get 10 cents from Barney Young for every copy of the National Juke Box label sold by Young to operators or retailers. This was one of the additional details disclosed this week concerning the tie-up between MOA and Barney Young, New York music publisher (The Billboard, November 13). The fund was originally set up by MOA to settle congressional bills to amend the Copyright Act.

George Miller, president of

All Operators

Miller said that the records are being offered to all juke box operators (including non-MOA members) and also to retail dealers at operation in the nature of a test.

deal as Young's

Guild of Variety Artists, won his long fight with the Pittsburgh Musical Society on Monday (8) when "Westward to Music," "The Song Court upheld the Allegheny Court and the Star" and the Blackwood of Common Pleas who held that Brothers Quartet singing gospel the American Federation of Mu- songs. sicians' Local 60 had used a secondary boycott against Bright.

here asked all performers appearing in the area to keep off disk To Flesh, Using jockey shows because the deejays were going into ballrooms with Recording Talent teen-age dances and putting musicians out of work. The union further said that all acts going on these shows would not have musicians playing behind them when over KQV and the band was pulled

court and the Supreme Court re- almost a year with marked success. it on the air. As a compromise tained it was a labor dispute and La Rosa and Kitty Kallen, who will was No. 23, but that he would should have been heard by the co-star on the bill slated to open not play it. State Labor Mediation Board.

WNEW SELLS MINKS, YACHTS

NEW YORK, Nov. 13. -Diamonds, mink and yachts ordinarily aren't the sort of products that good deejay sales are made of, but local indie WNEW hopes to change all that this month. Beginning Monday (15) Jerry (Make Believe Ballroom) Marshall will deliver special spots for a \$49,000 Chris Craft yacht, a \$22,000 Cunther Jaeckel mink and a Van Cleef and Arpels necklace.

It's primarily a stunt of course, but owner-manager Richard Buckley is betting that "among the millions who listen there is a group infinitesimal in numbers, but tremendous in affluence, that will make this sort of thing pay. Anyway you don't have to sell a lot of yachts to satisfy a sponsor." Part of the gimmick is that Marshall himself will personally act as salesman via special appointment in response to any inquiries brought in by the commercials.

DISKING RUNS IN THE FAMILY

HOLLYWOOD, Nov. 13 .-Treading in the footsteps of two well-established names in the recording industry, Oliver Berliner, president of Oberlin, Inc., is the third-generation descendent of the family to enter the business.

Emile Berliner, Oliver's grandfather, is credited with inventing the carbon microphone and was president of the Berliner Cramophone Company, later acquired by the Victor Talking Machine Company.

Edgar Berliner, Oliver's father, was president of RCA Victor of Canada. Oberline, Inc., bowed in the disk bustness via a Pinky Lee kidisk, with future plans calling for expansion into the Latin-American and package goods

World Readies 7 Music Packages For Local Radio

standard prices. No contract be- World Broadcasting System is tween MOA and Young has been readying seven new musical pack- cussing back royalties. negotiated. MOA considers the ages for local radio station subscribers for a January 1 delivery has a continuing partition, just as Miller also said that MOA was date. The series, the biggest single JASRAC has, for permission to renegotiating with a West Coast mu-sic publisher for the same type of its 20-year history, includes a new they have been given no encour-15-minute transcribed Three Suns agement and now with dollars be-

record programs, with World sup- publishers will get any back royalplying special scripts for local sta- ties at the present time. tion announcers, while disks are played individually by each sta-tion. The new across-the-board and Folster himself is the bureau programs include three half-hour chief here for the National Broad-PITTSBURGH, Nov. 13 .- Jackie shows - "Music Coast to Coast," casting Company. Guess Who? Guess What?

Last winter the musicians' union Chi Theater Back

CHICAGO, Nov. 13.-The Chicago Theater is back to booking flesh for its stageshows which bow December 17. With the swing back they appeared in the local spots. to vaudeville, which was cut shortly after, he reports, his Italby the run of "A Star Is Born," edict, went on Joe Deane's show the house once again reverts to a that the lyrics were in poor taste policy of featuring top disk talent. Prior to the flesh lay-off, this house he knew their real meaning he Bright sued, won in the lower has been spotting record talent for would obviously have not played

> booked into the house are Julius announced that the Clooney disk December 31. Both names have appeared here as singles and each Cap Near Deal for has had better than average box office, with La Rosa going so 'Okla.' Soundtrack strong that the police had to be called for reinforcements at the hit, "Little Things Mean a Lot."

The December 17 booking pegs singer Don Cornell and the Mambo Jets, along with an ice Gowan. Cornell is currently among the best sellers in Chicago with his Hand."

MCA Promotions In Key Divisions

NEW YORK, Nov. 13. - The week made a number of important promotions in key departments of the agency. Freddie Fields, Dick Rubin and Jay Kanter have been Corporation of America.

has been elected a veepee of MCA. trade news, chatter and interviews.

Folster Balks At Jap Pact

TOKYO, Nov. 13. - George T. Folster, collection agent for a number of American publishers in Japan, informed The Billboard this week that he had refused to sign a new contract with Taihei Records here for the collection of royalties. He said that he would not sign the part because "it does not make any provision whatsoever for back rayalties, which, in my experience, is the biggest piece of money due our American publishers at this time." Folster also claimed that the contract signed by the Japanese Artists society of Rights of Authors and Composers for the Harry Fox Agency with Taihei Records also made no provisions for payment of back royalties.

The payment of back royalties has been a long drawn out hassle for many years between American publishers and Japanese recording firms. According to available estimates, money owed to American publishers for back royalties for the period 1943 to 1953 totals more than \$500,000. According to JASRAC, which collects for the Harry Fox office here, they are now in negotiations for back royalties with Taihei. Folster claims NEW YORK, Nov. 13. - The that Taihei's lawyer wanted him to sign the new contract without dis-

According to Folster, his office show on a five-day-a-week basis. coming scarce it is less-hopeful The rest of the packages are now than previously that American

Folster's firm specializes in copy-

The 15-minute series include Block Calls Tune 'Italiano' Offensive

NEW YORK, Nov. 13.-Rosemary Clooney's new disk, "Italiano Mambo," was labeled "offensive" by veteran deejay Martin Block this week, who told his ABC listeners that he had received so many complaints about the record that he had decided not to play it any more on the air. It was the first time in his 20-year radio career that the deejay refused to play a record listed in the top 25.

Non-linguist Block played the disk originally in all innocence, but ian-American fans informed him and highly insulting and that if First of the record names to be with his "top 25" format, Block

HOLLYWOOD, Nov. 13.-Capistage door. Miss Kallen, who was tol Records is expected to wrap up in during the tenure of her debut final negotiations for the original soundtrack album rights to the Rodgers and Hammerstein film version of "Oklahoma!" this week.

Alan Livingston, vice-president revue which stars Jo Ann Mc- in charge of artists and repertoire for the company, is to meet with Hammerstein Tuesday (16). Liv-Coral recording of "Hold My ingston disclosed the album will be a 12-inch LP, and will represent one of Capitol's most extensive packages. Film stars Cap recording artist Gordon MacRae, and Shirley Jones, Gene Nelson, Gloria Grahame, Charlotte Greenwood and Eddie Albert.

Music Corporation of America this D. J. Show Tees Off Derby Record Room

HOLLYWOOD, Nov. 13.-The elected vecpees of the Management Hollywood Brown Derby's new Record Room got under way this Kay Brown and Audrey Wood week with a weekly half-hour disk have been elected veepees of MCA jockey show emseed by Al Ganna-Management, Ltd. Ed Henry and way airing via ABC network. Show Ned Brown have been elected vee- will not restrict itself to the playpees of MCA, Ltd. Jack Bolton ing of recordings, but will include

A Salute to the No. 1 Record Band

Reprinted From Billboard, November 6, 1952

• Talent Corner



Tho most have tried and many have thought they had the answer, few can explain why the dance bands are not strong record sellers. The reasons given are many, varied and even unusual. The fact remains, tho, that bands on records have a tough time hitting best-seller charts. One of the exceptions, of late, is the Ralph Marterie band on Mercury. Currently riding high with their version of "Skokiaan," the band keeps turning out disks which are strictly danceable, yet have that commercial "watchamacallit" that gets the kids to buy records. Current release is "Kiss Crazy Baby" and "Bongo Guitar." The latter is a twist on well-known "oye Negra."

Breaking Big!

BONGO GUITAR

COUPLED WITH

"KISS CRAZY, BABY"

MERCURY 70482 . 70482X45

MERCURY RECORDS NEW TALENT CORNER



A Tremendous Rendition!

'MR SANDMAN'

"Rock-A-Beatin' Boogie"

PIIDDY MORROW

"RUNAROUN
"Boodlya Booten Baby"

Billy Farrel

MERCURY 70474 . 70474X45



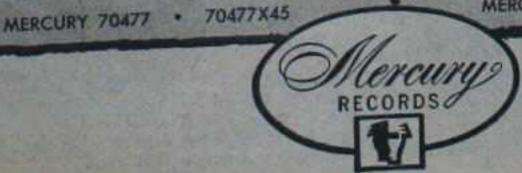
Truly A Great Record!

'My OwnTrue Love'

AND L

"Please Don't Break My Heart"
Nick Noble

MERCURY 70496 . 70496X45



CHICAGO 1, ILLINOIS

CHICAGO ORIENTAL RETURNING TO FLESH . . .

Officials of the Oriental Theater, Chicago, corrobated rumors which were circulating last week concerning the theater's re-entry into the flesh field. It was confirmed by a spokesman for the house that the Oriental is currently thinking of going back to a now-and-then stageshow policy sometime after the first of the year.

ARCHER NEW V.P. AT SHAW ARTISTS

Jack Archer was appointed a vice-president of Shaw Artists Corporation this week. Archer has been with Shaw since the firm was founded five years ago. Another promotion in the firm saw Jack Whittemore take over the location date department. Monty Kaye and Milt Shaw will be associated with Whittemore in the department. Walter Thomas is now handling one-nighter dates.

CORNELL TOUR TO CASH IN ON BRIT. CLICK . . .

In a move to cash in on his new popularity abroad, Don Cornell has been booked for a 22-week tour in England and on the Continent, starting March 21. The tour is being lined up by Moss Theater Enterprises, with Cornell slated to play London's Palladium sometime in May or June. Meanwhile, tho, as part of Cornell's guaranteed 22-week deal with Moss, the singer will tour the English provinces, pending a big promotional build-up for the Palladium date. Altho Cornell is currently riding high in England, with his Coral disk "Hold My Hand" a top seller there, this will be his first trip abroad. Manager Manny Greenfield will accompany

MISS COLLINS CUTS 2 AUDIVOX KIDISKS . . .

Dorothy Collins, who takes over her old spot on NBC-TV's "Hit Parade" next Saturday (20), is recording two kiddie sides for Audivox Records this week. The tunes, her first kiddie records, are "Spunky the Monkey" and "The Goldfish Song,"

ENGLISH SINGER SET FOR TOAST . . .

Around the Horn

English singer David Whitfield has signed for an appearance on Ed Sullivan's "Toast of the Town" for Sunday, December 12. Over a six-day stay in the U.S. Whitfield will guest on a number of radio and TV programs negotiated by agents Lew and Leslie Grade.

R. Murray Nash, associated with Acuff-Rose

Publications, Nashville, the last four years, has

severed connections with that firm as of November

L. Nash has had several propositions, all connected

with the c.&w. music field, but hasn't made any defi-

nite plans as of this writing. Murray was formerly

with RCA Victor and Mercury Records before be-

coming affiliated with Acuff-Rose. . . . Sen. Estes

Kefauver of Tennessee paid a surprise visit to the

WLS "National Barn Dance" at the Eighth Street

Theater, Chicago, November 6, and complimented

the 30-year-old show and its east, remarking that

such folk music programs made America great. He

said, too, that he was proud of his native State's

"Grand Ole Opry," and commented on the fact that

George D. Hay, founder of the "Opry," was an

alumnus of the WLS program. . . . Eddy Arnold

and a coterie of country & western folk, including

Minnie Pearl, Goldie Hill, Eddie Hill, the Jordan-

aires, Donna Dempsey, Robert Powers and the

Plowboys, featuring Hank Garland and Roy Wig-

gins, played to three capacity houses at the Wells

Theater, Norfolk, November 6, sponsored by WCMS.

FISHER FIRST YANK FOR '55 PALLADIUM

Eddie Fisher will be the first American artist to play the Palladium's 1955 vaude season. Opening there on March 28 next for two weeks, the singer will follow up with a swing around the provinces. An unconfirmed rumor here gives him the starring role in a motion picture to be made in this country about the same time, but as yet no details are available.

DECCA SIGNS CONTRACT WITH BEBO VALDEZ . . .

Decca Records has signed Bebo Valdez and his orchestra to a contract. The Cuban band leader and arranger is known as "The Glenn Miller of Cuba," because, unlike most South American outfits, he uses a full orchestra. His first Decca sides are "Serenado Em Batonge" and "Daiquiri," a mambo-styled ditty.

Leo Sunny and his trio, featuring Stan Keller, will open at the Duluth Hotel, Duluth, Minn., on November 22. . . . Louis Schurr is now managing singer Bob Manning. . . . Charlie Fuqua's Ink Spots are now playing the Lau Yee Chai Club in Honolulu. The group will be there for seven weeks. . . The American Guild of Variety Artists ruled in favor of the Birdland Club here in its hassle with singer Roy Hamilton. Birdland had options for Hamilton to play the club, and Hamilton had refused to play at the money offered. Birdland is due to receive a \$700 settlement.

Kitty Kallers will be a guest lecturer at Bill Smith's "Show Business" class at the New School here on Monday (15). Mitch Miller will lecture on December 6. . . . Billy Daniels will open a 10-day tour of Australia on December 4 in Sydney. . . . Thrush Peggy King is now a permanent fixture on the George Gobel show over NBC. . . . Stan Free and his trio opened at Van's Beau Brummel night club here this week. . . . Betty Madigan will be at the Para-Clide in Hempstead, N. Y., on November 19 and 20 and November 24 thru 27. . . . Alan Dean will be at the Ranch House in Johnston, N. Y., starting November 23.

Jimmy Durante's first Decca side, "Pupalina" and "Little People," will be out next week. . . M-G-M is releasing a new EP by Odette featuring guests will attend the elaborate re- their advertisers. four songs which the French canary sings in the ception by WSM itself and which M-G-M movie "The Last Time I Saw Paris." How- will be at the Maxwell House ever, the EP was specially recorded and was not Hotel. taken from the movie sound track,

The date was the conclusion of a 10-day tour for

Arnold arranged by Col. Tom Parker, of Jamboree

entertainment today, with more fans than has pop-

music, says a feature article in the November issue

of Town Journal on the phenomenal popularity of

WSM's "Grand Ole Opry," heard in nearly 40 States

over the CBS network every Saturday night. Featur-

ed in the story are Carl Smith, Goldie Hill, Eddie

Hill, Roy Acuff, Hank Snow, Jim Denny, Minnie

Pearl and other Nashville favorites. . . . Elvis Pres-

ley, 19-year-old comer in the c.&w. field, who

guested on KWKH's "Louisiana Hayride," October

16, and made such a hit that he was brought back

a week later, has become a regular member of the

"Hayride" forces, along with William Black and

Winfred Moore. The three record for Sun Records.

. . . Billy Walker, off the "Hayride" line-up for

several months, rejoins the show next Saturday (20).

Walker has been working out of Springfield, Mo.

Lion, Pa., after a trek thru Canada, where he stopped

Country music is becoming the biggest thing in

Attractions, Madison, Tenn.

Diskers Aim on Christmas

with "Calypso Christmas" Christmas Tree."

Decca Accents

Decca Records has released a Christmas platter featuring Kitty Kallen on "Baby Brother" and The Spirit of Christmas," and it has released a new single on "White Christmas" with Bing Crosby, Danny Kaye, Peggy Lee and Trudy Stephens. Coral is giving a big push to the McGuire Sisters' cutting of "Christmas Alphabet" and "Give Me Your Heart for Christmas." London Record's big Christ-mas item features the label's top male singer, David Whitfield, on "Santo Natale," an Italian holiday

Five new Christmas records have been issued by Columbia, which always loads up for the season. Jimmy Boyd is back again with "I Saw Mommy Do the Mambo" and "Santa Claus Blues." Gayla Peevey sings "The Angel in the Christmas Play" and "Got a Code in the Node for Christmas." Red Buttons sings "Bow-Wow Wants a Boy for Christmas" and "Little Johnny Snowball." Peggy King debuts Christmas-wise with "I'm Gonna Put a Little Clue Around the Christmas Tree" and "Counting Sheep." Gene Autry sings "I Wish My Mommy Would Marry Sarta Claus" and "Sleigh Bells" on his latest disk.

Mercury Releases

four new disks - the Crew Cuts' ence in Chicago also sponsored Snowman," Ralph Marterie's "Dig show with Johnny Desmond as star. That Crazy Mister Santa Claus,"

WSM's 29th Year

· Continued from page 13

At 7:30 p.m. all guests will attend the 29th anniversary show of "Grand Ole Opry" at the Ry- for the filling of orders, and earn man Auditorium. Hank Snow, dealer mark-ups ranging from 30 Webb Pierce and Carl Smith will to 40 per cent. star on the NBC network portion of the show, with Gene Autry, making his first "Opry" appearance, as their guest,

Capitol Records will sponsor a will be demonstrated. Bruno will

Jackson Hotel.

Decca Huddles · Continued from page 13

organization in March of this year. A number of these sides attracted includes the RCA line of international attention, i.e. "Riot in matched hi-fi components, Espey Cell Block No. 9," etc. Lieber and Stoller are hailed as two of the most prolific young songwriters house-brand co-axial speaker sysin the business, and have been re- tem using the R-J baffle principle. sponsible for many hits, including

"Hound Dog" and "Bazoom." the Sly Fox and Carl Gardner.

concert promotion field.

and | Patti Page's "Skating With Willie" and "Snowflake" and Ronnie Gay lord has a version of "Sante Natale.

> Capitol Records is issuing "White Christmas" with Frank Sinatra and Rudolph the Red-Nosed Reinder Mambo," with the Billy May ork, Other Christmas records include sides by Little Rita Faye, the Regals and Leslie Uggams on M-G-M and sides by Bill Darnell and the Smith Brothers on "X" Cadence has Julius LaRosa's "Italian Jingle Bells," while New-Disc has Betty Johnson's "I Want Eddie Fisher for Christmas."

There are, of course, many counry Christmas records, and for the first time in years, a sizable quantity of Christmas disks in the r.&b. field. Perhaps most unusual of all, however, are the many mambo disks, played by bands like Pepe Adorno, the Joe Roland Quintet and others. In all, this appears to be the biggest outpouring of new Christmas disks in years.

3 of 4 Aces

Continued from page 13

the three owners are still convinced of the magazine's general appeal to record purchasers and are doing all within their means to keep the magazine in a solvent position.

The venture started in March Mercury Records is releasing and during the height of its exist-"Twinkle Toes" and "Dance, Mr. its own hour-and-a-half television It is understood that the Four Aces had maintained a policy of giving themselves no more publicity in the magazine than that given any other artists, thus curbing any possible ill feelings on the Gene Autry. Beginning at 4 p.m., part of their contemporaries or

Bruno Service

· Continued from page 13

Other dealers coming in on the plan who do not wish to stock demonstration equipment can refer customers to Bruno's new hi-fi dis-Following the "Opry" show, play room. There play-back units midnight party at the Andrew handle sales, billing and installstion, but will turn over 10 per cent of the customer's expenditure to the referring retailer. In both cases, the price structure will permit competitive lists, a spokesman

> - Equipment handled by Bruno tuner - amplifiers, Sightmaster speakers, Miracord changers and a

FORT WAYNE, Ind., Nov. 13 --Talent under contract to Spark Earnings of the Magnavox Comincludes the Robins, Willy and pany for the first fiscal quarter Ruth, the Honeybears, Gil Bernal, ended September 30 were estimated at \$332,000, or 44 cents per Donn Reynolds is back in harness at WCCB, Red 10 years in the record business, the forecast that the firm's radioacting as sales manager for Modern phonograph and television sales Records some years ago and more were running at a rate which will recently in the publishing and probably set a new record for the fiscal year.

RHYTHM & BLUES NOTES

FOLK TALENT & TUNES

By BOB ROLONTZ

Everyone in the business will be pleased to learn that ork leader Tiny Bradshaw is rapidly recovering from his illness. The genial orkster is now sunning himself in Miami Beach and expects to resume his musical activities within 10 days. . . . One of the hot new r.&b. packages started a lengthy tour this year when Dinah Washington, the Checkers, Danny Overbea and the Cootie Williams ork set out on a one-nighter tour thru the South on Monday (8). The package will play Southern dates until December 20, and then will swing thru the Middle West. On the Midwestern part of the tour the James Moody ork will replace the Williams band. The tour is booked by Universal Attractions.

A lot of fine r.&b. singers and groups will get a chance to be seen on TV when Studio Films, Inc., completes its series of TV films titled "Apollo Varieties." The films feature such stars as Dinah Washington, the Clovers, Amos Milburn and the Lionel Hampton ork, as well as comics and dancers. We had a chance to catch one of the shows the

other day and we're pretty impressed with it. The bright emsee work of Willie Bryant links together

Station WITM in Trenton, N. J., every night, is that negotiations on "Here in My thinking being that they may need getting an extra 15 minutes every night, extending Heart" went off smoothly, the only a trade deal on one of their own his show from 9:45 p.m. to midnight. His show was provision being the usual "gentle- packages in the near future. voted tops in r.&b. programs by the Trenton Central man's agreement that every safehigh school, Hamilton high and Trenton Catholic guard will be taken against any of high. . . . Uncle Herm Reavis "Blues and Boogie" the album selections being sold as may actually welcome the opposshow over WRIS in Richmond, Va., one of the singles. In line with this, Meyerson tunity of getting back some of their newer r.&b. programs, is turning into a very impor- observes that M-G-M will insist on guarantee money, via the artist's tant one for the station. Reavis, until a short time replacing broken singles with en- royalties from the other company's ago, had spun only pop disks, but he decided re-cently to add half an hour of r.&b. sides. Reaction chance of letting singles get in the and mail was so favorable that the half-hour show hands of operators. was soon extended to one hour and 15 minutes. This sort of indicates the power of the r.&b. wax.

Baby Dee opens at tile Celebrity Club in Rhode dustry Association of America with artist, and it's interesting to speculate on November 22 and then plays the Cross-belping to bring about some of the late on what the outcome might be

let any of their artists perform for ments. In a more pessimistic mood,

Diskers Glow With Lend-Lease

another label, regardless of how other tradesters opine that declin-important their presence was to the ing sales on singles has made the e strings of acts.

Stan Pat, who runs a r.&b. deejay show out of toire chief Harry Meyerson reports on lend-lease package deals, the

RIAA Credited

(Continued on page 51) new-found reciprocity arrange- if it were.

alties are paid directly to the artist's label. However, this practs Meyerson credits the Record In- has never been challenged by an

Merely-SENSATIONAL...

tony

A Beautiful New Ballad

FUNNY
THING

a bright, bouncing new calypso

MY PRETTY SHOO-GAH

with

PERCY FAITH

and his Orchestra

78 rpm 40376 • 45 rpm 4-40376

COLUMBIA RECORDS

"Columbia" and GD Trade Marks Rey. U.S. Pol. Off. Marcos Registedos. Printed in U.S.A.



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A Solid Ballad Hit!

LEO FEIST, INC

MUSIC AS WRITTEN

Chicago

Jimmy Martin, head of James H. Martin Distributors, is back in Chicago recuperating from an accident he had while driving thru Florida. Martin hit a herd of cows that had broken thru a fence and was taken to Indian River Memorial Hospital in Vero Beach, Fla. Seventeen stitches were required for injuries to his head and five over his eye, as well as suffering other minor injuries. . . . Mitch Miller, of Columbia Records' a.ccr. staff, was a Chicago visitor last week. . . Randy Wood, of Dot Records, was in town last week along with Al Bennett, also of Dot, to plug the Fontane Sisters' recording of "Hearts of Stone."

Station WAIT has moved its studios and offices to new quarters in the Daily News Building, 400 West Madison Street. Sig Sakowicz, deejay on the station, announced he can now be heard from 1:15 to 1:30 p.m. Saturdays. Tommy Reed and his orchestra GILMARTIN JOINS currently at the Statler Hotel in DEVINE OPERATION . . . Buffalo will move to the Muehlbach Hotel in Kansas City, Mo., for a month ending December 15. . . . Tommy Leonetti, Capitol artist, will head the list of panel judges on WBKB's new show, "Audition," which debuted Thursday, November 11.

Pianist Dick Marx and bassist Johnny Frigo have been signed to star at the Cloister Inn on Mondays and Tuesdays. They join other jazz artists Lurlene Hunter, Ralph Sharon and Chris Connors who appear there on the other nights in the week. . . . Jim Lousberry's surprise of Columbia Records, as WCN-TV this week under the new diskery's album tribute to the policy of ticket admissions only. South, "The Confederacy," is sell-The show was pulled off the air ing as well in the North as in the several weeks ago when too many teen-agers began turning up for admittance, causing a scene which the local police were forced to quell. Tickets may now be had only thru the Chicago park district Table, an organization of Civil War by request.

HEINDORF'S 'HOLD ME' WAXED BY DORIS DAY . . .

Music director Ray Heindorf, an Academy Award nominee for many years and a veteran Hollywood studio director, currently has his first pop tune on the market via the Doris Day recording of "Hold Me in Your Arms," Tune is featured in the Warner Bros.' film, starring Doris Day and Frank Sinatra, "Young at Heart."

CAP DEC. SALES MEETS TO HWD....

sales meetings in Hollywood De-| summer resort, Lake Lawn in Delacember 7-11. District sales managers from all sections of the country, in addition to New York execs Bill Fowler and Hal Cook, will convene for meetings at Capitol's home office. Fowler, in Hollywood this past week for the conclusion of Capitol executive meetings, returned to New York over the weekend. Hal Cook, the firm's national sales manager, will return to his Gotham office following the WSM convention in Nashville.

GILBERT ENTERTAINS TOKYO'S WATANABE . . .

L. Wolfie Gilbert, Coast chairman of ASCAP, last week entertained Hiroshi Watanabe, president of the Tokyo Musicians' Union and a recording artist for the Tokyo branch of Capitol and King records. A testimonial dinner in Watanabe's honor was staged, with songwriters Harry Warren, Harry Ruby, Harold Adamson and Jimmy McHugh present.

Eddie Gilmartin, well known in amusement circles, has joined with George Devine as manager of Devine's Million-Dollar Ballroom here.

Gilmartin formerly handled dancing crowds in Wisconsin at such spots as the State's largest

Columbia's Album, 'The Confederacy,' Clicks in All Areas

NEW YORK, Nov. 13 .- To the "Bandstand Matinee" returned to well as the firm's distributors, the States below the Mason-Dixon line.

Goddard Leiberson, Columbia exec and producer of "The Confederacy," was made a member this week of the Civil War Round scholars. He visited Richmond, Charlotte, Atlanta, New Orleans, Dallas and Memphis to help push the album, and had luncheons with historians, educators and organization execs.

with various newspapers, many of which have reviewed it both as a book and a record set.

second of its semi-annual national 'eracy" in the near future.

van, and also the Dutch Mill Ballroom in the same territory. Gilmartin also operated some of the top spots in the nation, including the Aragon-Trianon, Chicago; the Indiana Roof, Indianapolis, and Tommy Dorsey's Casino Gardens in California. He was also the West Coast representative for the National Ballroom Operators' Association for three years.

DET. DISTRIB THROWS BIG DEEJAY PARTY. . .

The Pan American Distributing Company of Detroit combined its fall dealer showing of new merchandise with a party for the town's leading deejays last week, and the affair was a rousing success. It drew 500 of Detroit's music people to the Veteran's Memorial Ballroom for two evenings of that will interest all fans of New entertainment. Jimmy Kaplan, boss Orleans and Dixieland music., Laof Pan American, planned the af- bel "X's" three new sets are from fair, which starred the Gaylords the parent company's (RCA Victor) and orkster Ralph Marterie. The vaults. They include piano solos clambake was also attended by by Earl Hines, swinging blues by Morrie Price and Ronald Wise of N'ercury.

MUSICIAN-ARTIST HAS ONE-MAN SHOWING ...

George Russin, one of the leading exponents of the music idiom in contemporary art, is having a oneman show thru November 20 at The Little Studio, 680 Madison Avenue, Manhattan. Art lovers and collectors, from the Brill Building to Carnegie Hall, are flocking to see. Russin himself was a musician before turning seriously to art, and is rapidly becoming recognized for his sensitive impressions of music moods on canvas. He is represented in the collections of a number of masters from jazz labels like Paraleading figures in show business.

New York

The Tito Rodriguez ork is under contract to RCA Victor Records. not any other company as was erroneously stated here last week... Lee Kauderer has joined forces with Harold Lipsius of Guyden R cords. Cleffer Kauderer will represent the label in this city and will be in charge of Overbrook Music and Marlin Music, and will handle the jointly-owned management firm, Sherwood Artists. . . Bernice Mannes Friend, Mitch The firm has been garnering Miller's petite secretary, became double review space on the album the mother of a boy on Tuesday (9). The youngster is named Andrew Roy. . . . Eob Bacon was appointed manager of the West Coast Leiberson's last documentary set office of Frank Music this week, was "I Can Hear It Now," a best- . . . Frank Walker, head of M-G-M "X" and those on Riverside, conseller for Columbia a few years Records, left for the West Coast tain liner notes by Bill Grauer Jr. ago. He has been invited to speak this week to discuss new sound and Orrin Keepnews. As is usual to members of the Civil War track albums. . . . Chris Connor with liner notes by these jazz execs. Capitol Records will hold the Round Table about "The Confed- is with Bethlehem, not Capitol they are scholarly, informative and Records. . . . The Sammy Kaye a pleasure to read.

ork took off on a tour of onenighters starting this week that will take him thru New York, Ohio and New Jersey. . . . Earl Bostic's ork will be at the Colonial Tavern in Toronto starting November 29. . . Tony Bennett will be at Copa City in Miami starting December 24. . . Sanborn Music Distributors of Cleveland has opened a distributing office in Pittsburgh. Pershing is in charge of this office. Coral toppers Norm Weinstroer

(Continued on page 51)

NEWS REVIEW

Riverside, 'X' Issue Solid Jazz

By BOB ROLONTZ

Label "X" and Riverside Records, two firms that specialize in re-issues of great jazz sides, have come thru with some new releases Sidney Bechet and His New Orleans Feetwarmers, with Sidney de Paris and Sid Catlett and some wild washboard jazz featuring the Washboard Rhythm Kings. All three sets are solid additions to the LP jazz catalog. The Earl Hines set features "Fatha" on some fine solos waxed between 1929 and 1941; the Bechet recordings, made in 1940, feature the jazz immortal playing some of his best music and the washboard jazz items are interesting both aurally and historically.

From the Riverside label, and taken from either piano rolls, old mount or Circle Records, come LP's featuring James P. Johnson, Bunk Johnson and Kid Ory, Tommy Ladnier and Will Ezell. The best sets here are the LP's by pianist Johnson with selections previously issued only on piano rolls and the less important but bright work by ragtime 88-er Ezell. The set starring Ladnier actually features the fine blues work of Ma Rainey and Edmonia Henderson, with the cornetist playing sweetly behind them. The Johnson recordings were made before Bunk went to New York in 1945, and are probably the final cuttings to be discovered of the late trumpeter; the Ory sides were issued previously on 78 but this is their first LP release.

These sets, both those on Label

Hollywood



BREGMAN, VOCCO and CONN, inc. - New York . Chicago .



IT HAS "POP" APPEAL

> IT HAS "FAITH" APPEAL

> > IT HAS

By-HIIII

Attention, Operators and Dealers!—Initial orders on this New "Hamilton" are "Swamping" our factory!

ORDER THIS WINNER IMMEDIATELY!!



By STEVE SCHICKEL

NEW UNIT FOR THE WATERS-CONLEY LINE . . .

A new high-fidelity console will be added to the Waters-Conley line with full production expected around the first of the year. The unit, Model TK130, will retail at \$249.95 in mahogany, teak mahogany and ebony, and at \$259.95 in blond. It contains a 10-watt amplifier, 20 to 20,000 cycles per second frequency response, ceramic flip-over cartridge, diamond-tipped needles, bass and treble controls, record compensator, and three speakers (two 12-inch and one 8-inch). The firm also announced that it would not change its distribution method January 1, as recent rumors indicated. They will continue to distribute thru their present distributors.

MUSIC-RADIO

WEBCOR ISSUES NEW CHRISTMAS DISPLAYS . .

Webcor now has available for its distributors a dealer display consisting of a half-round "crystal ball" which will plug the firm's entire line of phonographs, radios and tape recorders. The ball is made of translucent plastic with a flashing light behind it to add life and sparkle in a three-dimensional effect. The lithographed unit is accompanied by a series of pre-printed price cards for all Webcor models and eight side cards that either stand alone or attach to the lid of a recorder or phonograph.

STEWART-WARNER ADDS TABLE MODEL HI-FI . . .

Stewart-Warner recently released a new table model combination hi-fi phono and AM radio for addition to its line which includes a console and portable hi-fi. The new unit will retail at \$129.95 which includes a 7-tube AM radio. The unit has a 4-watt push-pull amplifier, a response of 40 to 20,000 cycles per second, two 6-inch speakers, and a 3speed record changer. It is available in mahogany, The firm has added new distributors in Boston, Kansas City and Denver. Boston distribution has shifted to Metropolitan Distributors in Roxbury, Mass. Independent Distributing Company in Denver succeeded the Parker Company in that territory, and Inter-State Distributing in Kansas City, Mo., has been named distributor for that area.

Leo Burnett & Company, Chicago, has been

named advertising agency for Motorola, Inc., effective January 1. The firm will handle the advertising of all consumer products of Motorola. This appointment follows the termination of a five-year relationship between Motorola and Ruthrauff & Ryan, which was announced several weeks ago. Dave Kutner is the director of advertising at Motorola. . . . Sentinel Radio Corp., Evanston, Ill., has initiated thru its Chicago sales branch an offer of installation of a free Christmas window display. The display is received free with the purchase of a package of items at list price which includes one Pacemaker television set, one high-fidelity console or table model, one tape recorder, and six radios in assorted colors. . . . Richard Macken has been elected to the new post of treasurer and assistant to the president of Waters-Conley, phonograph manufacturers. Macken was formerly purchasing agent for the firm. He will maintain offices at the Rochester, Minn., plant.

Jensen Manufacturing Company, which made the transistorized speaker for the Regency pocket radio, is understood to be sampling set manufacturers with a view to placing it in other units. . . . J. H. (Jack) Davidson has been appointed district manager of the New York, New Jersey, and Connecticut areas for the Mitchell Manufacturing Company. Davidson will be in charge of sales of the Mitchell high-fidelity phonographs as well as the firm's other products. He was formerly sales manager for CBS Columbia Eastern area. . . . Zenith Radio Corporation reports estimated net consolidated profits for the parent company and its subsidiaries for the nine-month period ended September 30, of \$2,573,954 compared with \$4,098,074 for the same period last year. Despite the substantial reduction in sales, satisfactory earnings were accomplished in the last quarter because of a favorable ratio of higher-priced merchandise with satisfactory margins, and thru close control of operating costs.

More than 3,000 engineers and purchasing agents were guests of the Newark Electric Company at Newark's seventh annual Electronic Industrial Equipment Show in the Grand Ballroom of the Conrad Hilton Hotel in Chicago last week. Fifty-two of the nation's manufacturers of industrial electronic equipment exhibited their new equipment and latest de-

velopments.

Classical Best Sellers (All Categories)

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

1. OFFENBACH: CAITE PARISIENNE; MEYERBEER: LES PATINEURS-Boston Pops Orchestra (Fiedler)

2. MOUSSCRGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE-NBC Symphony (Toscanini)

3. VERDI: REQUIEM-Shaw Chorale, NBC Symphony (Tosca-4. MR. STRAUSS COMES TO BOSTON-Boston Pops Orchestra

5. BRAHMS: VIOLIN CONCERTO-Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271

6. TOSCANINI CONDUCTS WAGNER - NBC Symphony (Toscanini)RCA Victor LM 6020

7. BELLINI: NORMA-Callas, La Scala Orchestra (Serafin) 8, TOSCANINI PLAYS YOUR FAVORITES - NBC Symphony

9. R. STRAUSS: ALSO SPRACH ZARATHUSTRA; DANCE OF THE SEVEN VEILS-Chicago Symphony (Reiner)

10. VERDI: LA TRAVIATA SUITE-Kostelanetz Orchestra

Columbia ML 4896

11. R. STRAUSS: EIN HELDENLEBEN - Chicago Symphony 12. BEETHOVEN: SYMPHONIES NOS. 5 AND 8-NBC Sym-

13. GERSHWIN: RHAPSODY IN BLUE; CONCERTO IN F-

Levant, Philadelphia Orchestra (Ormandy) . . . Columbia ML 4879 14. RESPICHI: PINES OF ROME; FOUNTAINS OF ROME-NBC Symphony (Toscanini) RCA Victor LM 1768

15. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYL-PHIDES-Philadelphia Orchestra (Ormandy)

16. RAVEL: BOLERO; LA VALSE - Philadelphia Orchestra 17. BERLIOZ: DAMNATION OF FAUST-Boston Symphony

(Munch)RCA Victor LM 6114 18. SHOSTAKOVITCH: SYMPHONY NO. 1; GOLDEN AGE BALLET SUITE-National Symphony (Mitchell)

19. STARLIGHT CONCERT - Hollywood Bowl Orchestra 20. SAINT-SAENS; CARNIVAL OF THE ANIMALS; IBERT:

DIVERTISSEMENT-Aller, Sukman, Concert Arts Orchestra

LINER NOTES

By IS HOROWITZ

RCA 'PASTORAL' ADDS NATURE'S SOUNDS . . .

In an unusual experiment to spark interest in well-worn repertoire, RCA Victor has included in its forthcoming release of the Beethoven Sixth Symphony a special band of sounds of nature which may have served the composer inspirationally. The work, better known as the "Pastoral," has been recorded by Leopold Stokowski and members of the former NBC Symphony.

Musical representation of a storm, brook and bird calls in the work are paralleled, in this special LP band, following completion of a straight reading of the symphony, by the actual sounds as recorded in the field. There is a genuine storm, the babbling of a brook and the songs of a cuckoo, nightingale and quail. And Stokowski narrates this special portion of the disk.

Now in preparation at Victor for January release is a single LP "highlights" package of better-known arias from "Samson and Delilah." The new disking features Rise Stevens, Jan Peerce, Robert Merrill and the Robert Shaw Chorale. Stokowski is the the conductor. Also coming in January is a set called "Treasury of Grand Opera," consisting of excerpts from recent Victor operatic diskings.

ANGEL PREPARES NEW 3-SIDE LP PACKAGE . . .

Angel has another three-sided LP package in the works. The latest is a reading of Johann Strauss' "Wiener Blut," featuring Elizabeth Schwarzkopf, with the Philharmonia Orchestra under Otto Ackermann. Due out next month, the set will list at a special \$9.90 list, instead of the regular two-LP price of \$11.90. All the fourth side holds is the Angel emblem.

Also among the Angel releases for December are the three-disk ballet set, "Hommage a Diaghiley," and a La Scala recording of Menotti's "Amelia Goes to the Ball." In its pop Blue Label series, the firm has a new Obernkirchen Children's Choir set.

VANGUARD TO RELEASE BACH BRANDENBURGS . . .

Vanguard next week will release a new set of Bach's Brandenburg Concertos in a three-LP package carrying a special two-disk list of \$11.90. The recording, part of the label's Bach Guild series, is under the direction of Felix Prohaska and features Jan Tomasow as violin soloist. A similar special last

year was Vanguard's two-disk edition of Bach's "B Minor Mass." It sold for \$5.95.

"X" TO ISSUE SELECTED HMV POP ALBUMS . . .

Label "X" plans call for the release of selected HMV pop albums next year as part of a build-up of its package catalog. The RCA Victor subsidiary will have access to material non-competitive to HMV sets issued on the parent label. First LP's in the series are due out in March, with a dozen scheduled to be released by next September.

Harold Rome, composer of the current Broadway show "Fanny," will sing and play tunes from his opus on a new Heritage LP. Another disking of "Fanny" tunes has been cut on the Liberty Music Shops (New York) house label by the duo-pianists Eadie and Rack. . . . The Vienna Choir Boys, featured on Columbia Records, will launch a 17-week concert tour with three holiday appearances in New York's Town Hall December 27, 29 and 30.

Lucretia West has been signed by Westminster Records. The mezzo's first effort for the label will be an album of spirituals, due out next month. . . . London artist Josef Krips, now musical director of the Buffalo Symphony, will conduct two telecasts of the Chicago Symphony, one on December 29 and the other in mid-January. . . . Westminster's contract violinist Julian Olevsky arrives for United States concert appearances December 2.

Epic has deleted LC 3059 and LC 3068 from its catalog. The former couples Haydn's Symphonies Nos. 44 and 85; the latter, Bizet's "Carmen Suite" and Albenis' "Iberia." . . . Bornand Records has reissued its "Music Box Medley of 14 Christmas Songs" in time for holiday sales.

Oscar Levant has signed with Kenneth Allen Associates. The management firm has set a crosscountry tour for the pianist starting in California in February. . . . A one-hour broadcast over NBC radio tomorrow night will salute the Symphony of the Air, formerly known as the NBC Symphony. The conductorless recording recently made by the ork will be played.

Urania has re-packaged its Bach "B Minor Mass" disking for re-release. . . British planist Moura Lympany will present her 25th anniversary recital at New York's Carnegie Hall December 12. George Mendelssohn, president of Vox Records, is due back from his latest European junket soon. . . . James Grayson, Westminster chief, is in from London for huddles with diskery execs.

the Capitol Records' country artist | Atlanta. In addition, all radio sta-

of New Popular Albums SAY "SI SI"75 Pearl Bailey (1-10") Coral CRL-56068 Pearl Bailey wraps up eight tunes in

Reviews and Ratings

her own mimitable style. She's had better material, but Bailey fans should go for this LP, since the canary always gives her best no matter what the tune. As the title indicates, most of these ditties are in the Latin American mode, best of them being "Say Si-Si" and "I Wouldn't Walk Across the Street." The singer recently drew rave notices in her new movie "Carmen Jones," which should give this LP added sales impetus in markets where the film is showing.

THE BOY FRIEND75 Original Broadway Cast (1-12")

RCA Victor LOC-1018 Here's a delightful package of nostalgia for dealers to suggest as gifts for those who remember the 1920's with sentimental affection. It's the original east album of the new Broadway musical imported from England this season, and which pulled such unexpectedly great notices from the critical The musical gets laught by playing it straight and the album captures the same feeling of hilarious authenticity, with just the right hint of satire. The tunes are all originals by the show's producer, Sandy Wilson, but each and every one of them sounds exactly like something written during the flapper era, while the vocal treatments and musical arrangements are equally right for the period. The LP probably won't be everybody's cup of tes, but with the right promotion and exposure it could be a slegper.

ARTHUR MURRAY SWING FOX TROTS: ARTHUR MURRAY MOD-Les Baxter Ork; Ray Anthony Ork

Capitol H-346, 548 Those learning how to dance a waltz or a fux trot will get much use out of these two new album sets. The tunes in each were selected by Murray and they are played in absolutely correct tempo by the Baster crew and the Anthony ork respectively. In the waltz set such irems as "Champagne Walte"; "Jeannine, I Dream of Lilac Time"; "Let Me Call You Sweetheart" and "I'm Duncing With Tears in My Eyes," are included, the fox trot set has such favorite as "You're the Cream in My Coffee," "Love Walked In," "This Year's Kisses" and "Poor Butterfly." The recording is good and the arrangements are fine, too. If the tunes on each LP had been listed somewhere on the envelope it would have been helpful sales-wise.

ON YOUR TOES Original Broadway Cast (1-12") Deccs DL 9015

In view of the not-so-good notices garnered by the current Broadway revival of the Rodgers and Hart hit musical of the 1930's, it may well be that this original-cast LP offers more colertainment than the show does in person, since the score was practically the only thing the critics liked about the new version. Columbia also has an album out on the score. Bobby Van, Kay Coulter and Joshua Shelley do well by such top favorites as "There's a Small Hotel," "Glad to Be Unhappy," and "On Your Toes," while Elaine Stritch belts over "Too Good for the Average Man" and "You Took Advantage of Me" (interpolated from Rodgers and Hart's "Present Arms"). As in the show, tho, the instrumental, "Slaughter on Tenth Avenue," remains the most exciting number in the album.

MUSIC FOR A RAINY NIGHT 72 Vic Schoen Ork (1-12") Decca DL-8081

A melodic package of mood music with an attractive cover, suitable for late-night programing and sentimental gift purposes. The 12 sides (six instrumentals, six vocals) include such alltime great standards as "I Cover the Waterfront," "September in the Rain," "With the Wind and the Rain in Your Hair," "Rain on the Roof" and "La Vie en Rose." However, there are a few too many lesserknown selections mixed in with the oldies, most of them penned by Schoen himself and Danny Kaye's wife, Sylvia. The Notables contribute three okay vocals along with soloists Bill Thompson, Ray Kellogg and Suc

THE SOUND OF THE SAUTER-FINEGAN ORK72

Victor LPM-1009 Here are 10 Sauter-Finegan Items, most, if not all, re-issues from single the ork's many fans. Selections are well programed and then, too, there's the thrill of getting a listen to Joe Mooney's voice on such selections as "Nina Never Knew." In all this makes for good listening. Vicace excoccurrends the set specially for hads fans-understandable, considering the instrumentation of the band.

(Continued on page 25)

Atlanta Celebrates Faron Young Day

ATLANTA, Nov. 13.-This city is celebrating Faron Young Day on Wednesday (17) to mark the day

returns to civilian life from the tions will honor the singer by play-U.S. Army. Young, one of the ing his records around the clock country's rising young warblers, on November 17. He will appear has been in the U. S. Army since on "Today in Georgia," a TV show over WSB, and WAGA-TV will

Board of Aldermen of the city of glers handling the chores.

Young will be presented with a sponsor a tribute to the singer with letter of commendation from the Boots Woodall and His TV Wran-

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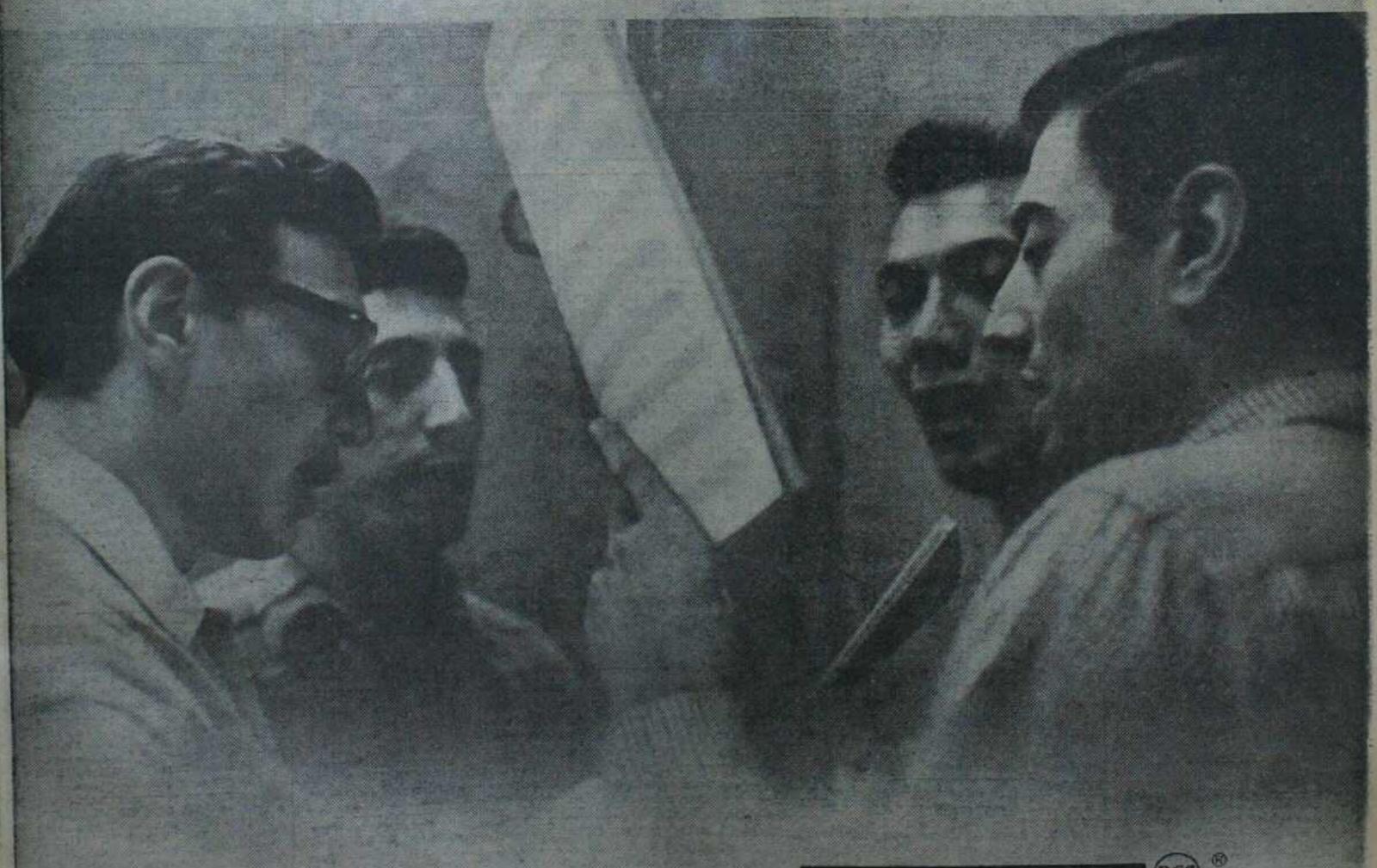
Available a scant 10 days, this disc has found immediate acceptance in most major markets of the country. Strongest reports were received from Buffalo, Pittsburgh, Philadelphia, Cleveland, Milwaukee and St. Louis. Sales are also good in Providence, New York, Nashville and Los Angeles.

THE AMES BROTHERS

sing

THE NAUGHTY LADY OF SHADY LANE

ADDIO 20/47-5897



A "New Orthophonic" High Fidelity Recording

RCA VICTOR



Reviews and Ratings of New Popular Albums

Continued from page 22

SHOW CASE OF SHOW TUNES, VOLS. Harold Coates Ork, soloists and chorus (2-12")

Camden CAL 231, 232

Two recent additions to the lowpriced Camden label catalog issued by RCA Victor are a pair of showtune packages on which some capable singers handle the vocal while the ork supplies linh backings. The ork, despile the Coates tag, is all-tooobviously Al Goodman's Victor house band. Gleaning the catalog for material like this should assure the diskery some healthy sales-particularly under the new distribution set-up, Recorded sound is good, too,

Bill Knaus, organist (1-10")

Replica 500

Here's an interesting set by the new label that may intrigue pop hi-fi fans. It features organist Bill Knaus, a good musician, playing a collection of Latin tunes on a theater pipe organ. The selections include "Sihoney," "El Choclo," "Brazil," "Orchids in the Moonlight" and "Tico Tico." Organist Knaus has a lot of opportunity to show off the many different tonal combinations and percussion sounds available on the theater organ and he makes the most of it. The recording is excellent and the record has a true organ sound. If exposed, this set could interest many hi-fi fans as well as organ collectors,

CHA CHA CHA MAMBO69 Alfredito Ork (1-10")

Rainbow LP 720 One of the fastest rising mambo crews in the East is the relatively new Latin ork under the direction of Alfredito. A number of his records have stirred up attention among the mambo dance set. The reason is easy to see on this collection of recordings originally released as singles. The ork has smart arrangements, good material, and the ork jumps. This LP includes some of Alfredito's biggest records, including "Chop Sucy Mambo," "Las Muchachitas Del Cha Cha Cha," "Crazy Stanley Mambo" and "Cha Cha Cha Mambo." Mambo dance fans, and there are many of them in our Northern big cities, should be interested in this instrumental mambo coffection.

MOONLIGHT MAGIC65 Johnny Pincapple Ork (1-10")

Decca DL-5518 Hawniian music has its own loyal following and Johnny Pineapple is one of the better purveyors of the grass-skirt rhythms. The native Hawaitan orchestra leader offers eight smooth and melodic lastrumental sides here-including five in fox trot tempo, two in waltz, and one-"The Polynesian Hula Love Song"-with-OUL & INC.

Liane, With the Boheme Bar Trio

(1-10") Vanguard VRS-7014

> This is the fourth in a series of lovely French albums by Liane and the Boheme Bar Trio. The lady sings in a warm, caressing voice, while the trio backs her effectively and delivers instrumental selections in attractive dance style. Many of the selections are familiar. On each side the engineers have managed to crowd in as many as five vocals and four instrumentals. Thru it all there is used either a Debussy or Gershwin theme in a successful effort to tie together each selection in a manner which brings to life the night club feeling. In all, this is fine for those seeking a bit of Continental atmosphere.

MARIMBA BAND62

Cook 5007

This is but one in a series of wonderful and unusual recordings issued by the label and as a result of Emory Cook's toad trips to seek new, different or unusual material for recording. The band here is a single marimba played by six Mexicans. Material is, for the most part, familiar folk music. The sound is superb-and the same disk can be played binaurally,

K. C. DOUGLAS BLUES AND A GUITAR60

(1-127) Cook 5002

The hi-fi fan seeking some down-toearth Southern blues should go for this. For Douglas is a capable guitarist, writer and performer. Those who've been exposed to the blues for many years, however, might consider this just another example of the idiom and its practitioners. It's good stuff, tho, for many.

Jazz

DAVE BRUBECK AT STORYVILLE

(1-12") Columbia CL-590

Dave Brubeck, now riding high with one of the biggest-selling jazz albums of 1954, could have another solid seller with this new release. Some of this new set was recorded at the Boston jazz nitery, Storyville, and puri was taken from off-the-air tapes when the quartet was broadcastingfrom the club early this year. It is one of the best things the group has released, and it has captured Brubeck. Deumond and company in a reflective and even introspective mood

playing in an intimate way for an

intimate audience. There are times on this set when the planist surpasses all of the things he has done before, and Paul Desmond, too, has come thru with some remarkable alto work. The sides include "On the Alamo," "Don't Worry About Me" (No. 3), "Here Lies Love," "Gone With the Wind," "When You're Smilin" and "Back Bay Blues." "Alamo" will cause a lot of talk among all Brubeck fans, with some calling it the greatest and others irritated by the pianist's redundancy, but there will be no quarrel over the others. On these the planist shows off again his fine and novel technique, especially on "Here Lies Love," "Gone With the Wind," and "When You're Smilling." On the last tune, "Back Bay Blues," the boys provide a lot of kicks with an up-todate old-fashioned and happy swing blues. The recording on the set is okay, rather poor on "Alamo" but much better on the other efforts. The cover of the set it outstanding. Dealers better stock up on this one. It's potent.

JAZZ AT THE PHILHARMONIC, VOL. 1680 (3-12")

Clef Mg. Vol. 16 Over the years jazz impressario Norman Granz has built a large and loyal following for his series of JATP on-the-spot recordings, Several of them have moved into the bestseller lists, and this, the latest, is good enough to do so, too. The 1953 JATP troupe included such names as Krupa, Heard, Webster, Peterson, Carter, Harris, Young, Phillips, Eldridge, Smith, Shavers and Brown, While there are some who consider the JATP disks as "over-commercialized," such a description also augers well for record dealers. The set includes Jam sessions and either written or head-arranged selections by various small combos built within the troupe's membership. Boxed package, in addition to the three 12-inch disks, includes a "bonus" 10-inch platter and a collection of fine photographs. The David Stone Martin cover, as usual, is a strong sales aid.

JIMMY GIUFFRE79 (1-10")

Capitol H-549

After many years of playing withand writing for-many of the top modern bands in the land, tenorman and composer Jimmy Giuffre finally gets a chance to lead a group of top jazzmen playing six of his own compositions and one standard. The jazzmen he leads here include Bud Shank, Shorty Rogers, Shelly Manne, Russ Freeman and Jack Shelson, among others, which really adds up to an all-star group. And they come thru like all-stars on this set, starting with Giuffre's jazz hit, "Four Brothers," and rolling thru new items like "Nutty Pine," "Wrought Iron" and "All for You," Giuffre does a solid job on tenor, baritone and clarinet, and Rogers, Shank and the rest are also in top form. This is an exciting collection of sides by the group, and It has a chance to turn into a strongselling jazz effort for the winter

PHIL URSO-BOB BROOKMEYER76

Savoy MG-15041

Phil Urso, one of the better young tenormen, and Bob Brookmeyer, a rising young trombonist, combine their talents on this new set, and mark their first appearance together on the label. Supported by such fine jazzmen as Kenny Clarke, Percy Heath and Horace Silver, Urso and Brookmeyer create some exciting, tight-knit cool jazz. Four originals, "Chiketa," "Stop Watch," "Ozzie's Ode" and "Wizzard's Gizzard," make up the first LP side. The flip features Urso alone, with another group of musicians, and it is not as exciting as the aides on which Brookmeyer too is spotlighted. Followers of Brookmeyer and Urso, of which there is a sizable group today, will want this new

ARTIE SHAW AND HIS GRAMERCY FIVE, ALBUM 375

Claf MG C-630

Altho classified as Jazz, this LP should do well in pop markets, too. It's Clef's third volume featuring Artie Shaw's new waxings in his old Gramercy Five style, which was and is Shaw at his best. The tasteful instrumental arrangements include "Too Marvelous for Words," "Dancing on the Ceiling," "My Funny Valentine,"
"September Song," "Yesterdays,"
"Rough Ridin'" and "Supposin', " In addition to the leader on clarinet, the group includes Hank Jones, piano; Tommy Potter, bass; Joe Puma, guitar, and Irv Kluger, drums.

Children's

Alec Templeton; Russ Case Ork (1-EP)

"X" EXA 33.

Label "X" has dug into the RCA Victor vaults to recover one of the standard kiddle waxing of years ago, which still sounds as fresh as ever. Templeton narrates the classic tale in his own inimitable fashion to fine backing by Russ Case, Should be a consistent seller.

Bell Distrib Deal · Continued from page 14

where Bell is seeking a separate deal, or Belgium and Luxembourg. Earlier arrangements with another firm cover the latter two countries.

In Europe the Bell disks will appear as seven-inch LP's, each holding four tunes. They will be sold at lower than established record prices thru mail order and dealers. Seven of the small LP's will soon be issued as the initial by name conductors and orks, and some release.

Kidisks Too

The set-up with MMS also calls for trial distribution of Golden Records, Bell's associate kidisk firm. Initially, Golden's "Child's Introduction to the Orchestra" will be

A reciprocal clause in the Bell-MMS contract may eventually provide Bell with classical material for release in the United States. Bell is known to be mulling entry into affinity for the Finn's works, as these exthe longhair field, altho this will not happen for about a year. The domestic diskery will have access to MMS tapes released only in Europe, in addition to some others from which they may be entitled to cut excerpts.

Bell's foreign arrangements, in addition to the new MMS set-up, include coverage in India, Australia, the Philippines and South America

Rack Jobbing · Continued from page 14

present time we are attracting that

remarkable individual, the phonograph owner that rarely, if ever buys a record." Mason goes along with the

opinion expressed by other rack jobbers in the country, that the selling in previously unexplored tion to new converts to classical music. markets, and accordingly make some revision in the price structure GIORDANO: HIGHLIGHTS FROM as it affects the rack jobber."

He further predicts that "rack jobbing is here to stay. It offers the super-market or drug chain the opportunity to maintain a record department with no additional to include the work in their libraries. personnel or overhead, well stocked The selection of arias is good; the recordand supplied by people who know the record business. We expect to be doing a \$3 million volume within five years."

Sashay In

· Continued from _ sge 14

facturers of square dance records, and such items as clothing, publications, shoes, amplifying systems, and novelties.

The affair begins at 9 a.m. and dancers will be divided into classes for day-long discussions of new dances, new calls, club ideas, and other square dance aspects. In all, five dance areas will be in action. Fatale" are included and there is a synop-From 7 to 11 p.m. the main dane- sis of the opera in the liner notes. ing area will feature dancing by guest groups and this will be the only part involving spectators. Other areas will be used for teaching calling techniques.

In conjunction with the festival, a reunion will be held by a group of approximately 400 square dancers who have attended the Square Dance Caller's Institute. The group was formed in 1953 by Decca artist Ed Gilmore, Columbia artist Manning Smith, and Kismet artist Al Brundage.

SPA to Scale

· Continued from page 14

dues range is from \$10 to \$100 annually.

In the last five years membership rolls have grown from 1,500 to the present figure; the number of contracts processed from 2,500 to 6,000 a year; the number of renewal notices issued has doubled in volume, and the list of publish- BARTOK: DIVERTIMENTO FOR THE PIED PIPER OF HAMELIN 75 ers signed with SPA has risen from STRING ORCHESTRA; TWO PORthe 1949 level of 215 to a current 700. Added services include the continual spot check audit of publishers' books, and the special lyric folio audit.

Members will be advised of the new SPA dues structure by letter next week

Reviews and Ratings of New Classical Releases

BIZET: SUITE FOR ORCHESTRA FROM CARMEN: GOUNOD: BAL-LET MUSIC FROM FAUST (1-12") - St. Louis Symptony Orchestrat Vladimir Golschmann, Cond. Capitol

In every way, the competitive situation on both sides of the disk is fairly rough, Disk catalogs are laden with performances at a better price. Yet the sound and slick, workmanlike reading of the two muchdemanded works should call for a healthy sale for this coupling. Incidentally, this is the first such coupling-and a good one it is. Capitol's packaging and recorded sound are fine, added assets.

SIBELIUS: SYMPHONY NO. 3; 5YM-PHONY NO. 7; SYMPHONY NO. 4; POHJOLA'S DAUGHTER (2-12") -London Symphony Orchestra; Anthony Collins, Cond. London LL 1008, 1059

Collins, with no particular reputation as a Sibelius interpreter, shows a strong cellent disks bear ample witness. The one competing LP coupling the Third and Seventh Symphonics will only slightly dampen the enthusiasm for this latest entry among those seeking the repertoire. Too, the only other available disking of the Pourth is a re-issue no longer competitive in the matter of sound. These LP's, offered singly, deserve and should enjoy good sales response in classical

OFFENBACH: SUITES FROM BLUE-BEARD AND HELEN OF TROY (1-12") - Ballet Theater Orchestra; Joseph Levine, Cond. Capitol P #277. 73

Ballet students and enthusiasts and Offenbach fans will be interested in this lively LP. Both selections are rich in spirit and imagination, while detailed liner notes relate the rather complicated ballet

RIMSKY-KORSAKOV: ANTAR SYM-PHONY: GLAZOUNOV: STENKA RAZIN (1-12") - L'Orchestre de la Suisse Romande; Ernest Ansermet, Russian music with all the juice and sentiment, played a little too earnestly. "Stenka Rarin" unaccountably gets its first treatment on vinyl, its concern with record manufacturers will have to the melody of "Song of the Volga Boatrecognize the value of self-service men" making the work easy of introduc-Recording is fine.

> "ANDREA CHENIER" (1-12")-Renatz Tebaldi, Jose Soler, Ugo Savarese.

This reduction from the three-disk set of the complete opera should have strong appeal for those who passed up the more expensive package but still have an urge ing, of course, was one of the finest in the Cetra catalog. Realistic and robust sound, too. Revival of the opera by the "Met" this season figures to spur collector

HIGHLIGHTS FROM DON CARLO (1-12")-Maria Caniglia, Soprano: Ebe Stignari, Mezzo-soprano; Mirto Picchi, Tenor; Paolo Silveri, Baritone; Nicola Rossi-Lemeni, Bass. Cetra A 50168 ... 72

Cetra has taken the key arias from its complete recorded version of "Don Carto" released some two years ago to make up this highlight version of the Verdi opera. The original set, which was a good one with a good cast, did well sales-wise and there is no reason why this digest version of the opera should not do fine, especially with new or less affluent collectors. All of the principals do a good job in their roles, with Paolo Silveri and Miss Stignani outstanding. Well-known arias such as "Canzone del Velo" and "O Don

A BROADCAST RECITAL (1-10") -Kathleen Ferrier, Contralto. London LS 103272

Fresh cause to lament the untimely loss of Kathleen Ferrier will be one result of the release of this recording of a British broadcast on June 5, 1952. Her many admirers can ut least console themselves that this lasting impression of the great contralto singing songs from the modern English vocal repertory has survived. Beginning with songs of Stanford and Parry, who were among those composers of the late 19th Century who helped usher in the modern English musical renalssance, she goes thru a rich and varied program of works by Vaughan Williams, Warlock and Bridge, closing with three folk songs in sertings by Benjamin Britten and Herbert

BACH: CANTATAS NOS. 78 AND 106 (1-12")-Choir and Orchestra of The Bach Guild; Felix Probaska, Cond.

Another fine pairing of cantatas for the burgeoning catalog. And this new recording of two of Bach's religious works is more than capable. The soloists are Teresa Stich-Randall, soprano; Dagmar Hermann, alto; Anton Dermota, tenor, and Hans Braun, bass. -It is sung in German, and the English translation is on the envelope.

TRAITS, OP. 5 (1-12")-RIAS phony Orchestra; Ferenc Friesay, Cond.

More than thirty years separate the "Divertimento" (1939) and the "Portraita" (1907). Yet both works are related in spirit (if not in style), for both have a light, youthful quality that continually verges on the comic and the broadly sar-

composer's most appealing works and Fricany admirably reproduces its infectious lyric and rhythmic flow. The "Portraits"-one "Perfect" and one "Distorted"-are treatments of material originally intended to become a violin concerto and require virtuosity and a great sense of humor from the string section. Both requirements are mot by the RIAS instrumentalists and their scintillating tone has been admirably captured.

MILHAUD: SUITE FOR VIOLIN, CLARINET AND PIANO; BARTOK: CONTRASTS (1-12")-Reginald Kell, Clarinet; Melvin Ritter, Violin; Joel

Rosen, Piano. Decen DL 974070 Short and small-scaled, the Milhaud receives an appropriate performance. The Bartok is also well done, but suffers more from the undue prominence given the clarinet. Balance between the three instruments is unequal. Kell, of course, performs admirably, his tone is beautiful and superbly reproduced. It's promoted as a Kell package, with his associates treated as casually on the cover as on the disk. Moderate potential, except to Kell

SONGS OF BRAHMS (1-12")-Nell Bankin, Contralto; Carlton Cooley, Viola; ... Cocurand Bos, Piano, Capitol P 8289...70

Miss Rankin's beautiful contralto is always under masterful control here even if her interpretation does not always dig as deep as it might. On the other hand, there is no disk performance of the "Four Serious Songs" that is so glowingly recorded; it rests as a constant benediction on the ear. Included also are "Gestillte Schnsucht," "Geistliches Wiegenlied," "In Stiller Nacht" and "Sandmannchen," for a rounded Brahms lieder program of great merit. Should do quite well in the market aimed at.

VERDI: REQUIEM (2-12")-Choir of St. Hedwig's Cathedral; RIAS Symphony Orchestra and Chorus, Berlin; Ferenc Friesay, Cond. Decca DX 11870

After having to make do with a number of unsatisfactory older recordings of this magnificent choral work, this fall three notable new entries in the field suddenly compete for the customers' attention. In the Decca edition, Friesay projects the overcharged emotional atmosphere of this work very well and successfully builds its dramatic highs and lows with a grand sweep. The Berlin chocus easily matche the work of its Victor competitor. The soloists, particularly soprano Maria Stader and tepor Helmut Krebs, are excellent but are not quite on par with Toscanini's or the forthcoming Angel line-up (Schwarzkopf, Siepi, et al.). While the over-all musical impression is good, the listener will readily note the lack of detail and sustained tension of the Toscanini disk. Comparisons with reference to recorded sound and package design unfortunately fall in favor of the Victor set also, Latin-English text and notes on this work in Toye's Verdi biography are included in the package.

BLOCH: STRING QUARTET NO. 3 (1-10")-Griller String Quartet, London

The premiere performance of this work last year in London by the Griller Quartet caused a sensation in chamber music circles; some of the reasons for it are immediately apparent in this recording. The Quartet itself is a modern masterpiece. In it the listener again encounters the concentrated thought, vigorous rhythms and richly sonorous ensemble writing that characterized the beautiful Second Quartet of 1945. The ensemble gives a forceful, yet highly polished performance that ranks alongside their best disk work to date. A "must" for all collectors of contemporary music.

CHOPINI PIANO SONATAS, NO. 2 AND NO. 3 (1-12")-Alexander Unin-

Tho a versatile planist with no particular fisation on the works of any one composer or period, Unimky has come to be tegarded as a "Chopin specialist," In truth, there are good grounds for special esteem in this connection, precisely because Uninsky is so free of the exhibitionthe typical "Chopin specialist." These sonatas reveal a rather sober approach; the famed "Funeral March" of the Second Sonata is a model of restraint and understanding. Even the there are many other recorded versions of these familiar works, concert-goers throout the country familiar with Uninsky's highly regarded Chopin style will want to add this disk to their collections.

TELEMANN: 12 FANTASIAS FOR HARPSICHORD (1-12")-Heima Elener, Harpsichord, Vox Pl. 868868

First recordings of these works by the baroque master, who in his day had a reputation exceeding that of Bach, Charming little selections, each consisting of two identical fast movements bracketing a slow section. Performance by Helma Elsner is expressive, and the disking excellent. Sourchers after harpsichord music off the well-beaten Scarlatti and Buch paths should show genuine interest,

SCHUBERT: DIE SCHONE MULLERIN (1-12")-Anton Dermota, Tenor; Hilde Dermots, Pinno. London LL 97168

Those with a strong appreciation of eder are usually very decided in their opinions on interpretation. There will be complete cycle of the 20 songs by Dermota will be an anxiously awaited event. But others, too, should find great pleasure in his sensitive performance. Catalog. duplication is rather severe for the nature of the reportoire. Recording is moderately good.

75,000



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RECORDS . GALLATIN, TENNESSEE . PHONE: 1600

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

The Billboard Music Popularity Charts

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

• Talent Corner

It still looks as the the public fancy is being held by singing groups. Not, of course, that the customers don't like single vocalists or big bands or lush orks or anything else that suddenly strikes



FONTANE SISTERS

out toward hitdom. It's just that the recent surge to the fore of the groups has created plenty of talk on all levels.

This very week two more examples become evident. The Four Aces, probably the first of the groups to hit the big-time, have come thru again—and this time by covering a group vocal click. It's "Mr. Sandman" which gets The Billboard nod as one of the week's "Best Buys." This is the kind of



FOUR ACES

group which makes lots of people pretty happy consistently.

The gals groups, such as the Fontane Sisters, are also keeping the cash registers jingling. Det Records, for example, has turned out a new disk, "Hearts of Stone," which is already kicking up a fuss with distributors and which The Billboard selects as one of the "Spotlight" disks. Again it's a cover, this time of a rhythm and blues tune.

Best Selling Sheet Music

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

This Last Week Week	Weeks on Chart
I. This Ole House	1 11
2. If I Give My Heart to	
You	
3. Count Your Blessings	3 6
4. I Need You Now	5 10
5. Hold My Hand	6 9
6. Hey, There	4 18
7. Papa Loves Mambo	7 7
8. Teach Me Tonight	10 3
9. High and the Mighty	8 16
10. Little Shoemaker	9 18
11. Mr. Sandman	- 1
12. Muskrat Ramble	15 2
13. Whither Thou Goest	11 6
14. Shake, Rattle and Roll.	- 2
15. Smile	- 2

HONOR ROLL OF HITS

The Nation's Top Tunes

For survey week ending November 10

This Week		Last Week	Wee	ks on
1.	I Need You Now By Jimmie Crane and Al Jacobs—Published by Miller (ASCAP) BEST SELLING RECORD: E. Fisher, V 20-5830. OTHER RECORDS AVAILABLE: K. Griffig. Col 40346.	3	1	1
2.	This Ole House	4	1	5
	By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORDS: R. Clooney, Col 40266; S. Hamblen, V.20-5739, OTHER RECORDS AVAILABLE: Res Allen-T. Williams, Dec 29254; Blue Ridge Quartet, Gotham 439; Herb and Kay, King 1376; Jordanalees, Cap 2915; Sister Rosetta Tharpe, Dec 29255; Stamps Quartet, Col 21323; Statesmen, V 20-5850.			
3.	If I Give My Heart to You	2	1	1
	By Jimmy Crane. Jimmy Baster. At Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: Doris Day. Col 40300; D. Lor, Majar 27. OTHER RECORDS AVAILABLE: C. Boxwell, Dec 29148; D. Ellington, Cap 2930; B. Greco, Coral 61236; Four Bars, Josie 768; M. Lewis, Cap 2868; Peacock Mambo Combo, Tico 1092; T. Rogers, Mercury 70451; D. Shore, V 20-5838; T. Sosebee, Coral 64183; Wright Brothers, M-G-M 11776.	1		
4.	Hey, There By Richard Adler-Jerry Ross-Published by Frank (ASCAP) BEST SELLING RECORD: R. Clooney, Col 40266. OTHER RECORDS AVAILABLE: S. Davis Jr., Dec 29199; D. Hawkins, Epic 9049; Homer & Jethro, V 20-5867; R. Prysock, Mercury 70460; J. Raiti, Col 1098; Ray, Col 40224	1	1	8
5.	Hold My Hand By Jack Lawrence and Richard Myers—Published by Raphsel (ASCAP) BEST SELLING RECORDS: D. Cornell, Coral 61206, OTHER RECORDS AVAILABIE: G. Lombardo, Dec 29301.	6	1	0
6.	Papa Loves Mambo By Al Hoffman, Dick Manning. Bis Reichner-Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: P. Como, V 20-5857, OTHER RECORDS AVAILABLE: Alfredito, Rainbow 264; G. Jones, M. Pearl, V 20-5891; Peacock Mambo Combo, Tico 1092; J. Ray, Col 40324.	5		7
7.	Teach Me Tonight	8		6
	By Sammy Calto-Published by Hub (ASCAP) BEST SELLING RECORD: DeCastro Sisters, Abbott 3001; J. Stafford, Col 40351. OTHER RECORDS AVAILABLE: J. Brace, Dec 28990; H. Grayco, X 0051; R. June, M-G-M 11856; Modernaires, Coral 61265.			
8.	Mr. Sandman	11		3
	By Pat Ballard—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1247. OTHER RECORDS AVAILABLE: L. Elgart, Col 40383; Lancers, Coral 61288; Four Aces, Dec 29344; V. Monroe, V 20-5767; B. Mor-			
9.	Count Your Blessings	10		5
	BEST SELLING RECORD: E. Fisher, V 20-5871. OTHER RECORDS AVAILABLE: R. Clooney, Col 40370; B. Crosby, Dec 2951; A. Godfrey, Col 40321; G. MacRae, Cap 2927; Orioles, Jubilee 5172.			
10.	Shake, Rattle and Roll By Charles Calhoun—Published by Progressive (BMI) BEST SELLING RECORDS: B. Haley, Dec 29204; J. Turner, Atlantic 1026.	9	1	10
	Second Ten			
11. S	KOKIAAN Published by Shapiro-Bernstein (ASCAP	. 7		13
12. N	(USKRAT RAMBLE	. 15		5
13. V	VHITHER THOU GOEST.	. 14		6

14. HIGH AND THE MIGHTY

Published by Witmark (ASCAP)

16. MAMBO ITALIANO.

Published by Rylan (ASCAP)

17. SMILE

Published by Bourne (ASCAP)

18. IT'S A WOMAN'S WORLD

Published by Robbins (ASCAP)

19. LITTLE SHOEMAKER.

Published by Bourne (ASCAP)

20. CARA MIA

13

14

Published by Bourne (ASCAP)

15

16

Published by Feist (ASCAP)

14. SH-BOOM Published by Hill & Range (HMI)

WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the nits has been copyrighted by The Billboard. Use of either may not be made "Thout The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

INDEX TO CHARTS

Popular Records, Singles Packaged Records, Popular Packaged Records, Classical	32 22 22	Rhythm & Blues Other Categories	-
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Padio-TV Audiences

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

Radio

Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep)
(R) (F)—Berlin—ASCAP
Don't Let the Kiddy Geddin (R)—Sherwin
—ASCAP

Fanny (R) (M)—Chappell—ASCAP
Hajji Baba (R)—Remick—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—
ASCAP

Hold My Hand (R)—Raphael—ASCAP
I Have to Tell You (R)—Chappell—ASCAP
I Need You Now (R)—Miller—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP

It's a Woman's World (R) (F)-Robbins-ASCAP Little Shoemaker (R)-Bourne-ASCAP Love You Didn't Do Right By Me (F)-

Berlin—ASCAP
Mandolino (R)—Iris Trojan—BMI
Mr. Sandman (R)—E. H. Morris—ASCAP
Mood Indigo (R)—Mills—ASCAP
Muskrat Ramble (R)—Geo. Simon—ASCAP
My Own True Love (Tara's Thome) (R)
(F)—Remick—ASCAP

Naughty Lady of Shady Lane (R)—Paston
—ASCAP
Papa Loves Mambo (R)—Shapiro-Bernstein
—ASCAP

Ready, Willing and Able (R)—Daywin—BMI
Sabrina (R) (F)—Famous—ASCAP
Sh-Boom (R)—Hill & Range—BMI

Skokiaan (R)—Shapiro-Bernstein—ASCAP Smile (R)—Bourne—ASCAP Teach Me Tonight (R)—Hub—ASCAP Things I Didn't Do (R)—Hill & Range— HMI

This Ole House (R)—Hamblen—BMI You're Nobody Till Somebody Loves You (R)—Southern—ASCAP

Television

Bow Bow Wants a Boy for Christmas (R)—
Raleigh—BMI
Cara Mia (R)—Feist—ASCAP

Count Your Blessings (Instead of Sheep)
(R) (F)—Berlin—ASCAP
Don't Let the Kiddy Geddin (R)—Sherwin
—ASCAP
Fanny (R) (M)—Chappell—ASCAP

Fanny (R) (M)—Chappell—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—
ASCAP
Hold My Hand (R)—Rappel—ASCAP

Hold My Hand (R)—Rapael—ASCAP

I Have to Tell You—Chappell—ASCAP

I Need You Now (R)—Miller—ASCAP

If I Give My Heart to You (R)—Miller—ASCAP

In the Chapel in the Moonlight (R)—

Shapiro-Bernstein—ASCAP
Little Shoemaker (R)—Bourne—ASCAP
Love You Didn't Do Right By Me (R) (F)—
Berlin—ASCAP

Make Her Mine (R)—Bregman, Vocto & Conn-ASCAP Mambo Italiano (R)—Rylan—ASCAP Main That Got Away (R) (F)—Harwin—

ASCAP

Mr. Sandman (R)—E. H. Morris—ASCAP

Muskrat Ramble (R)—Geo. Simon—ASCAI

Non Di Menticar (R)—Hollis—BMI

Papa Loves Mambo (R)—Shapiro-Bernateia

-ASCAP
Shake. Rattle and Roll (R)-Progressive-

Skokiaan (R)—Shapiro-Bernstein—ASCAP
Smile (R)—Bourne—ASCAP
Song From Desiree (We Meet Again) (R
(F)—Miller—ASCAP
Teach Me Tonight (R)—Hub—ASCAP
They Were Doin' the Mambo (R)—Mag

Things I Didn't Do (R)-Hill & Range-BMI This Ole House (R)-Hambles-BMI

When I Stop Loving You (R)-Trans-ASCAP Young at Heart (R)-Sunbeam-BMI

England's Top Twenty

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

Hold My Hand-Bradbury Wood (Raphael My Friend-Chappell (Paxton) If I Give My Heart to You-Robbins (Millet)

let)
My Son, My Son-Kassner (Kaysner)
Smile-Bourne (Bourne)
Little Things Mean a Lot-Robbins (Feist)

This Ole House—Dochess (Hamblen)
Story of Time—MacMelodies (Manrice)
There Must Be a Reason—Campbell Com
* nelly (April & Cromwell)

Three Coins in the Fountain-Feist (Robbins)
Sky Blue Shirt and a Rainbow Tie-Law
tence Wright (*)

rence Wright (*)
Happy Wandeter-Bosworth (Fox)
Cara Mia-Robbins (Feist)
Sway-Southern (Peer)
Wait for Me, Darling-Bonsey & Hawken

Gilly Ghily Ossenfeffer Kutzenellen Bogen by the Sea-Spier (Beaver) Sh-Boom-Aberbach (Hill & Range) Little Shoemaker-Bourne (Boorne)

Little Shoemaker—Bourne (Bourne)

I Love Paris—Chappell (Chappell)

High and the Mighty—Harma, Councily

(Witmark)

600



TOP SELLERS-

POPULAR Listed Alphabetically

	Control of the State of the Sta
BAZOOM	Mala and the later of the later
THE BUNNY HOP	
THE HOKEY POKEY	Ray Anthony 2427
HAJJI BABA UNBELIEVABLE	
HONEY LOVE	Nat (King) Cole2949
RIOT IN CELL BLOCK NUMBER NINE	Vicki Young 2865
AUCTIONEER	Let Daul & Mary Earl 2020
LOVE TURNS WINTER TO SPRING	The Five Keys 2945
MOOD INDIGO	The Four Freshmen 2961
THE POINT OF NO RETURN	
GIVE A LITTLE TIME	
IT'S CRAZY	Nat (King) Cole2897
WHITHER THOU GOEST MANDOLINO	
	Los Paul & Mary Ford. 2928

COMING UP FAST

Listed Alphab	etically
LOVE ME	circuity
PAPA'S PUTTIN' THE PRESSURE ON	Connie Russell 2933
MALVICAM HAT TRICK	
SLEEPY SERENADE	Woody Herman2960
RIVER OF NO RETURN	
RIVER OF NO RETURN	"Tendessee"
GIVE ME YOUR WORD	Ernie Ford
SH-BOOM	
WIDE-SCREEN MAMA BLUES	Stan Frehern 2020
THE SONG FROM DESIREE	
THE FINGER OF SUSPICION POINTS AT YOU.	Jane Froman2979
THAT'S WHAT YOU MADE ME	
I LOVE MY MAMA	Tommy LoaneHi 2024
WOMAN'S WORLD	tommy Leonem2731
JAMBO	Ray Anthony 2936
THE RESERVE OF THE PERSON NAMED IN COLUMN TWO IS NOT THE PERSON NAMED IN COLUMN TWO IS NAMED IN COLUMN TW	

LATEST RELEASES Numbers

446 & 447

JULIE IS HER NAME Bobby Troup	971
THE BIG TOP ST. LOUIS BLUES—BOOGIE Pete Candoli	972
JUST FOR LAUGHS THE VERY THOUGHT OF YOU Bob Manning	973
I WISH THEY DIDN'T MEAN GOODBYE MY YELLOW GINGER LEI Al Kealoha Perry	
PAPIO MINOI MINOI The Royal Polynesians	
THE SAME	
Skeets McDonald	AY
Ramblin' Jimmie Dolan	US
THE SONG FROM DESIREE THE FINGER OF SUSPICION POINTS AT YOU Jane Froman 29	
TWELFTH STREET RAG—MAMBO CHILE BOWL Duke Ellington	
ALL OF YOU THIS IS MY LOVE Connie Russell	
THE STORY OF TINA SAY IT AGAIN Al Martino	
HIGHER, HIGHER AND HIGHER TENNESSEE MAMBO Wesley & Marilyn Tuttle	
D MARY, DON'T YOU WEEP I DON'T CARE WHAT THE WORLD MAY DO The Every-Ready Singers	
YULENET, PART II	-

BEST SELLING-

ALBUMS

Les Baxter le. EBF-548 No. H-548

le. EBF-546 No. H-546

EAP-2-513 No. H-513

EBF-6500 lo. H-6500

EBF-6501 to. H-6501

-2-3-4-521 No. W-521

LUES-

isted Alphabetically

Capital's top sellers alphabetically based on actual sales figures.

	Listea Alphabeti
2971	The second second
2972	ARTHUR MURRAY MODERN WALTZES- 45 rpm "EP" N 33 1/2 rpm
2973	Ray Anthony 45 rpm "EP" N 33 1/5 rpm
OODBYE	BARRELHOUSE, BOOGIE, AND THE B
2974	45 rpm "EP" No. EAP-1-513 & 331/2 rpm
2975 Y JUST	THE BILL HOLMAN OCTET 45 rpm "EP" No 33 1/2 rpm 1
1976	THE CLAUDE WILLIAMSON TRIO 45 rpm "EP" No. 33 1/2 rpm N
JES THIS WAY	ELLINGTON '55—Duke Ellington 45 rpm "EP" No. EAP-1 33 1/2 rpm
SANTA CLAUS	FIREMAN'S BALL-Joe "Fingers" C

45 rpm "EP" No. EAP-1-527 & EAP-2-527 331/2 rpm No. H-527 MUSIC FOR LOVERS ONLY-Jackie Gleaton

45 rpm "EP" No. EBF-352 331/2 rpm No. H-352 MUSIC, MARTINIS, AND MEMORIES-

Jackie Gleasen 45 rpm "EP" No. EAP-1-2-3-4-509 331/2 rpm No. W-509

SOMETHING COOL-June Christy 45 rpm "EP" No. EBF-516 331/s rpm No. H-516

SWING EASY-Frank Sinafra 45 rpm "EP" No. EAP-1-528 & EAP-2-528 33 1/3 rpm No. H-528

TOP HITS OF '54, VOLUME II-Top Artists 45 rpm "EP" No. EAP-1-9119 & EAP-2-9119 331/2 rpm No. H-9119

VOICES IN MODERN-The Four Freshmen 45 rpm "EP" No. EAP-1-522 & EAP-2-522 33 1/2 rpm No. H-522 TOP SELLERS-

Listed Alphabetically

THE BANDIT— PRAIRIE HOME Tex Riffer	. 2916
DON'T FALL IN LOVE WITH A MARRIED MAN YOU'LL COME CRAWLIN'	
HOW COME Y'ALL COME WHEN YOU GIVE A ROSE TO A RED HEAD	. 2903
Cousin Herb Henson	2925
IF THAT'S THE FASHION IF YOU AIN'T LOVIN'	
Faron Young	2953
MY GAL GERTIE LOOK, LOOK, LOOK	
Dub Dickerson	2947
NEVER	
FRIENDLY LOVE Wesley & Marilyn Tuttle	2850
THE NEW GREEN LIGHT	
A LONELY HEART KNOWS	2020
Hank Thompson	2920
A PLACE FOR GIRLS LIKE YOU IN THE CHAPEL IN THE MOONLIGHT	1
Faron Young	
SATAN AND THE SAINT	2037
SWING LOW, SWEET CHARIOT	
The Louvin Brothers	
SHE DONE GIVE HER HEART TO ME	
OCEANS OF TEARS	2005
Sonny James	7400
DEEP WATER	
Jimmy Bryant & Speedy West	2964
WHATCHA GONNA DO NOW	
YOU'RE FOR ME Tommy Collins	2001
Tolding Collins	LOFI
PRINCE OF PARIS A	STATE OF

BEST SELLING-

"EP" ALBUMS Listed Alphabetically

DANCE CRAZE Anthony, Kenton, Hunt 45 rpm "EP" No. EAP-1-518

DIXIE PARADE—Ray Anthony 45 rpm "EP" No. EAP-1-539 I'M A FOOL TO CARE—Les Paul & Mary Ford 45 rpm "EP" No. EAP-1-554

MAMBO-Dave Barbour

45 rpm "EP" No. EAP-1-545 MELANCHOLY SERENADE-Jackie Gleason 45 rpm "EP" No. EAP-1-532

45 rpm "EP" No. EAP-1-9120 ROMANTIC BALLADS-Gordon MacRae 45 rpm "EP" No. EAP-1-537 SITTING ON TOP OF THE WORLD-Les Paul &

Mary Ford 45 rpm "EP" No. EAP-1-540 STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO

45 rpm "EP" No. EAP-1-508 TWO FOR THE RECORD-Benny Goodman 45 rpm "EP" No. EAP-1-519

BEST SELLING-

"SPECIALIZED" High-Fidelity ALBUMS Listed Alphabetically

Stan Freberg & Daws Butler 2986

FULL DIMENSIONAL SOUND-Study in High 33 1/3 rpm No. SAL-9020

HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND-Top Artists

FULL DIMENSIONAL SOUND-Top Artists

33 1/2 rpm No. LAL-9022

HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND-Top Artists 331/s rpm No. LAL-9023 THE PASSIONS Les Baxter & Bas Sheva

331/s rpm No. LAL-486

BEST SELLING-CLASSICAL ALBUMS

Listed Alphabetically

ANTHEIL "CAPITAL OF THE WORLD," BANFIELD "THE COMBAT" Ballet Theatre Orchestra conducted by Joseph Levine

331/4 rpm No. P-8278 BIZET "SUITE FROM CARMEN," GOUNOD "BAL-LET MUSIC FROM FAUST"—Vladimir Golschmann conducting The St. Louis Symphony 331/5 rpm No. P-8288 HIGH FIDELITY POPULAR INSTRUMENTALS IN Mathan Mittlein, violin with The Diffshurch Nathan Milstein, violin with The Pittsburgh

Symphony Orchestra conducted by William 331/2 rpm No. P-8271 CHOPIN "POLONAISE IN A FLAT," DEBUSSY "CLAIR DE LUNE," LISZT "LIEBESTRAUME," Loonard Pennario, Piano

33 1/2 rpm No. H-8156

0100

The Hollywood Bowl Symphony Orchestra 331/s rpm No. P-8275 OFFENBACH "SUITES FROM BLUEBEARD & HELEN OF IROY"-The Ballet Theatre Orchestra con-

ECHOES OF SPAIN-Carmen Dragon conducting

ducted by Joseph Levine 331/4 rpm No. P-8277 SAINT-SAENS "CARNIVAL OF THE ANIMALS,"

IBERT "DIVERTISSEMENT"-Felix Slatkin conducting The Concert Arts Orchestra 331/5 rpm No. P-8270

SHOSTAKOVICH "SYMPHONY NO. 5 IN D MAJOR. OP. 47"-Vladimir Golschmann conducting The St. Louis Symphony Orchestra

331/5 rpm No. P-8268 SONGS OF BRAHMS-Nell Rankin, Contralle and Coenraad V. Bos, piane

331/2 rpm No. P-8289 SONGS OF STEPHEN FOSTER-Roger Wagner conducting The Roger Wagner Chorale 331/3 rpm He. P-8267

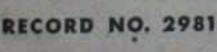
CONNIE RUSSELL

BOB MANNING

JANE FROMAN

ALL OF YOU

THIS IS





JUST FOR LAUGHS



THE VERY THOUGHT

THE SONG FROM DESIREE (WE MEET AGAIN)



THE FINGER OF SUSPICION **POINTS AT YOU**

MUSIC-RADIO



"Thanks, Fred Astaire, for Congratulations"

Now shooting with . . .

FRED ASTAIRE—LESLIE CARON

20th CENTURY-FOX

"DADDY LONG LEGS"

THANKS, FELLAS ...

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> In the 1954 7th Annual BILLBOARD DISK JOCKEY POLL



Dear Ray,

On behalf of Fred Astaire, Leslie Caron, Jean Negulesco, Leon Shamroy, Johnny Mercer, Roland Petit, Alex North and the whole gang connected with the DADDY LONG LEGS company, I wish to congratulate you for winning BILL-BOARD'S award as "the nation's number ONE all-around band leader, and to welcome you and your great band to participate in this important musical production.

With every good wish,

Mr. Ray Anthony 20th Century-Pox Film Corporation Beverly Hills, California

RAYANTHONY

AND HIS ORCHESTRA



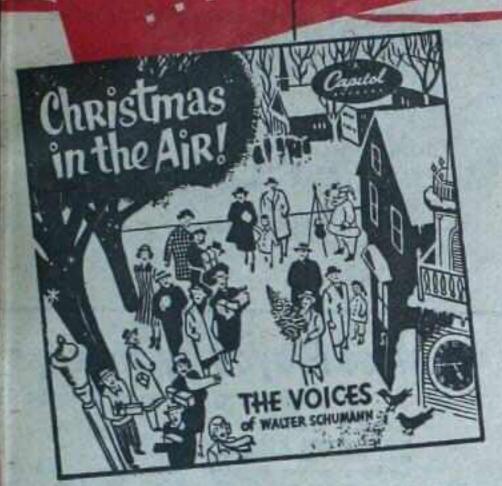


THE PERSON OF TH

Personal Management FRED BENSON



stmas in the ARECO RECORD



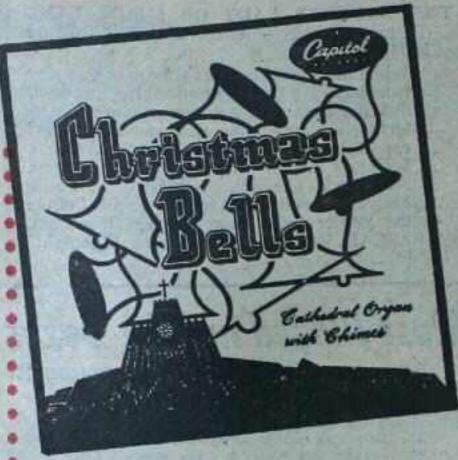
CHRISTMAS in the AIR!

THE VOICES OF WALTER SCHUMANN

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

3335 rpm No. H-9016

45 rpm No. EBF-9016



RICHARD KEYS BIGGS

Now on the popular 12" Long Play "W Series." Chimes and cathedral organ combine in this beautiful album featuring Richard Keys Biggs at the organ. Includes such favorites as 'Silent Night,' 'Adeste Fidelis,' 'Cantique De Noel,' etc.

331/3 rpm No. H-9013 & W-9013 45 rpm No. EBF-9013, EAP 1-9013 & EAP 2-9013



to Aoni,

Top Christmas favorites by a galaxy of Top artists: Frank Sinatra, Les Paul & Mary Ford, Yogi Yorgesson, Margaret Whiting & Jimmy Wakely, Mel Blanc, Johnny Mercer, Les Baxter, Nat "King" Cole, Billy May, Louis Castellucci, Dean Martin.

331/2 rpm No. W-9028



and JIMMY WAKELY

Record No. 1255



Frosty The Snowman

I Saw Mommy Kissing Santa Claus

Record No. 2848

BLUES'

45 rpm No. CASF-3079



STAN FREBERG and DAWS BUTLER **'YULENET'**

Record No. 2986

ALBUMS Boys Town Choir Singing Christmas Music

FATHER FLANAGAN'S BOYS TOWN CHOIR..... 45 rpm No. EBF 9006 331/2 rpm H-9006 Carols At Christmas THE SPORTSMEN QUARTET 331/2 rpm No. H-9005 Carols For Christmas THE STARLIGHTERS CHORUS 331/3 rpm No. H-9007 45 rpm No. EBF-9007 Christmas Carols THE ST. LUKE'S CHORISTERS 331/3 rpm No. H-9000 45 rpm No. EBF-9000 Christmas Cheer LES PAUL AND MARY FORD 45 rpm No. EAP 1-543 **Christmas Choristers** THE ST. LUKE'S CHORISTERS 331/3 rpm No. H-9012 45 rpm No. EBF-9012 Christmas On The Range JIMMY WAKELY 331/2 rpm No. H-9004 45 rpm No. EAP 1-9004 Christmas Song, The NAT "KING" COLE 45 rpm No. EAP 1-9026 My Birthday Comes On Christmas DALLAS FRAZIER WITH JOE "FINGERS" CARR 45 rpm No. EAP 1-9025 Organ Plays At Christmas, The

BUDDY COLE 331/3 rpm No. H-9002 45 rpm No. EBF-9002 Songs Of Christmas JO STAFFORD AND Under The Christmas Tree JAN GARBER..... 331/2 rpm No. H-9008

45 rpm No. EBF-9008 Yingle Bells YOGI YORGESSON 45 rpm No. EAP 1-461

CHILDREN'S ALBUMS

Where Did My Snowman Go? MOLLY BEE 78 rpm No. CAS-3192 I Tan't Wait Til Quithmuth Day 45 rpm No. CASF-3192 Yah, Das Ist Ein Christmas Tree Rudolph The Red-Nosed Reindeer . The Swiss Boy SMILEY BURNETTE 78 rpm No. CAS-3160 "Twas The Night Before Christmas 45 rpm No. CASF-3160 THE MELLOMEN 78 rpm No. CAS-3121 45 rpm No. CASF-3121 CHRISTMAS SINGLES MARTHA CARSON Peace On Earth (At Christmas Time) Christmas Time Is Here2969 NAT "KING" COLE The Christmas Song . My Two Front Teeth 2955 NAT "KING" COLE

Mrs. Santa Claus2616

Jingle-O-The Brownie2956

The Little Boy That Santa Claus Forgot

DALLAS FRAZIER WITH JOE "FINGERS" CARR

My Birthday Comes On Christmas

SONNY JAMES Christmas In My Hometown I Forgot To Remember Santa Claus2958 Rudolph The Red-Nosed Reindeer - Mambo 2948 LES PAUL AND MARY FORD LES PAUL AND MARY FORD Jingle Bells . Silent Night In There A Santa Claus? . Old Tex Kringle 2957 FRANK SINATRA White Christmas . The Christmas Waltz2954 JIMMY WAKELY YOGI YORGESSON Be Kind To The Street Corner Santa Claus YOGI YORGESSON I Was Santa Claus At The School House The Christmas Party1831 YOGI YORGESSON I Yust Go Nuts At Christmas . Yingle Bells ARON YOUNG

You're The Angel On My Christmas Tree I'm Gonna Tell Santa Claus On You2629

POPULAR RECORDS

Best Sellers in Stores

MUSIC-RADIO

For survey week ending November 10 RECORDS are ranked in order of their

current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what post-

Weeks tion it occupies on the chart. 1. I NEED YOU NOW-E. Fisher..... Heaven Was Never Like This-V 20-5830-ASCAP

2. THIS OLE HOUSE-R. Clooney 3 Hey, here-(3)-Col 48265-BMI 3. HEY, THERE-R. Clooney..... This Ole House-(2)-Col 40266-ASCAP

I Don't Wanna See You Cryin'-Cadence L47-ASCAP 5. PAPA LOVES MAMBO-P. Como.... Things I Didn't Do-(28)-V 20-5857-ASCAP

4. MR. SANDMAN-Chordettes.....

7. IF I GIVE MY HEART TO YOU-

It's Love-Abbott 3001-ASCAP

6. HOLD MY HAND-D. Cornell..... I'm Blessed-Coral 61206-ASCAP

Doris Day..... Anyone Can Fail in Love-Col 40300-ASCAP 8. TEACH ME TONIGHT-DeCastro Sisters.....

9. SHAKE, RATTLE AND ROLL-B. Haley.... A. B. C. Boogle-Dec 29204-BMI

10. MAMBO ITALIANO-R. Clooney 15 We'll Be Together Again-Cot 40361-ASCAP 11. MUSKRAT RAMBLE-

McGuire Sisters 12 Lonesome Polecat-Coral 61278-ASCAP 12. SKOKIAAN-R. Marterie..... 10 Crary Bout Lollipop-Mercury 70432-ASCAP

13. CARA MIA-D. Whitfield..... 11 14 How, When or Where-London 1486-ASCAP 14. COUNT YOUR BLESSINGS-

E. Fisher.... Fanny-V 20-5871-ASCAP 15. I NEED YOUR LOVIN'-Cheers..... 17 Arivederci-Cap 2921-BMI

16. SH-BOOM-Crew Cuts..... I Spoke a Soon-Mercury 70404-B'II

17. WHITHER THOU COEST-L. Paul & M. Ford Mandolino-Cap 2928-BMI 18. HAJJI BABY-Nat (King) Cole. 28 Unbelievable-Cap 2949-ASCAP

19. IT'S A WOMAN'S WORLD-Four Aces 22 Cuckoo Bird in the Pickle Tree-Dec 29269-ASCAP 20. SMILE-Nat (King) Cole..... It's Ceary-Cap 2897-ASCAP

21. RUNAROUND-Chuckles At Last You Understand-X 0066-BMI 22. IF I GIVE MY HEART TO YOU-

D. Lor.... Hello, Darling-Majar 27-ASCAP 23. THAT'S WHAT I LIKE-Don, Dick & Jimmy 23 You Can't Have Your Cake and Eat It Too-Crown 125-ASCAP

24. DIM DIM THE LIGHTS-B. Haley. . -Happy Baby-Dec 29317-BMI 25. SKOKIAAN-Four Lads. 17 Why Should I Love You-Col 40306-ASCAP

26. MOOD INDIGO-N. Petty Trio. 25 Petry's Little Polka-X 0040-ASCAP 26. TEACH ME TONIGHT-J. Stafford...

Suddenly-Col 40351-ASCAP 28. THINGS I DIDN'T DO-P. Como.... 27 Papa Loves Mambo-(5)-V 20-5857-BMI

29. THIS OLE HOUSE-S. Hamblen....

When My Lord Picks Up the Phone-V 20-5739-BMI 30. THEY WERE DOING THE MAMBO-

This Week's Best Buys

DIM, DIM THE LIGHTS (Republic, BMI)-Bill Haley-Decca 29317

Haley's latest release hit the national retail chart this week and its present rate of snowballing strength indicated that the disk could go all the way to the top. Listed now on the Kansas City and Cleveland territorial charts, the disk was also reported strong in New York, Philadelphia, Buffalo, Pittsburgh, St. Louis and Milwaukee. Flip is "Happy Baby' (Myers, ASCAP). A previous Billboard Spotlight" pick.

THE NAUGHTY LADY OF SHADY LANE (Paxton, ASCAP) - Archie Bleyer - Cadence

While the Ames Brothers version of this tune is maintaining the lead nationally, the Bleyer disk has been giving it competition in many territories, and now also stands a good chance to gain a berth on the national charts. Strongest action was reported in Boston, New York, Cleveland, Chicago, St. Louis, Milwaukee and Los Angeles. Flip is "While the Vesper Bells Were Ringing" (Southern, ASCAP). A previous Billboard "Spotlight"

According to sales reports in key markets, the following recent releases are recommended for extre profits

THAT'S ALL I WANT FROM YOU (Weiss & Barry, BMI) - Jaye P. Morgan - RCA Victor

The thrush's debut disk with the label has found easy sledding in most markets checked. New York, Buffalo, Cleveland, Pittsburgh, Cincinnati and St. Louis reported sales to be strong. Good reports were also received from Boston, Philadelphia, Chicago and Detroit. Flip is "Dawn" (Famous, ASCAP). A previous Billboard "Spotlight" pick.

MR. SANDMAN (E. H. Morris, ASCAP)-The Four Aces-Decca 29344

Despite the entrenched position of the Chordettes' version of this time near the top of the charts, the Aces have been gaining ground rapidly this past week. Now on the St. Louis territorial chart, the disk was also reported strong or good in Los Angeles, Mil-waukee, Durham, Detroit, Chicago, Cincinnati, Pittsburgh, Buffalo and Philadelphia. Flip is "In Apple Blossom Time." A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending November 10 RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on Weeks The Billboard's weekly survey among the

Week Chart

nation's luke box operators. The reverse side of each record is also listed 1. THIS OLE HOUSE-R. Clooney Hey, There-Col 40266-BMI

2. I NEED YOU NOW-E. Fisher..... Heaven Was Never Like This-V 20-5830-ASCAP

3. HEY, THERE-R. Clooney..... This Ole House-Col 40266-ASCAP

4. IF I GIVE MY HEART TO YOU-Doris Day Anyone Can Fall in Love-Col 40300-ASCAP

5. PAPA LOVES MAMBO-P. Como.... Things I Didn't Do-V 20-5857-ASCAP 6. TEACH ME TONIGHT-

DeCastro Sisters..... II's Love-Abbott 3001-A5CAP 7. HOLD MY HAND-D. Cornell..... I'm Blessed-Coral 61206-ASCAP

8. SHAKE, RATTLE AND ROLL-B. Haley ABC Boogie-Dec 29204-BMI 9. SKOKIAAN-R. Marterie....

Crazy Bout Lollipop-Mercury 70432-ASCAP

10. MR. SANDMAN-Chordettes..... 17 I Don't Wanna See You Cryin'-Cadence 1247-ASCAP 11. SH-BOOM-Crew Cuts..... 10 18 I Spoke Too Soon-Mercury 70404-BMI

12. MUSKRAT RAMBLE-McGuire Sisters 11 Lonesome Polecat-Coral 61278-ASCAP

13. WHITHER THOU GOEST-L. Paul & M. Ford 14 Mandolino-Cap 2928-BMI 14. SKOKIAAN-Four Lads...... 13 Why Should I Love You?-Col 40306-ASCAP

14. MAMBO ITALIANO-R. Clooney -We'll Be Together Again-Col 40361-ASCAP 16. MOOD INDIGO-N. Petty Trio. 14

Petty's Little Polka-X 0040-ASCAP

16. LITTLE SHOEMAKER-Gaylords ... 19 Mecque, Mecque-Mercury 70403-ASCAP

16. HEY, THERE-S. Davis Jr. And This Is My Beloved-Dec 29199-ASCAP 19. COUNT YOUR BLESSINGS-E. Fisher

Fanny-V 20-5871-ASCAP

19. THAT'S WHAT I LIKE-Don, Dick & Jimmy 14 You Can't Have Your Cake and Eat It Too-Crown 125-ASCAP

Most Played by Jockeys

For survey week ending November RECORDS are ranked in order of the greatest number of plays on disk jockey

radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed. Week Ch 1. I NEED YOU NOW-E. Fisher.....

Heaven Was Never Like This-V 20-5830-ASCAP

2. HOLD MY HAND-D. Comell I'm Blessed-Coral 61206-ASCAP

3. HEY, THERE-R. Clooney This Ole House-Col 40266-A5CAP

4. PAPA LOVES MAMBO-P. Como.... Things I Didn't Do-V 20-5857-ASCAP

5. MR. SANDMAN-Chordettes. 7 I Don't Wanna See You Cryin'-Cadence 1247-ASCAP

6. IF I CIVE MY HEART TO YOU-Doris Day Anyone Can Fall in Lore-Col 40300-ASCAP

7. TEACH ME TONIGHT-DeCastro Sisters..... It's Love-Abbott 3001-ASCAP

8. THIS OLE HOUSE-R. Clooney 8

Hey, There-Col 40266-BMI

9. SHAKE, RATTLE AND ROLL-B. Haley ABC Boogie-Dec 29204-BMI

10. COUNT YOUR BLESSINGS-E. Fisher 15 Fanny-V 20-3871-ASCAP

11. IT'S A WOMAN'S WORLD-Four Aces 13 Cuckoo Bird in the Pickle Tree-Dec 29269-ASCAP

12. SMILE-Nat (King) Cole...... 10 It's Crary-Cap 2897-ASCAP 13. WHITHER THOU GOEST-

L. Paul & M. Ford 12

Mandolino-Cap 2928-BMI 14. SKOKIAAN-R. Marterie.....

Crazy 'Bout Lollipop-Mercury 70432-ASCAP 15. IF I CIVE MY HEART TO YOU-

Hello Darling-Majar 27-ASCAP 16. TELL ME, TELL ME-J. Valli. 19

Boy Wanted-V 20-5837-A5CAP 17. NAUGHTY LADY OF SHADY LANE-Ames Brothers

Addio-V 20-5897-ASCAP 18. IF I CIVE MY HEART TO YOU-C. Boswell..... 16

Tennessee-Dec 29148-ASCAP 19. MUSKRAT RAMBLE-McGuire Sisters -

Lonesome Polecat-Coral 61278-ASCAP

20. HAJJI BABY-Nat (King) Cole Unbelievable-Cap 2949-ASCAP

DICKELLY J STATION

Little dog, please be quiet tonite, Little dog won't you keep outside.

I was outside her door! Little dog won't you keep outside. I was outside her door long after dark, moonlight was dark.

She said sh-sh-tho she said sh-sh- the doggie will bark—Sweetheart I said, onening the door opening the door, when he sees this he'll bark no more!

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THE HEW GUTS

BE SURE TO HEAR

BAR GDOG



coupled with "ALL I WANNA DO"

MERCURY 70490 . 70490X45

CHICAGO L ILLINOIS



Awarded to the writers and publishers of the great Country and Western Song Hits of the year

TO THESE WRITERS

Weldon Allard
Jack Anglin
Jim Anglin
Eddy Arnold
Howard Barnes
Paul Blevins
James E. Brown
Maxine Brown
Boudleaux Bryant
Tommy Collins
Billy Cox

Tommy Dilbeck
Arlie Duff
Terry Fell
Rusty Gabbard
Billy Grimes
Autry Grishem
Chuck Harding
Johnny Hathcock
Tommy Hill
Joe Hobson
Russ Hull

Willie Jones
Eddie Miller
J. D. Miller
Rod Morris
Jimmy Newman
Dale Parker
Curt Peeples
Webb Pierce
Ray Price
Don Robertson
Jack Rollins

Mary Jean Shurtz
W. S. Stevenson
Hank Thompson
T. Texas Tyler
Cindy Walker
Arthur Whiteley
Dub Williams
Floyd F. Wilson
Johnnie Wright
Robert Young

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Acuff-Rose Publications
American Music, Inc.
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Brazos Valley Music, Inc.
Cedarwood Publishing Co., Inc.
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Rumbalero Music, Inc.
Starrite Publishing Co.
Tannen Music, Inc.
Ernest Tubb Music, Inc.
Valley Publishers, Inc.

In recognition of the great national popularity attained by these Country and Western Song Hits.

AS FAR AS I'M CONCERNED
BACK UP, BUDDY
BIMBO
COURTIN' IN THE RAIN
CRY, CRY, DARLING
DON'T DROP IT
EVEN THO
GO, BOY, GO
HONKY TONK GIRL

I DON'T HURT ANYMORE
I'LL BE THERE (If You Ever Want Me)
I LOVE YOU
I'M WALKIN' THE DOG
I REALLY DON'T WANT TO KNOW
LET ME BE THE ONE
LOOKING BACK TO SEE
ONE BY ONE
RELEASE ME (And Let Me Love Again)

SLOWLY

SPARKLING BROWN EYES

THANK YOU FOR CALLING
THERE STANDS THE GLASS

THIS IS THE THANKS I GET

(For Loving You)

WAKE UP, IRENE
Y'ALL COME
YOU BETTER NOT DO THAT

BROADCAST MUSIC, INC.

589 Fifth Avenue, New York 17, N. Y.

New York • Chicago

• Hollywood

Toronto

Montreal



GREAT SIDES BY A GREAT GUY

> LOOKING BACK TO SEE

MORE AND MORE

Guy Lombardo

and his ROYAL CANADIANS

No. 1 sweet-band favorite of the nation's deejays in Billboard's famous annual Disk Jockey Poll—Nov. 13.

DECCA 29303

-Americas - Tastest Selling Records



IONI JAMES

COME OF AGE

EVERY TIME

YOU TELL ME

YOU LOVE ME

MGM 11865 78 rpm K 11865 45 rpm

THE VOICES

THREE

and

ONE OF MY

DREAMS

IS MISSING

MGM 11862 78 rpm K 11862 45 rpm

DEAN PARKER

MGM 11844 78 rpm

K 11864 45 rpm

THE

NOCTURNES

MAMA

SOMEBODY

OUGHTA WRITE

A SONG

MGM 11863 78 rpm K 11863 45 rpm

HANK

WILLIAMS

(I'm Gonna)

SING, SING,

MGM 11861 78 rpm K 11861 45 rpm

RALPH FAY

and his Orchestra

THAT OLD

GANG OF MINE

SLEEPY TIME

GAL

MOM 11864 78 rpm K 11864 45 rpm

"SKEETS"

YANEY

DON'T BRING

YOUR BROKEN HEART

TO ME

MGM 11859 78 rpm K 11859 45 rpm

IIM

ROBERTSON

WALKIN' AND

TALKIN

WITH THE LORD

end

PRIDE OF

MGM 11860 78 rpm K 11860 45 rpm

MY HEART

REMEMBER



LEROY HOLMES and his Orchestra From M-G-M Film "Gone With the Wind"

and JAMIE

Newcomer-1954

Billboard OU AbH

MCM 11854 78 rpm K 11854 45 rpm

Whistling by FRED LOWERY

THAT WAS MY HEART YOU **Voted Most Promising**

BILLY ECKSTINE

HEARD

ONE SWEET KISS

LOVE ME

MCM 11812 78 rpm

K 11812 45 rpm

MCM 11855 78 rpm . K 11855 45 rpm

That Unforgettable Trio with that Unforgettable Sound

DICK HYMAN TRIO

DICK HYMAN at the Harpsichord

CECILIA

EAST OF THE SUN

MCM 11811 78 rpm @ K 11811 45 rpm

LOUISE TOBIN

HURRY HOME

LONESOME ROAD

MCM 11881 78 rpm . K 11881 45 rpm

ALAN DEAN THE SONG FROM DESIREE (We Meet Again)

(From 20th Century-Fox Picture "Desirea") TONICHT, MY LOVE MCM 11844 78 rpm . K 11844 45 rpm

M-G-M RECORDS

THE GREATEST NAME (IN ENTERTAINMENT 701 SEVENTH AVE. NEW YORK 16, N.Y.

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending November 10

Listings are based on fate reports secured from top dealers in each of the markets listed.

Atlanta

1. I Need You Now, E. Fisher, V. 2. If I Give My Heart to You

Doris Day, Col.

3. Mr. Sandman, Chordettes, Cdc. 4. Haiji Baba, Nat (King) Cole, Cap.

5. Papa Loves Mamboy P. Como, V. 6. This Ole House, R. Choney, Col.

7. Hey, There, R. Clooney, Col.

8. Skoklaan, R. Marterie, Mer. 9. Teuch Me Tonight

DeCastro Sisters, Abb. 10. Sh-Room, Crew Cuts, Met.

Balti.-Wash.

1. Shake, Rattle and Roll, B. Haley, Dec. 2. This Ole House, R. Clooney, Col.

3. Papa Loves Mambo, P. Como, V. 4. Hey, There, R. Clooney, Col. 5. Hold My Hand, D. Cornell, Cor.

6. If I Give My Heart to You Doris Day, Col. 7. I Need You Now, E. Fisher, V.

8. Muskrat Ramble, McGuire Sisters, Cor. 9. Mr. Sandman, Chordettes, Cdc.

10. Teach Me Tonight DeCastro Sisters, Abb.

Boston

1. Mr. Sandman, Chordettes, Cdc. 2. Papa Loves Mambo, P. Como, V. 3. Make Yourself Comfortable

S. Vaughan, Mer. 4. I Want You All to Myself

K. Kallen, Dec. 5. Mambo Italiano, R. Clooney, Col.

6. Teach Me Tonight DeCastro Sisters, Abb.

7. This Ole House, R. Clooney, Col. 8. Bandit, Johnston Brothers, Lon.

9. Hey, There, R. Clooney, Col.

10. Naughty Lady of Shady Lane A. Bieyer, Cdc.

Buffalo

L. I Need You Now, E. Fisher, V. 2. Papa Loves Mambo, P. Como, V.

3. Mambo Italiano, R. Clooney, Col. 4. Teach Me Tonight

DeCastro Sisters, Abb.

5. If 4 Give My Heart to You Doris Day, Col.

6. Mr. Sandman, Chordettes, Cdc. 7. Sh-Boom, Crew Cuts, Mer.

8. This 'Me House, R. Clooney, Col.

Chicago

I. Hold My Hand, D. Cornell, Cor. 2. Mambo Italiano, R. Clooney, Col.

3. This Ole House, R. Clooney, Col. 4. I Need You Now, E. Fisher, V.

5. Teach Me Tonight

DeCastro Sisters, Abb. 6. Cara Mia, D. Whitfield, Lon.

7. Papa Loves Mambo, P. Como, V.

8. Yours, D. Contino, Mer.

9. Shake, Rattle and Roll, B. Haley, Dec. 10. Muskrat Ramble, McGuire Siggris, Cor.

Cincinnati

L. I Need You Now, E. Fisher, V. 2. Hey, There, R. Clooney, Col.

3. Mr. Sandman, Chordettes, Cdc.

4. This Ole House, R. Clooney, Col.

5. If I Give My Heart to You

Doris Day, Col.

6. Teach Me Tonight DeCastro Sisters, Abb.

7. Hold My Hand, D. Cornell, Cor.

8. Papa Loves Mambo, P. Como, V.

9. Count Your Blessings, E. Fisher, V. 10, Shake, Rattle and Roll, B. Haley, Dec.

Cleveland 1. Dim, Dim the Lights, B. Haley, Dec.

2. Teach Me Tonight

DeCastro Sisters, Abb. 3. Hey, There, R. Clooney, Col.

4. Mr. Sundman, Chordettes, Cdc. 5. That's All I Want From You

J. P. Morgan, V.

6. Shake, Rattle and Roll, B. Haley, Dec.

7. Runaround, Chuckles, X

8. This Ole House, R. Clooney, Col. 9. Papa Loves Mambo, P. Como, V.

10. If I Give My Heart to You.

D. Lot, Mir.

Dallas-Fort Worth 1. I Need You Now, E. Fisher, V.

2. Hey, There, R. Clooney, Col.

3. Papa Loves Mambo, P. Como, V. 4. If I Give My Heart to You

Doris Day, Col. 5, Hold My Hand, D. Cornell, Cor.

6. This Ole House, R. Clooney, Col.

7. Hajji Baba, Nat (King) Cole, Cap.

Denver L I Need You Now, E. Fisher, V.

2. If I Give My Heart to You Doris Day, Col.

3. Hey, There, R. Clooney, Col. 4. This Ole House, R. Clooney, Col.

5. Sh-Boom, Crew Cuts, Mer.

6. Hold My Hand, D. Cornell, Cor. 7. Mr. Sandman, Chordettes, Cdc.

8. Papa Loves Mambo, P. Como, V. 9. Shake, Rattle and Roll, B. Haley, Dec.

Detroit

I. Mr. Sandman, Chordettes, Cdc. 2. Shake, Rattle and Roll, B. Haley, Dec.

3. Mambo Italiano, R. Clooney, Col. 4. Runaround, Chuckles, X

5. Papa Loves Mambo, P. Como, V. 6. This Ole House, R. Clooney, Col.

7. Land of Dreams, H. Winterhalter, V. 8. I Need You Now, E. Fisher, V.

9. Smile, Nat (King) Cole, Cap. 10. Teuch Me Tonight DeCastro Sisters, Abb.

Kansas City L I Need You Now, E. Fisher, V.

2. Shake, Rattle and Roll, B. Haley, Dec. 3. This Ole House, R. Choney, Col.

4. Mr. Sandman, Chordettes, Cdc.

5. Dim, Dim the Lights, B. Haley, Dec. 6. Muskrat Ramble, McGuire Siziers, Cor. 10. Mood Indigo, N. Petty Trio, X.

7. Rock Around the Clock, B. Haley, Doc. 8. If I Give My Heart to You

9. Papa Lores Mambo, P. Como, V. 10. Mood Indigo, N. Petty Trio, X

Los Angeles L. I Need You Now, E. Fisher, V.

2. Hey, There, R. Clooney, Col. 3. If I Give My Heart to You

Doris Day, Col.

Doris Day, Col.

4. Papa Loves Mambo, P. Como, V.

5. This Ole House, R. Clooney, Col.

6, Hold My Hand, D. Cornell, Cor.

7. Mr. Sandman, Chordettes, Cdc. 8. Cara Mia, D. Whitfield, Lon. 9. Hey, There, S. Davis Jr., Dec. 10. Shokiano, Four Lads, Col.

Milwaukee

1. Mr. Sandman, Chordettes, Cdc.

1. I Need Your Lovin', Cheers, Cap. 3. I Need You Now, E. Fisher, V.

4. Papa Loves Mambo, P. Como, V. 5. That's What I Like

Don, Dick and Jimmy, Crw.

6. Shake, Rattle and Roll, B. Haley, Doc.

7. Hold My Hand, D. Cornell, Cor.

8. This Ole House, R. Clooney, Col.

9. Whither Thou Goest

L. Paul & M. Ford, Cap. 10. It's a Woman's World, Four Aces, Dec.

Mpls.-St. Paul

I. Cara Mia, D. Whitfield, Lon.

2. I Need You Now, E. Fisher, V. 3. Runaround, Chuckles, X

4. Shake, Rattle and Roll, B. Haley, Doc. 5. Hey, There, R. Clooney, Col.

6. This Ole House, R. Clooney, Col.

7. Hold My Hand, D. Cornell, Cor. 8. Papa Loves Mambo, P. Como, V.

9. Count Your Blessings, E. Fisher, V. 10. Rain, Rain, Rain, F. Laine, Col.

New Orleans 1. Hey, There, R. Clooney, Col.

2. Hold My Hand, D. Cornell, Cor. 3. I Need You Now, E. Fisher, V.

4. Hearts of Stone, Charms, Del. 5. If I Give My Heart to You

Doris Day, Col. 6. Papa Loves Mambo, P. Como, V.

7. Count Your Blessings, E. Fisher, V. E. Naughty Lady of Shady Lane

9. Teach Me Tonight, J. Stafford, Col.

New York

L. Papa Loves Mambo, P. Como, V. 2. Hey, There, R. Clooney, Col.

3. Shake, Rattle and Roll, B. Haley, Dec.

4. I Need You Now, E. Fisher, V.

5. Mambo Italiano, R. Clooney, Col. 6. Mr. Sandman, Chordettes, Cdc.

7. This Ote House, R. Clooney, Col. 8. Cars Min, D. Whitfield, Lon.

9. Hold My Hand, D. Cornell, Cor.

10. Teach Me Tonight DeCastro Sisters, Abb.

Philadelphia

1. Mr. Sandman, Chordettes, Cdc. 2. Teach Me Tonight

DeCastro Sisters, Abb. 3. Papa Loves Mambo, P. Como, V.

4. Her, There, R. Clooney, Col.

5. This Ole House, R. Clooney, Col.

6. Mambo Italiano, R. Cloonry, Col.

7. Shake a Hand, M. Pedicin, TC.

S. I Need You Now, E. Fisher, V.

9. If I Give My Heart to You

D. Lor, Mir.

10. Count Your Blessings, E. Fisher, V.

Pittsburgh

1. Mr. Sandman, Chordettes, Cdc. 2. Teach Me Tonight

DeCastro Sisters, Abb. 3. This Ole House, R. Clooney, Col.

4. I Need You Now, E. Fisher, V. 5. Hey, There, R. Clooney, Col.

6. Count Your Blessings, E. Fisher, V. 7. Runaround, Chuckles, X 2. St. Louis Blues Mambo, R. Maltby, X.

9. Make Yourself Comfortable 5. Vaughan, Mer. 10. Down in the Bottom of the Well

Wilder Brothers, X. St. Louis

1. Teach Me Tonight DeCastro Sisters, Abb.

2. Shake, Rattle and Roll, B. Haley, Doc. 3. I Need You Now, E. Fisher, V.

5. Mr. Sandman, Four Aces, Dec. 6. Hold My Hand, D. Cornell, Cor.

4. Mr. Sandman, Chordettes, Cdc.

7. Papa Loves Mambo, P. Como, V. 8. This Ole House, R. Clooney, Col. 9. Halli Baba, Nat (King) Chie, Cap.

San Francisco 1. I Need You Now, E. Fisher, V.

2. This Ole House, R. Clounty, Col. 3. Hey, There, R. Clooney, Col.

4. If I Give My Heart to You Doris Day, Col.

5. Mr. Sandman, Chordettes, Cdc. 6. Hold My Hund, D. Cornell, Cor.

7. Papa Loves Mambo, P. Como, V.

8. Smile, Nat (King) Cole, Cap. 9. Skoklaan, R. Marterie, Mer.

10. Mumbo Italiano, R. Clooney, Col. Seattle

L. Mr. Sandman, Chordettes, Cdc. L I Need You Now, E. Fisher, V.

3. Hey, There, R. Clooney, Col. 4. This Ole House,

5. Ling Ting Tong, Five Keys, Cap. 6. Papa Loves Mambo, P. Como, V.

9. Teach Me Tonight

DeCastro Sisters, Abb.

7. Shake, Rattle and Roll, B. Haley, Doc. 8. Hold My Hand, D. Cornell, Coc.

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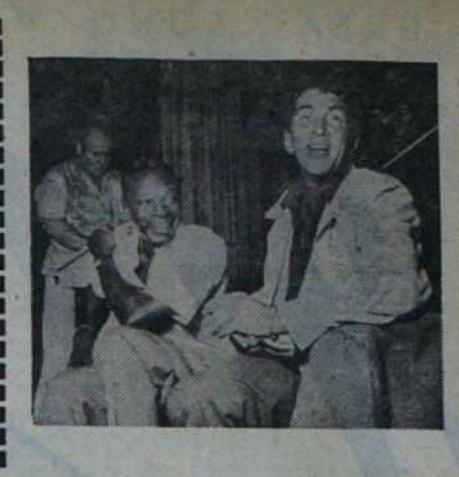


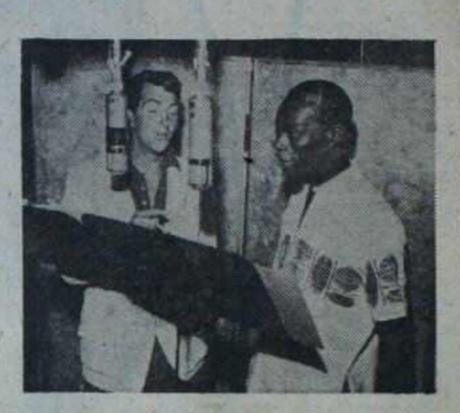
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The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

TONY BENNETT COLUMBIA 40376 — A Billboard "Spotlight" 11-12-'54. (United.

(Ross Junguickel, ASCAP)

EARTHA KITT VICTOR 5914—A Billboard "Spot-light" 11-13-'54. (Trinity, BMI) Hey, Jacque 74

Dreamy waitz ballad has a pretty tune and the songstress delivers it with intimate charm. Will get spins, but flip packs all the commercial punch. (Music Productions, ASCAP)

THE CREW CUTS MERCURY 70490 - A Billboard "Spotlight" 11-13-'54. (Bourne, ASCAP)

All I Wanna Do....85 A Billboard "Spotlight" 11-13-'54. (Meridian, BMI)

DORIS DAY COLUMBIA 40371 - A Billboard "Spotlight" 11 - 13 - '54. (Artists, ASCAP)

Ready, Willing and Able....85 A Billboard "Spotlight" 11-13-'54. (Daywin, BMI)

ROY HAMILTON

rendition of a pretty new tune by the writers of "I Need You Now." The chanter sells it with the feeling and style that has marked his previous disks and it could break thru in both the pop and r.&b. markets. Watch this one. (Miller, ASCAP)

Star of Love 79 Another fine job by the fine singer, this time, too, on a ballad, but at a slower pace than the flip. Once again he is backed by a lush ork arrangement and he sings it very well. Not quite as strong as the flip, but it, too, will get action. (Sheldon,

JUNE VALLE

VICTOR 5924 - Rhythmic bullad effort features an effective vocal by the thrush closely supported by the ork and chorus. The Hugo Winterhalter ork arrangement is ear catching. Good wax here that has a chance. Watch it. (Porgie, BMI)

Mr. Christmas Himself

Ole Pappy Time 76 Lively new Stuart Hamblin tune is handed a listenable vocal from thrush June Valli helped by a vocal group

and a good ork arrangement. It's a little out of the thrush's usual character but it's a good switch. (Vess, ASCAP)

THE GADABOUTS

The Waters of the Minnetonka79
MERCURY 70495-A Hillboard Talent "Spotlight" 11-13-'54. (Presser, Gluseppe Mandoliso....73 A Billboard Talent "Spotlight"

11-13-'54. (Fidelity, BMI)

SPIKE JONES ORK

I Want Eddie Fisher for Christmas ... 76 VICTOR 5920—Young Linda Strangis has a rather unusual request to make from Santa. The lyric is cute and will appeal to a lot of deejays for the Christmas Season. (Joy ASCAP) Japanese Skokinan, ... 75

Jones and His City Stickers happily slaughter the current hit tune in this satirical version. Freddie Morgan intones the all but incomprehensible lyrics with infectious humor; (Shapiro-Bernstein, ASCAP)

JULIUS La ROSA

Campanelle 76 CADENCE 1252 - This is "Jingle Bells" in Italian and it sounds just fine in this warm La Rosa warble.

There's a chorus in English, too. Good wax for the holidays." (Mon-

I Hope You'll Be Very Happy 75 Rhythm ditty about an approaching wedding is handed a smooth and tonally ingratiating reading by the chunter. La Rosa fams will like. (Lear, ASCAP)

NICK NOBLE

chanter turns in a persuasive warble here of the lyric version of "Tara's Theme" from the flick "Gone With the Wind," He sells the lovely song with both skill and feeling and he could get action. A good debut by Noble. (Remick, ASCAP)

Please Don't Break My Heart 74 MERCURY 70496-Nick Noble bows on the label with a tender vocal on a pretty new tune, over lush ork and choral backing. Noble has a sound with a touch of Tony Martin and Dick Todd and he is worth attention from jocks. (Weiss & Barry, ASCAP)

THE VOICES OF WALTER SCHUMANN VICTOR 5922-Take-off on an old-

German folk song is sung joyousty by the chorus, with Bill Lee the soloist. This has lots of novelsy appeal and should do well over sales counters. with many air plays to acquaint customers with the product. (Ard-

more, ASCAP) Calypso Christmas 72

Musical story of the birth of Christ (Continued on page 42)

Review Spotlight on . . .

RECORDS

FONTANE SISTERS

Hearts of Stone (Regent, BMI)-Dot 15265-The Fontane Sisters have come thru with a sock rendition of a hit r.&b. tune that could build into another "Sh-Boom." They sing it with a lilt over fine backing. The Charms' hit r.&b. record of the tune on the DeLuxe label is already grabbing action pop-wise, and this new waxing by the girls could be a big one. Flip is "Bless Your Heart" (Bregman, Vocco & Conn, ASCAP).

DON CORNELL

All at Once (Mogull, ASCAP)-Coral 61253-The bigvoiced chanter sells this strong ballad with the enthusiasm that has made him a consistent hitmaker. It has a chance to become a fine follow-up to "Hold My Hand." Flip is a semi-religious effort "No Man Is an Island" (Presser, ASCAP).

MONTY KELLY ORK

Majorca (Eastwick)-Essex 375-A sweeping tango that is already a hit along the shores of the Mediterranean receives a sparkling instrumental performance from the Monty Kelly crew on this new release. It could break thru quickly. Flip is the familiar "Neopolitan Nights Mambo" (Sam Fox, ASCAP)

CHRISTMAS

DAVID WHITFIELD

Santo Natale (Spier, ASCAP)-London 1508-An Italian Christmas melody is handed a classical-type reading by Whitfield over warm ork support. It is very effective and has a chance for action during the holidays. Flip is "Adeste Fideles."

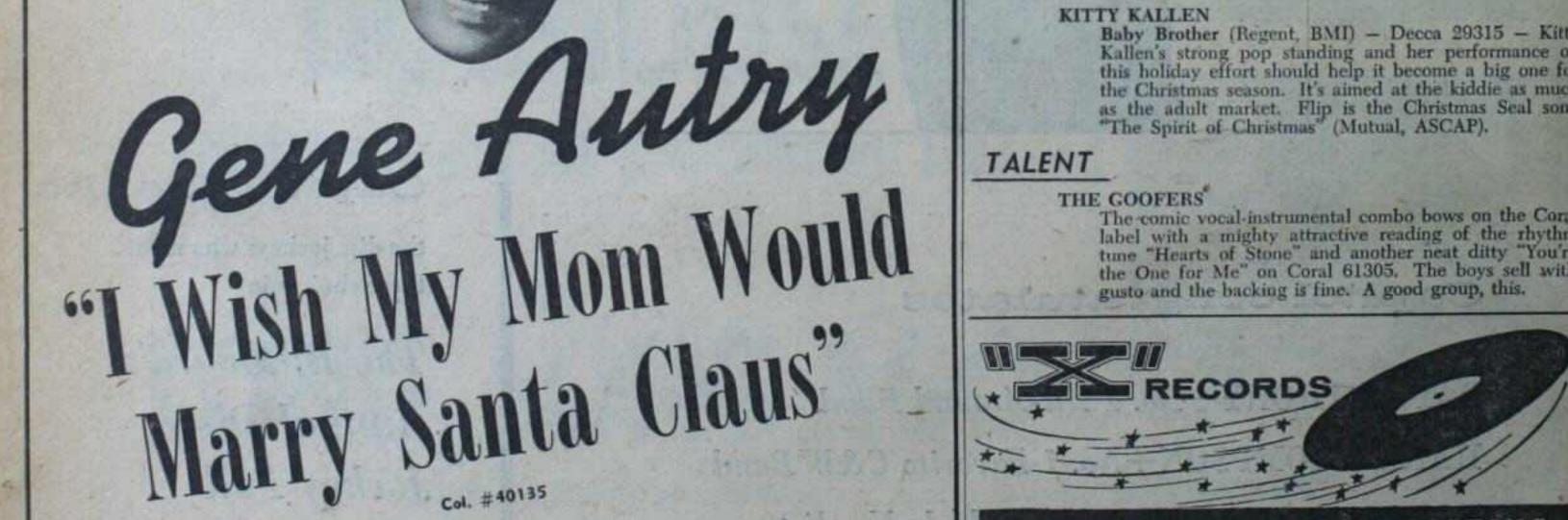
KITTY KALLEN

Baby Brother (Regent, BMI) - Decca 29315 - Kitty Kallen's strong pop standing and her performance on this holiday effort should help it become a big one for the Christmas season. It's aimed at the kiddie as much as the adult market. Flip is the Christmas Seal song "The Spirit of Christmas" (Mutual, ASCAP).

TALENT

THE GOOFERS

The comic vocal-instrumental combo bows on the Coral label with a mighty attractive reading of the rhythm tune "Hearts of Stone" and another neat ditty "You're the One for Me" on Coral 61305. The boys sell with gusto and the backing is fine. A good group, this.



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Runaround

THE THREE CHUCKLES 78 rpm X-0066 45 rpm 4X-0066

In A Little Spanish Town RUSS CARLYLE 78 rpm X-0055 45 rpm 4X-0055

St Louis Blees Mambe RICHARD MALTBY AND HIS ORCH. 78 rpm X-0042 45 rpm 4X-0042

Mood Indigo NORMAN PETTY TRIO 78 rpm X-0040 45 rpm 4X-0040

In A Little Spanish Town SMITH BROS. 78 rpm X-0070 45 rpm 4X-0070

Down in The Bottom Of The Well WILDER BROS.

Alexander's Ragtime Band BEN LIGHT 78 rpm X-0058 45 rpm 4X-0058



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The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 40

in happy Calypso rhythm is chanted infectiously by Jester Hairston, who composed the opus. The chorus sings out strongly behind him. (Schumann Minic, ASCAP)

ROY ROGERS

FAVORITE 2100-Coverage of the hit by Roy Rogers, the two-for-89cents price and good recording augurs well for the new label. Where it is distributed it should get plenty of action with this type of coverage. (Hamblen, BMI).

THE SONG SINGERS

Skokinan....71 The new, low-priced label bows with its first release covering current hits in admirable fashion. Here, for example, the vocal group and ork, turn in a bright reading, without copying others issued on the regular-priced labels. (Shapiro-Bernstein, ASCAP)

THE SONG SINGERS

Mr. Sandman74
FAVORITE 21003—Excellent coverage here of the pop click. The group and ork maintain the feeling of the original Cadence item but without direct copying of the arrangement. (E. H. Morris, ASCAP)

THE SUSAN SISTERS I Need You Now 70

Locations which can do business with a low-priced line should like this label's offering. The gals turn in a neat reading of the big pop hit. Jocks might go for these for change of pace programing. (Miller, ASCAP)

JUDY GARLAND Have Yourself

a Merry Little Christmas74 DECCA 29295-The label has reissued this memorable disk by the thrush in order to pick up some sales during the Christmas season. With Judy's newly regained prominence it probably will. (Feist, ASCAP) You'll Never Walk Alone....73

Few singers have ever managed to match Judy's great reading of the hymn-like Rodgers and Hammerstein tune. This side, also a re-issue, will also interest Garland fans. (William-900, ASCAP)

RED BUTTONS

Bow-wow wants a Boy for Christmas ... 74 COLUMBIA 40384-Cute and bouncy holiday slicing has a clever twist and it's sung in a manner calculated to intrigue kiddies. Will get some pop spins too in the next few weeks. (Raleigh, BMI)

Little Johnny Snowball ... 71 Another cute seasonal item is sung warmly by the comic. (Lord, ASCAP)

MILT GREEN ORK

Rickety Tickety Melody73 RAINBOW 270 - This side is an instrumental version of the tune, played in two-beat fashion by the ork with Milt Green and Ben Jaffe featured on the two pianos. This, too, is a lively side tho the flip has the edge. A fine two-sided disk for the boxes.

THE SATISFIERS Rickety Tickety Melody 70

The Satisfier's ork comes thru with a brash, loud reading of a lilting ragtime tune, helped by a sprightly combo backing. The lively tune is sung in hokey fashion and it is bright enough to have a chance with exposure. A solid effort for the boxes. (Milford, ASCAP)

SAUTER-FINEGAN ORK

Mobile73 VICTOR 5936-The ork and vocalists deliver a bright reading of the bounce item dedicated to the town of the same name. Jocks will go for it. (Ardmore, ASCAP)

What Is This Thing Called Love? 70 Unusual sounds, as expected, emanate from the varied S-F instruments in this cleaver reading of the standard ballad. (Harms, ASCAP)

FRANK CORDELL ORK

VICTOR 5934 - Good instrumental wax in this version of the title waltz tune from the upcoming flick. Should share in some of the action. (Miller, ASCAP)

Italian Hayride 70 The lush ork has a happy little ditty

here and they hand it a sparkling reading. Jocks will like it. (Robbins, ASCAP)

LES ELGART ORK It Ala't Neccessarily So

COLUMBIA 40353-The Les Elgart ork has a release here that will interest, their many fans. The ork takes the fine tune from "Porgy and Bess" and hands it a first-rate instrumental reading that shows off the band's fine brass and reed sections. On the first side the ork plays it smoothly and quietly and then they cut loose

with a wild arrangement that is halfsymphonic and half-jazz. Unusual and attractive, jazz jocks should flip over this concert treatment of the standard. (Gerahwin, ASCAP)

LES ELGART ORK

COLUMBIA 40383-Okay cover waxing of the fast-rising ditty has a vocal group handling the lyrics in close harmony, while the ork keeps the beat steady. Good dance wax. (E. H. Morris, ASCAP)

(Don't Let the) Kiddygeddin 70 The pleasant novelty is handled capably by ork and vocal combo.

Should get some spins. (Sherwin, ASCAP)

LAURIE ANDERS

PIC 0010-Bright new ditty is handed a gay reading by the canary, chorus and ork. This is fun to listen to and faces good play by deejays and on the coin boxes. (Hometown, ASCAP)

"I" for Texas ... 67

Laurie Anders is not quite as ef-fective on this blues ballad. (Peer,

SANDY SOLO

Mr. Rainbow72 JUBILEE 5173-Solo comes thru with a first-rate reading here of a slightly up-tempo tune, backed smartly by the ork. This is a fine side from Solo and it should get some attention, (Embassy, BMI)

A Love I Can Call My Own 71 A sweet reading of a leasant new

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ballad by Sandy Solo, helped much by a warm ork backing. These are Solo's best sides in a while and they merit spins. (Wemar, BMI)

JANE MORGAN

The Heart You Break KAPP 107-Here's a first-rate vocal on a good hunk of rhythm material by the camery sparked by a fine arrangment featuring a happy chorus and ork backing. Spins are certainly in store here and it could also get some Juke loot. Why?....73

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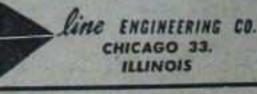
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The Billboard Music Popularity Charts POPULAR RECORDS

Continued from page 42

concerning the mystery of life receives a sincere and tender rendition from the thrush aided neatly by a good choral and ork backing. The side is attractive and different enough to pull many spins.

ODETTE

The Last Time I Saw Paris71 M-G-M 11880-The standard gets a neat, bright reading by the chirp for a good side which jocks could use nicely.

Paris Loves Lovers 70 The thrush gets across a warm personality as she sings an attractive ballad about Parce.

ROSE BRENNAN

VICTOR 5916-Miss Brennan, an English import, has the Vera Lynn aound which should get her spins, The waltz ditty, a lovely one, should please many, too. In all this is good listening. (Reine, ASCAP)

The Bold Black Knight 69 This is a folk-like item and it's nicely done by the thrush and the ork for a pleasant side. (Box & Cox, ASCAP)

BELMONTE AND HIS AFRO-AMERICAN

COLUMBIA 40367 - The gimmick

here is replacement of the expected

Vox Jox

· Continued from page 18 called trios, quartets and

quintets that are so far out of key that it hurts your ears to listen. I think I have the answer why this has developed into an age of singers with the screaming meemies, but I will not tell what it is just now until I make a few more observations."

CHANGE OF THEME: Jerry Rappaport and Johnnie Greene of KFLW, St. Leonard Wood, Mo., will leave the States in December for work with the Far East Network. . . . Len Ross, KBMI, Henderson, Nev., has been upped to musical director. . . . Boyd Whitney, KTRM, San Antonio, has resigned to work with KABQ, Albuquerque, N. M. . . . Bob Hamilton, staff announcer at WNNJ, Newton, N. J., has been upped to program director, and John Bennett, formerly with WGBB, Freeport, L. L. has joined WNNJ. . . . Mel Berman has switched from WKYW, Louisville, to WHB, Kansas City, Mo. . . Seven years ago, Larry Picus started a show on WIVY, Jacksonville, Fla., and four years ago he left Jacksonville. . . . Recently he returned to pick up at the same station which he left to do the afternoon show.

Phil Sorenson has left KVNU, Logan, Utah, to further his education. Sorenson is enrolled at the University of California, and R. H. Peck is taking his place. . . . Jay Mullen and "Music With Mullen" have returned to Charleston, S. C., to station WCSC after completing the morning chores at WIS, Columbia, S. C. . . . Jack Kelly has left WNCC, Barnesboro, Pa., to join WACB in Kittanning, Pa.

Jack Lacey, WINS, New York, has been signed to a new five-year contract. Lacey, who gave up teaching school at Connecticut State Teachers College to become a radio announcer, has been with WINS since 1947. . . . Charlie Grant, WESX, Salem, Mass., is enjoying a vacation in New York. . . . Jim Mills has returned to WLOS-TV, Ashville, N. C., after a stint with the Armed Forces Ra-

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dio Service. . . . Shel Bullock has returned to WWSC, Clens Falls, N. Y., after a two-year absence from radio. . . . Bill Sullivan, recently separated from the U.S. Army, will now be heard over WKMF, Flint, Mich. . . . America's biggest deejay, six foot eight-inch Dolf Droge, has joined the Crosley

Broadcasting Corporation and will handle WLW's all-night record

show, "Mission Midnight."

Hilary Bogden, WIAS, Pittsburgh, has just celebrated his 11th year with the station and his 29th birthday. . . . Bill Hesterman, KNAK, Salt Lake City, has become the papa of a baby boy, his first child. . . . Mike (The Milkman) Spencer reports that his show has switched to Dallas over KGKO. . . . Art Rekedal, formerly with KRBC, Abilene, Tex., has moved to KBST, Big Springs, Tex. . . . Bill Slaton, WHSY, Hattiesburg, Miss., advised, "After two years with WIII, Montgomery, Ala., I'm moving over to WHSY. Station WJJJ has been sold to WCOW here and on November 5 will discontinue operations. The only thing I hate about moving is that I'll probably miss two or three issues of The Billboard. Without The Billboard I don't believe I could successfully program any of my deejay show and without Vox Jox, where would we deciavs be without some idea of what's

THIS'N' THAT: In answer to the question asked in this column recently, Sandy Singer, KCRI, Cedar Rapids, Ia., advises that the deep voice on Rosemary Clooney's "This Ole House" belongs to Thurl Ravenscroft of the Norman Luboff Choir. . . . Don Sherman and Jack McDermott of WLYN, Lynn, Mass. recently accompanied their listeners on the Jiminy Cricket "Weekend With the Stars" in New York City. . . Nick Reyes, KLYN, Amarillo, Tex., is looking for a copy of Glenn Miller's "Skylark" which he used as a theme before his copy broke. Reyes will trade "Shake, Rattle and Roll" for the record he

going on in the industry?"

Ray Brown, WHHM, tells us that Mambo is beginning to catch on in Memphis. . . . Robert Booe, KSMN, Mason City, Ia., thinks that Johnny Desmond has finally found himself on records and says, "more power to him." . . . Johnny Desmond, incidentally, is in New York at present and will engage in record chatter with WABC, New York's Mort Lindsey on November 5. . . . Dick Fanning, WFAX, Falls Va., is looking for pictures or promotional material on record artists for his fan club. . . Stan Richards, WORL, Boston, emseed and publicist Buddy Basch produced a "Jamboree of Stars" at St. Nicholas Arena, New York, in October for the Jiminy Cricket Travel Service. . . . John Hanrahan, WAMI, Laurel, Miss., has noticed a distinct increase in requests for blues and Dixieland and can't understand the reason for it.

"ugh" by a baby doll squeak. Otherwise, rhythm is appealing and the rendition will keep dancers moving. (Harvard, BMI)

Johnson Rag 67 Performance of the opus in mambo rhythm is bright and appealing (Robbins, ASCAP)

TERRI STEVENS

DOUBLE AA 1003 - Presty and romantic weeper ballad is sung gently and with much assurance by the thrush. Elaborate backing is given her effort by the heavily string taden ork. A listenable side. (Tee Pee, ASCAP)

How Can I 65

Another gentle warble of a sweetly appealing ditty. (Ample, BMI)

FRANKIE CARLE ORK

VICTOR 5925-The charming tune from the hit musical in a listenable instrumental version. Carle plays it warmly to good ork support. (Chappell, ASCAP).

Sunrise in Napoli ... 67

A little more flamboyant tune in a lovely arrangement for piano and ork. Carle fans will enjoy both of these sides. (Mills, ASCAP)

THE SINGING WANDERERS

The Wrong Party Again68 DECCA 29298-This is a sophisticated-type group and they deliver the vocal clearly. Ballad is appealing and the slicing ought to win some air exposure. (Cue, BMI)

Three Roses ... 67 The group contributes a quiet and smooth rendition of the pretty ballad. (Peer, BMI)

CLARK DENNIS

Wooden Shoes and Happy Hearts 68 TIFFANY 1310 - Musical reminiscences of youthful days in Holland have a happy lift in this fresh-sounding performance by Dennis. Should attract spins.

Dansero 62 Latin-beat ballad is given a big reading by chanter and ork.

RONNIE HILTON

VICTOR 5921-English warbler Ronnie Hilton does pleasantly on this new ballad, helped by chorus and ork. (Macmelodies, BMI)

I Live for You 65 Same comment. (Chappell, ASCAP)

SAM ULANO

Santa and the Doodle-Li-Boop65 A-BELL \$90-Ulano and the label may be more successful with this, the second, disk of this type in which Ulano tells a story backing himself only on drums. Story has a "shaggy dog" finish, but it might make good spins for the vuletide SCASOR.

The Story of Santa Claus 60 Here Ulano makes like Santa Claus -and it might intrigue the moppets. It's different, but the kind of kiddle stuff which the kids-not the parents

POPPA JOHN GORY

Ob, Didn't He Ramble64 VICTOR 5902-The New Orleans marching tunes is handed a slick reading by Gordy's Dixielanders. Clint Garvin handles the vocal well, but the interest is primarily in the bright instrumental passages. (E. B. Marks, BMD

Santa Pays the Trombone ... 60 A Christmas novelty in a Dixieland setting, which would be pleasant enough listening if only the lyrics had been omitted, (Golden West,

DON SENAY

DEBUT 112-Baritone Don Senay reyeals a warm baritone in this smooth rendition of the title ditty from the Harold Rome musical. Edge of Love 55

Another okay job by the young

BOB ELLIS

ZEN 100-Ellis sings this with some spirit but the lyrics soon overcome

The Do It Polks ... 35 Same comment.



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WFAA's 'Country Roadshow' Bows

FORT WORTH, Nov. 13 .- The Country Roadshow" has made its debut last week here on Station WFAA as a regular Saturday night feature starting at 10:15 p.m. The all-star folk music show will feature the talent formerly heard on the WFAA "Saturday Night Shindig," which was presented from the State Fair for two years and broadcast and televised on WFAA

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A "Before" Christmas Song

singing

RCA VICTOR 20/47-5905

b/w

"I'm Your Private Santa Claus"



Christmas Can't Be Far Away By BOUDLEAUX BRYANT INTRO. CHORUS G7 Dm7 G7 to pass out to the neigh-bor kids at play tight-wad down the street is buy-ing can-dy the weath - er man said "Snow" CHRIST- MAS CAN'T BE FAR Elm Dm small fry on our block have all been say - ing G7 Dm7 G7 And Dad will get his us-ual Christ-mas and old are plan-ning aweet sur-pris-es, They'll soon be tied with rib bons bright and gay. 2 107 is in the air, you feel it ev-ry-where CHRIST-MAS CANT BE FAR A. WAY. Christmas Caelt Be Par Away-2 COPYRIGHT 1954 BY ACUFP-ROSE PUBLICATIONS 2510 Franklin Road PRINTED IN U.S. A. INTERNATIONAL COPYRIGHT SECURED

The Billboard Music Popularity Charts

Folk Talent and Tunes

Continued from page 18

lar c.&w. artists in the Far East at "Havride." the moment are Webb Pierce, Red Sovine, Marty Robbins, Johnny and ing trip near Marysville, Calif., has Jack, Johnny Horton, Roy Acuff, a new Decca release in "You Took Eddy Arnold, Hank Snow, Tommy My Name" b.w. "I'm Learning to

off in Winnipeg for a guest shot on Collins, Carl Smith, Kitty Wells Sovine is set for a string of dates poll was conducted by Briggs on with Webb Pierce for the next few his western record show, "Hokkaimonths, but will double back to do Hayride," which is aired over Shreveport each Saturday for his AFRS's Far East Network. Briggs regular shot on "Louisiana Hay- reports further that Jim Reeves' ride." . . . Eddie Briggs, ex-KCHJ "I'll Follow You," Webb Pierce's staffer at Delano, Calif., now serv- "More and More" and Jimmy Newing a hitch with the Navy in the man's "Cry, Cry Darlin" are cur-Orient, reports that the most popu- rently the most requested on his

Rex Allen, currently on a hunt-

Live Without You." . . . Hank Snow and His Rainbow Ranch Boys hop into Nashville for this weekend's disk jockey festival direct from a week's stand at the Casino Theater, Toronto. . . . Tom Diskin and "Jamboree" over CJOB. . . . Red and Jim Reeves, in that order. The Oscar Davis are associated with Col. Tom Parker in the direction of Hank Snow Enterprises, which takes in Hank's TV, radio, recording and film commitments. Parker recently took over exclusive management of Snow. . . . Johnny Swendle, the Garden State Boy, is now on the "World's Original Jamboree" at WWVA, Wheeling, W. Va., and is planning to make his home there. . . . Dee Ray Williams, following his discharge from the Army December 18, will hie himself to his Oklahoma home for a brief vacation. Early in January he plans to reorganize his Oklahoma Trail Riders to continue in the country music field. Prior to entering the service, Dee Ray appeared on KIND, Independence, Kan., and played the Oklahoma and Kansas area. He is the writer of two current tunes on Mercury by Joe Carson, "Just a Little While" and "Don't Enter." . . . Ray Scrivner, well known writer of c.cew. songs and now engaged in the petroleum equipment business in Lexington, Ky., was in Nashville recently in connection with his songwriting. While there, he visited with Eddie Hill on his WSM

Kenny Lee Young (RCA Victor), heard for 15 minutes daily, Wednesday, Friday and Saturday nights at Country Castle, his new nitery in that city. . . . First prize in the Ernest Tubb Fan Club's membership drive, which ended November 1, was won by Mrs. Nellie Ferry, of Portland, Ore. The prize was an all-expense plane trip to Nashville and the "Grand Ole Opry," and Mrs. Ferry is making the trip this week to take in the deejay festivities there. Mrs. Norma Barthel, president of the Tubb Fan Club, flew to Portland to accompany Mrs. Ferry back to Nashville. . . . Kit Carson, Western picture star, is slated to join Cody and Cody for a tour of the T. D. Kemp houses thru the South. . . . Hank Trotter and His Happy Rangers have a new one on Cross-Country Records, "If I Threw Away a Diamond b/w "Because, Because." . . . Paul Gilley, of Gilley Promotions, Maytown, Ky., has added Ked Killen and His Mountain All-Stars to his talent roster. The group airs out of WTCW, Whitesburg, Ky. . . . Ginny Wright is in

Tommy Mooney and band, piloted by Jack (Turkey Red) Franklin, are back in Houston after a seven-month tour which took them from Hot Springs to Timmons, Ont., and return. . . . KWKH's "Louisiana Hayride" roster at the moment comprises Slim Whitman and band, Red Sovine and band, Johnny Horton, Jim Reeves and band, Elvis Presley, Jimmy Newman, Tibby Edwards, Jimmy and Johnny, Hoot and Curley, J. E. and Maxine Brown, Jerry and Dido Rowley, Jeanette Hicks, Betty Amos, the Circle 6 Ranch Boys, Ginny Wright, Carolyn Bradshaw, Jack Ford, Buddy Attaway and the Lump Lump Boys, with Bill Walker slated to join on the 20th.

California for a series of dates and

to do a session for Abbott.

Hollywood

Smiley Burnette played to 40,000 in two days at the National Plow Contest recently at Olney, Ill. . . . Jimmy Epps has a new one in "On the Hills of Old Kentucky." . . . Rudy Gray bows on Capitol Records with "Hearts of Stone" and "There's Gonna Be a Ball."

Wesley Stipes is mired in the warmth of Florida, anxious to get back to California. After working thru Indiana, West Virginia and Eastern Seaboard States, Wes has set a number of country artists for tours thru the South early in 1955. . . . A. V. Bamford had Mac Wiseman and Ernest Tubb in Salinas, Calif., recently. . . . Another "Grand (Continued on page 52

Best Sellers in Stores

	RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers through	Nove	emb	
This Week	the country with a high volume of sales in country and	La	nt rek	Other Chart
1.	MORE AND MORE-W. Pierce		1	7
2.	ONE BY ONE-K. Wells & R. Foley		3	27
3.	I DON'T HURT ANYMORE-H. Snow		2	26
4.	THIS OLE HGUSE-S. Hamblen		5	14
	THIS IS THE THANKS I GET-E. Arnold			12
6.	LOOSE TALK-C. Smith	1	7	3
7.	IF YOU DON'T, SOMEONE ELSE WILL- Jimmy & Johnny		6	9
	NEW GREEN LIGHT-H. Thompson Lonely Heart Knows-Cap 2920-BMI		9	6
S.	EVEN THO-W. Pierce Sparkling Brown Eyes-Dec 29107—BMI		7	25
10.	LOOKING BACK TO SEE-J. Tubb-G. Hill		10	21
11.	IF YOU DON'T, SOMEONE ELSE WILL-R. Pric	e.	15	4
12.	BEWARE OF IT-Johnnie & Jack		13	2
12.	WHATCHA GONNA DO NOW?-T. Collins You're for Me-Cap 2891-BMI		12	9
14.	HEP CAT BABY-E. Arnold		11	14
15.	NEVER- M. & W. Tuttle Friendly Love-Cap 2850-BMI			1

Most Played in Juke Boxes

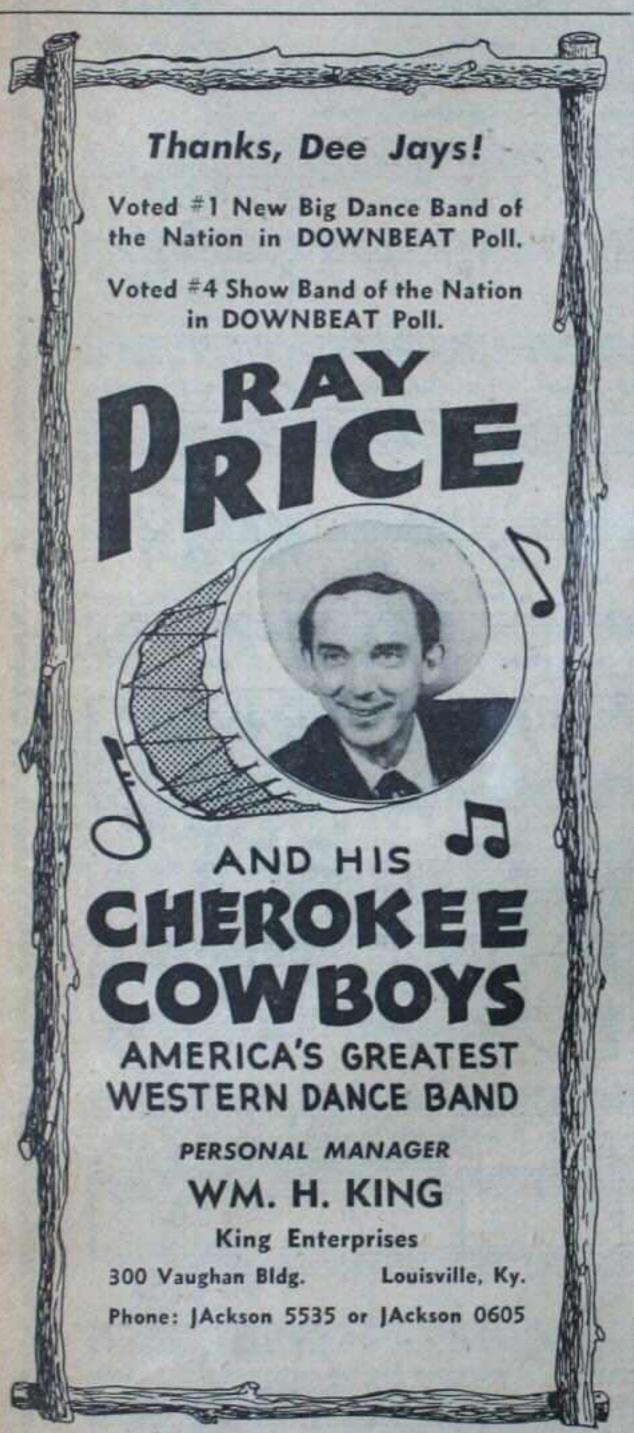
For survey week ending November 10

This Week	RECORDS are ranked in order of the greatest number of plays in juke boxes thrucot the country. Results are based on The Billboard's weekly survey among operators thrucot the country using a high proportion of country and western records.	Last Week	Weeks on Chart
1.	I DON'T HURT ANYMORE-H. Snow	. 1	25
2.	MORE AND MORE-W. Pierce	. 3	6
3.	ONE BY ONE-K. Wells-R. Foley Dec 29065-BMI	. 2	24
4.	THIS IS THE THANKS I GET-E. Arnold	. 10	8
5.	NEW GREEN LIGHT-H. Thompson		1
6.	IF YOU DON'T, SOMEONE ELSE WILL- Jimmy & Johnny	. 9	6
7.	SINGING HILLS-S. Whitman	. 4	12
8.	LOOKING BACK TO SEE-J. Tubb-G. Hill	. 8	18
9.	EVEN THO-W. Pierce	. 6	24
10.	COURTIN' IN THE RAIN-T. T. Tyler	. 4	12

Most Played by Jockeys

For survey week ending November 10 SIDES are ranked in order of the greatest number of Weeks plays on disk jockey radio shows thrucut the country according to The Billboard's weekly survey of top disk jockey shows in all key markets. 1. MORE AND MORE-W. Pierce..... Dec 29252-BMI 3. ONE BY ONE-K. Wells-R. Foley..... 3 4. THIS OLE HOUSE-S. Hamblen 5 12 5. IF YOU DON'T, SOMEONE ELSE WILL-Jimmy & Johnny..... 6. THIS IS THE THANKS I CET-E. Amold..... 7. WHATCHA GONNA DO NOW?-T. Collins..... 6 9. COMPANY'S COMIN'-P. Wagoner..... 11 10. LOOSE TALK-C. Smith 11. YOU'RE NOT MINE ANYMORE-W. Pierce..... 12. NEW GREEN LIGHT-H. Thompson..... 10 13. MORE THAN ANYTHING ELSE-C. Smith -Col 21317-BMI 14. IF YOU AIN'T LOVIN'-F. Young. 14. SHE DONE CIVE HER HEART TO ME-S. James .. -14. CALL ME UP-M. Robbins

Col 21291-BMI



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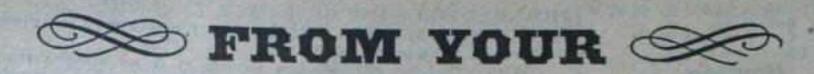
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I DID, I DOES, AND I DO KNOCK IT OFF



BEWARE OF "IT" KISS-CRAZY BABY



JONES

KEEP ON THE SUNNY SIDE OF LIFE SOME LITTLE BUG



MINNIE PEARL

I WONDER WHERE THAT MAN OF MINE HAS WENT **NEVER BEEN KISSED**



HANK SNOW

THE NEXT VOICE YOU HEAR THAT CRAZY MAMBO THING



RUBY WELLS

A KISS AND A PROMISE I'M NOT ASHAMED TO CRY

MINNIE PEARL AND GRANDPA JONES

PAPA LOVES MAMBO A SMASH DUET! GOTTA MARRY OFF OUR DAUGHT





The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

THE BILLBOARD

• C& W Territorial Best Sellers

MUSIC-RADIO

For survey week ending November 10 City-by-city listings are based on late reports secured from top country and western dealers and like box operators is each of the markets listed.

Birmingham 1. More and More, W. Pierce, Dec. 2. This Ole House, S. Hamblen, V. 3. This is the Thanks I Get, E. Arnold, V.

4. If You Don't Someone Else Will Jimmy & Johnny, Chr. 5. One By One, K. Wells & R. Foley, Dec. 6. I Don't Hurt Anymore, H. Snow, V. Loose Talk, C. Smith, Col. B. Never, M. & W. Tuttle, Cap. 9. Beware of H. Johnnie & Jack, V.

10. New Green Light, H. Thompson, Cap.

Charlotte

L Loose Talk, C. Smith, Col. More and More, W. Pierce, Dec. Never, W. & M. Tuttle, Cap. One By One, K. Weils & R. Foley, Dec. Klus Crary Baby, Johnnie & Jack, V. Beware of It, Johnnie & Jack, V. 7. If You Don't Someone Else Will Jimmy & Johnny, Chs.

8. This Is the Thanks I Get, E. Arnold, V. 9. 1 Don't Hurt Anymore, H. Snow, V. 18. If You Ain't Lovin', F. Young, Cap.

Cincinnati

I. More and More, W. Pierce, Dec. One By One, K. Wells & R. Foley, Dec. 3. This Is the Thanks I Get, E. Arnold, V. 4. I Don't Hart Anymore, H. Snow, V. 5. If You Don't Someone Else Will R. Price, Col. 6. If You Don't Someone Else Will

Jimmy & Johnny, Chs. 7. Luose Talk, C. Smith, Col. \$. Lookin' Back to See G. Hill & J. Tubb, Dec.

Dallas-Fort Worth

L. More and More, W. Pierce, Dec. 2. One By One, K. Wells & R. Foley, Dec. 3. Oceans of Tears, S. James, Cap. 4. This Ole House, S. Hamblen, V.

"JINGLE-O-THE BROWNIE"

DALLAS FRAZIER & JOE "Fingers" CARR Capital #2956 Central Songs, Inc.

Inada Caslan Dalen Can

5. I Don't Hart Anymore, H. Snow, V.

6. Lookin' Back to See G. Hill & J. Tubb, Dec. 7. Loose Talk, C. Smith, Col.

Houston

1. More and More, W. Pierce, Dec. 2. This Is the Thanks I Get, E. Arnold, V. One By One, K. Wells & R. Foley, Dec. 4. Loose Talk, C. Smith, Col. 5, This Ole House, S. Hamblen, V.

6. I Hope My Divorce Is Never Granted K. Wells, Dec. 7. Two Glasses, Joe, E. Tubb, Dec. 8. I Don't Hart Anymore, H. Snow, V.

9. Penny Candy, J. Recves, Abb. 10. If You Don't Someone Else Will Jimmy & Johnny, Chy.

Knoxville

I. More and More, W. Pierce, Dec. 2. I Don't Hurt Anymore, H. Snow, V. 3. Hep Cat Baby, E. Arnold, V. 4. This Is the Thanks I Get. E. Arnold, V. 5. This Ole House, S. Hamblen, V.

6. If You Don't Someone Else Will W. Jackson & B. Gray, Dec. 7. You're Not Mine Anymore W. Pierce, Dec.

8. Never, M. & W. Tuttle, Cap. 9. Loose Talk, C. Smith, Col.

Memphis 1. More and More, W. Pierce, Dec. 2. If You Ain't Lovin', F. Young, Cap. 3. I Don't Hart Anymore, H. Snow, V. 4. One By One, K. Wells & R. Foley, Dec. 5. Good Rockin' Tonight, E. Presley, Sun

Nashville 1. More and More, W. Pierce, Dec. 2. This Ole House, S. Hamblen, V. 3. One By One, K. Wells & R. Foley, Dec.

4. Loose Talk, C. Smith, Col. 5. If You Don't Someone Else Will Jimmy & Johnny, Chs. 6. Whatcha Gonna Do Now?

Collins, Cap. 7. Beware of It, Johnnie & Jack, V. 8. New Green Light, H. Thompson, Cap. 9. I Don't Hart Anymore, Hank Snaw, V.

10. Two Glasses, Joe, E. Tubb, Dec. New Orleans

L. More and More, W. Pierce, Dec. 2. New Green Light, H. Thompson, Cap.

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A SMASH!

"YOU CLOBBERED ME"

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits

THE NEXT VOICE YOU HEAR (Hill & Range, BMI) THAT CRAZY MAMBO THING (Ross Jungnickel, ASCAP)-Hank Snow-RCA Victor 20-5912

With a batting average like Snow's, it is no wonder that his latest release is proving to be an automatic buy for every dealer in the country market. Sales reports are good not only from Atlanta, Richmond, Nashville and other top Southern sales areas, but also from Eastern and Midwestern territories where he is equally popular. Preference as to side is almost equally divided. Both will probably make the national charts shortly. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

MITCHELL TOROK

Roulette (American, BMI) - Decca 29326 - This could become Torok's biggest hit since "Caribbean," It was written by the chanter and he sells it with much emotion accompanied by the clicking sound of the roulette wheel. Powerful wax. Flip is "Havana Huddle" (American, BMI).

MARTY ROBBINS

It's a Pity What Money Can Do (Acuff-Rose, BMI)-Columbia 21324-Marty Robbins sings his heart out on this most touching weeper about a poor lad competing against a rich man for the love of a girl. A solid coin grabber. Flip is "Time Goes By" (Acuff-Rose, BMI),

Reviews of New C & W Records

JUSTIN TUBB-GOLDIE HILL

DECCA 29349 - A Billboard "Spot-

3. If You Don't Someone Else Will Jimmy & Johnoy, Chs. 4. Two Glasses, Joe, E. Tubb, Dec.

5. One By One, K. Wells & R. Foley, Dec. 6. Beware of II, Johnnie & Jack, V.

Richmond, Va. I. This Ole House, S. Hamblen, V.

2. I Can See An Angel, P. Pike, Cor. 3. Reware of It, Johnnie & Jack, V. 4. If You Don't Someone Else Will

Jimmy & Johnny, Chs. 5. More and More, W. Pietce, Dec. 6. Lookin' Back to See

light" 11-13-'54. (Hometown, ASCAP) Fichle Heart 75 On the side the pair sing of the

vagaries of love. They handle the tune neatly and it, too, will get some coins, tho the flip is the big one, (Triangon, B5t1)

SPADE COOLEY

DECCA 29309-A most unusual and humorous novelty effort receives a first-rate reading by thrush Berry Gay while the Cooley ork contributes a bright performance. Side should pull a lot of deelay attention both popand country-wise. (Tune Town Tunes, BMD

with a lively reading of a thythmic effort that would mustly be called a break down. Western fans will enjoy this one. (Copur, BMI)

MYRNA LORRIE

by Buddy DeVal in a strong questionand-answer reading of a mighty bright and infectious quick-beat opus. This should appeal to many listeners, and it figures to win many spins and good sales. (Dandelion, RMI)

You Bet I Kissed Him 72 She followed thro on a date and now they're man and wife. A cute little dirty, it's sung attractively by the thrush (Dandelion, BMD)

MIMI ROMAN

Oh! I Like II DECCA 29327-Mimi Roman bows on the label with an impressive reading of a good, listenable new country effort. She sings it with feeling as she tells of the joy of smoothin', Side should grab spins with exposure, (Are. BMD

Weary Blues From Waltin' 74 The great tone penned by the late Hank Williams receives a meaningful reading from the new country thrush, A side that should get jockey action, Good debut was by the lass, (Acuff-Rbse, BMI)

AL TERRY

is awarded an infectious reading by Terry. This one should do well on the juke boxes and sell lots of copies to Terry fans. (Acuff-Rose, BMI)

Let's Postpone Our Wedding 73 Chanter usumes a noble tole as his gal's old flame returns to town. A pleasant ballad, sung warmly to bouncy backing. (Acuff-Rose, BMI)

MOON MULLICAN

You Got the Best of Me74 KING 1408-Weeper is an impressive piece of material and the rendition by Mullican is sincere and sympathetic, The chanter also plays a bit of organ on this side. Many plays in store for this one. (Arc. BMI)

Downstream 71 Characteristic Mullican reading of an attractive ditty. Good listening here, (Redd Stewart, BMI)

JACK CREMENT

SHERATON 1002 - Jack Clement turns in a good reading here of a new novelry effort that would have sounded better if better recorded. Clement has a sound. (Hayloft, BMD)

I Think I'll Write a Song 45

LATIONS—WSM's 3d Annual National D. J. Festival In honor of the 29th Anniversary of the Grand Ole Opry, I'm happy to be a part of this celebration.

Looking Forward to Seeing My Friends There

Gene Autry

THINK OF THE LOOK YOU CAN DO WITH One HOUR'S PAY



If you could help save a life by working one hour, you'd do it, wouldn't you? That's what you, and all other Industry Employees are asked to do in the Annual Christmas Salute-to give at least one hour's pay each year to your Will Rogers Memorial Hospital.

By doing this you help provide a haven of healing; of TB care and Research, for your friends, for your family, and for yourself.

Give to the Christmas Salute—NOW!

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The Billboard Music Popularity Charts

This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

LING, TING, TONG (St. Louis, BMI)-The Five Keys-Capitol 2945 A disk that is proving to have wide appeal in both the r.&b. and pop markets. It appears this week on the Seattle pop territorial chart and is chalking up good sales in New York, Philadelphia, Providence, Pittsburgh, Cleveland, Chicago, Nashville and Durham. The sales are primarily to r.&b. customers, the disk also is a profitable item in stores with a predominantly pop business. Flip is "I'm Alone" (Crestwood, BMI).

SINCERELY (Arc, BMI)-The Moonglows-Chess 1581 In two weeks' time, this disk has made big strides toward the charts. A solid line-up of good and strong reports from New York, Philadelphia, Buffalo, Pittsburgh, Cincinnati, Chicago, Detroit, Atlanta and Nashville took shape almost from time of delivery. Flip is "Tempting" (Arc. BMI). A previous Billboard "Spotlight"

Review Spotlight on . . . RECORDS

DINAH WASHINGTON

Teach Me Tonight (Hub, ASCAP)-Mercury 70497-A wonderful reading by Dinah of the current hit pop time, backed with warm ork work. A solid effort for the thrush and one that should be a hit. Flip is "Wishing Well" (Munson, BMI).

THE SPIDERS "21" (Commodore, BMI) - Imperial 5318 - The boys should continue to hit with this new hunk of wax. The story tells of a youth who has reached 21 and the boys sing it with enthusiasm. Good juke wax. Flip is "She Keeps Me Wondering" (Commodore, BMI).

TALENT

THE COOKIES

It's been a long time since there has been a strong girls' group in the field but this new group on Aladdin is cute enough to break thru. They sing up a storm on "All Night Mambo" (Lamp, BMI), and on "Don't Let Go" (Lamp, BMI) on Lamp 8008.

Reviews of New R & B Records

THE CLOVERS

ATLANTIC 1046-A Billboard "Spotlight" 11-13-'54. (Progressive, BMI) 1 Confess...,78

By any standard other than that of The Clovers this would be an exceptional side. It's certainly an attractive one even by their standards, but the flip will win most of the coins. (Progressive, BMI)

LITTLE WALTER

CHECKER 805-A Billboard "Spotlight" 11-13-'54, (Are, BMI)

Last Night 78 On this side the warbler sings of his tears over the loss of his best girl on a slow Southern blues. It's good, but the flip is more powerful. (Are, BMI)

THE DRIFTERS

ALRIGHTY OH SWEETIE

I CONFESS

Atlantic # 1046

TWEEDLE DEE

TOMORROW NIGHT

Atlantic # 1047

Little Johnnie Jones

DOIN' THE BEST I CAN

HOY, HOY

Atlantic # 1045

-And The Great Christmas Special-

The Drifters with

Clyde McPhatter

WHITE CHRISTMAS

THE BELLS OF ST. MARY'S

Atlantic # 1048

4 NEW ATLANTICS-ADDS UP TO BIN THE BANK

The Clovers

Lavern Baker

ATLANTIC 1048-A Billboard "Spotlight" 11-13-'54. (Berlin, ASCAP) The Bells of St. Mary 77

Altho this slicing of the standard by the group is a good one, it is completely over-shadowed by the great recording on the flip. Clyde McPhatter funs will enjoy this, too, as he gets a chance to sing lead here all the way. (Chappell, ASCAP)

FIVE PEARLS

ALADDIN 3265-A Billhourd Talent "Spotlight" 11-13-54,

Real Humdinger ... 78 A Billboard Talent "Spotlight"

LA VERN BAKER

ATLANTIC 1047-Miss Baker, who still remains undiscovered by the mass of people, won't remain that way long if she keeps turning out disks like this one. Material, cute as caw be, is in samba tempo. She sings up a storm for her best disk yet. Could break thru, too. (Progressive, BMI)

Tomorrow Night 77 The gal tackles the old Lonnie Johnson item for a hig-sounding ballad reading which should get plenty of deejsy and operator action.

THE REGALS

Run, Pretty Baby78 ALADDIN 3266 - To a rollicking beat that seems continually to be gaining momentum, the group races thru this material with telling success. Their performance is a dynamic one and good for a few laughs. Material is country-styled and attractive. (Maddin, BMI)

May the Good Lord Bless and Keep You 75

A moving reading of the ever-popular Meredith Wilson tune. The group weaves pretty harmonies around the impassioned, freely improvised handling of the melody by the lead. (Leeds, ASCAP)

THE CHESTNUTS

vocal group comes on with a wild reading of an unusual and primitivesounding piece of material. With this kind of material and performance they could make plenty of noise, (Brent, BMI)

I Wanna Come Home 72 Okay blues opus gets a good, clean reading by the group, (Motion, BMI)

BUDDY JOHNSON

MERCURY 70468-The Johnson ork. one of the best in the business, appears to be concentrating here on selling chanter Nolan Lewis, The guy sings well and sells smartly on a first-rate ballad effort. Jocks should spin it and the fans will undoubtedly

like it. (Sophisticale, BMI) There's No One Like You....75 More of the same here on another good hallad effort by Lewis and the ork. (Sophisticate, BMI)

HELEN THOMPSON

presses as a first-rate chirp. She swings as the sings on a blues item in slow tempo. What with good backing by the vocal group and combo. Good wax here, (Cor, BMI)

Way Back in the Woods 73

Best Sellers in Stores

For survey week ending November 10

BLUES RECORDS

	net celk	Weeks on Chart
1. MAMBO BABY-R. Brown	2	4
2. HEARTS OF STONE-Charms Who Knows-DeLuze 6062-BMI	6	4
3. HURTS ME TO MY HEART-F. Adams		14
4. I DON'T HURT ANYMORE-D. Washington Dream-Mercury 70439-BMI	5	7-
5. ANNIE HAD A BABY-Midnighters She's the One-Federal 12195-BMI	4	12
6. I'M READY-M. Waters	7	3
7. YOU UPSET ME, BABY-B. B. King	8	3
8. WHOLE LOTTA LOVE-B. B. King You Upset Me Baby-RPM 416-BMI	9	2
9. WHAT A DREAM-R. Brown	3	16
10. BIP BAM-Drifters	10	2

Most Played in Juke Boxes

RECORDS are ranked in order of the greatest number

For survey week ending November 10

of plays nationally in juke boxes. Results are based on This The Billboard's weekly survey among operators through Week the country using a high proportion of rhythm and blues	Last Week	Weeks on Chart
1. HURTS ME TO MY HEART-F. Adams		11
2. WHAT A DREAM-Ruth Brown	1	13
3. YOU UPSET BE, BABY-B. B. King		2
4. I'M READY-M. Waters	5	5
4. SHAKE, RATTLE AND ROLL-J. Tumer		27
6. ANNIE HAD A BABY-Midnighters		
7. MAMBO BABY-R. Brown		
8. HONEY LOVE-Drifters		
9, HEARTS OF STONE-Charms		
9. NEVER LET ME GO-J. Acc		1

• R & B Territorial Best Sellers

For survey week ending November 10

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

I. Hearts of Stone, Charms, Del. 2. Don't Drop It, W. Harrison, Sav.

3. You Upset Me Baby, B. B. King, RPM

4. Mambo Baby, R. Brown, Atl.

5. Bip Bam, Drifters, Atl.

6. I'm Ready, M. Waters, Chr.

7. Never Let Me Go, J. Ace, Duk. 8. Shake, Rattle and Roll, J. Turner, Atl.

9. Annie Had a Baby, Midnighters, Fed.

10. Whole Lotta Love, R. B. King, RPM

Balti.-Wash.

I. Mambo Baby, R. Brown, Atl. 2. Hurts Me to My Heart, F. Adams, Her.

3. I Don't Hurt Anymore

D. Washington, Mer. 4. God Only Knows, Capris, Got.

5. Ebb Tide, R. Hamilton, Epi.

6. You Upset Me Enby, J. Turner, Atl. 7. Someday, Drifters, Atl.

1. Annie's Aunt Fanny

Midnighters, Fed.

9. Never Let Me Go, J. Ace, Duk.

Charlotte

I. Hearts of Stone, Charms, Del. 2. Rip Bam, Drifters, Atl. 3. Mambo Baby, R. Brown, Atl. 4. Shake, Rattle and Roll, J. Turner, Atl.

5. I'm Ready, M. Waters, Chs. 6. What a Dream, R. Brown, Atl. 7. She's the One, Midnighters, Fed.

8. I Need Your Lovin', Cheers, Cap.

9. Honey Love, Drifters, Atl. 10. Someday, Drifters, Atl.

Chicago

3. Honey Love, Drifters, Atl. 4. Annie Had a Baby, Midnighters, Fed.

5. Mambo Baby, R. Brown, Fed. 6. Hurts Me to My Heart, F. Adams, Her.

Cincinnati

L I Don't Hart Anymore D. Washington, Mer. I. Hearts of Stone, Charms, Del.

4. Never Let Mr Go, J. Acc, Duk. 5. Mambo Baby, R. Brown, Atl. 6. She's the One, Midnighters, Fed. 7. Love Me, Fats Domino, Imp.

5. Hearts of Stone, Charms, Del.

3. Someday, Drifters, Atl.

Detroit

L Whole Lotta Love, B. B. King, RPM 2. Hurts Me to My Heart, F. Adams, Her.

3. What a Dream, R. Brown, Atl. 4. Dream, D. Washington, Mer.

6. Chicken, Baby Boy Warren, Gol. 7. Ebb Tide, R. Hamilton, Epi. S. Annie's Aunt Fanny, Midnighters, Fed.

9. I'm Ready, M. Waters, Chs. 10. Shake, Rattle and Roll, B. Haley, Dec.

Los Angeles 1. Earth Angel, Penquins, Dtn.

2. You Upset Me Baby, B. B. King, RPM 3. All Night Long, J. Houston, Mon. 4: Dream, D. Washington, Mer.

5. Oh, Yes I Know, Jewels, R & B 6. Oop Shoop, S. Gunter, Fla.

7. Annie's Aunt Fanny, Midnighters, Fed. 8. Don't Drop It, W. Harrison, Sav.

New Orleans

1. Hearts of Stone, Charms; Del. 2. You Upset Me Baby, B. B. King, RPM 3. Love Me, Fats Domino, Imp. 4. Ebb Tide, R. Hamilton, Epi.

5. Annie Had a Baby, Midnighters, Fed. 6. Annie's Aunt Fauny, Midnighters, Fed. 7. Work With Me Annie, Midnighters, Fed. 8. Hurts Me to My Heart, F. Adams, Het. 9. I'm Ready, M. Waters, Chs.

10. Somebody Touched Me, R. Brown, All. New York

1. Mambe Baby, R. Brown, Atl. 2, Earth Angel, Penquine, Din. 3. Ebb Tide, R. Hamilton, Epi. 4, 1 Don't Hurt Anymore D. Washington, Mer.

5. Annie Had a Baby, Midnighters, Fed. 6. Smile, Nat (King) Cole, Cap. 7. What a Dream, R. Brown, Atl,

8. Dream, D. Washington, Met. 9. Hurts Me to My Heart, F. Adams, Her.

1. You Upset Me Baby, B. B. King, RPM 18, Annie's Aunt Fanny, Midnighters, Fed.
2. Shake, Rattle and Roll, B. Haley, Dec. Philodelphia

L. I Don't Hurt Asymore D. Washington, Mcr.

2. Hurts Me to My Heart, F. Adams, Her. 3. What a Dream, R. Brown, Att. 4. Let's Make Up. Spaniels, VJ

5. Never Let Me Go, J. Acc. Dak. 6. I'm Ready, M. Waters, Cho. 7. Annie Had a Baby, Midnighters, Fed.

8. Earth Angel, Penguios, Drn. 9. Mambo Baby, R. Brown, Atl.

St. Louis

L Mambo Baby, R. Brown, Atl. 2. I Don't Hurt A D. Wathington, Mer.

3. You Upset Me Baby, B. B. King, RPM 4. Pm Rendy, M. Waters, Chs. 5. Whole Lotte Love, B. R. King, RPM

4. Never Let Me Go, J. Acc. Duk. 7. Dream, D. Washington, Mcz.

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(Continued on page 51)

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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

Reviews of New R & B Records

· Continued from page 50

Material here is up-tempo blues. Again the thrush does a line job. (Cue, BMI)

JIMMY TYLER ORK

Skeedle Lum Bum75 Listenable riff effort receives a pulsating reading from altoman Tyler with strong support from the ork. The side really goes. This is wax that should interest both the jazz and r.&b. fan. Good debut cutting. Uay & Coe, RMI)

Callin' All Chickens 69 The gimmick here is the clucking sound which is played cleverly here by Tyler on alto. Outside of that it. has little originality. Uny & Cee, BMD

LITTLE JOHNNY JONES

Hay Hay74 ATLANTIC 1045-Jones bows on the label with a awinging vocal on a bright up-tempo effort with a gimmick and a striking beat. Listenable side by the new chanter. (Progressive, RMD

Doig' the Best I Can 73 Johnny Jones, new Southern blues singer on the label, turns in a respectable reading here on a novel hunk of material over a backing with a big beat. Could get coins in the South. (Progressive, HMI)

CHERRI LYNN

APOLLO 463 - Miss Lynn's busky voice has a compelling, sexy quality that effectively sells vigorous blues material like this. Good solid best, (Bess, BMI) Walt 79

To a slower best; the singer describes to her lover how much she loves him. She gives the lyric a fivey reading and It could get spins. (Bess, BMI)

OSCAR McLOLLIE

Dig That Crary Santa Claus73 MODERN 943 - Bouncy piece of boogie-blues material makes for good listening the way McLoffle sells it. (Henr, ASCAP)

God Gave Us Christmay 70 Okay Christmus ballad which could get some Yuletide action. (Rese, ASCAPI

Rhythm and Blues Notes

Continued from page 18

and will soon open in Cleveland at this week. Jackson ork opened at the Birdland audience. in New York this week.

King Records is sending out Hollywood copies of its recording of "Hearts of Stone" by the Charms to popready been cut in the pop field by burn into the Flamingo, Las Vegas. the Fontane Sisters on Dot and . . . Cleveland disk jockey Bill the Goofers on Coral.

Number of Releases This Week

Label	Pop	CAW	HAR
ABBOTT	***	**	**
A-BELL	100 1 00	The same of	
ALADDIN		-	
APOLLO	*** - **		
ATLANTIC	*** - **		
CADENCE	see Las	-	1
CHECKER			
COLUMBIA			1
CORONET	物写の		
DAWN			100
DECCA			··· =
DOUBLE	200		
EPIC			
FAVORITE			1
FEDERAL	***	1	300
HICKORY			1
IMPERIAL			
JUBILEE			-
KAPP			
KING	1010000	000000000000000000000000000000000000000	1
LAMP			
LONDON	ALC: U.S. C.		3
MERCURY			
M.G.M	500 CO		1
MODERN	***		
OKEH			=
PRG			
RAINBOW	***		1
RAB	445	200	
RCA VICTOR	Mark Street	STORY OF THE	
SHERATON			
TIFFANY	HER ALL		

OSCAR SALDAND ORK

R&B 1302-Tho there is a vocal chorus thrown in, this is primarily an instrumental that offers a simple mambo riff that will delight dancers. (Granite, BMI) Bop Hop 69

Another good dance instrumental, this one utilizing a basic boogle figure with pleasing effect. (K. & S. Music,

THE GUYS AND DOLLS

Mambo Shmambo70 CORONET 10t-Disk is a little unusual in sound via a mixed voice group reading, some odd voices, an Afro-Cuban type backing and the nest mambo ditty. Could be that it will get deejay attention. (E. B. Marks, BMI)

Fruit Cake 70 More unusual material here which is a mixture of pop and thythm and blues. (Teri, ASCAP)

BIG JOHN

COLUMBIA 40345-Big John, the "other" voice on Rosemary Clooney's hit recording of "This Ole House," solos in another Hambles tune here. The styling is a hybrid of pop and r.Ab. idioms and will face rough commercial sledding in either market, as a consequence.

Hey! Little Girt 66 The singer gives a fively reading of

the tune Richard Lewis catapulted to the charts six months ago. Despite the excitement he injects into the material, Big John will have difficulty reviving it so soon after the earlier Lowis release.

THE HAMILTON SISTERS

COLUMBIA 40368-Up-tempo version of the evergreen attempts to project a somewhat different group sound, as the gals work hard on the ditty. Beat is engaging, but disk is old-fashioned. (Feist, ASCAP) Garden of Eden 60

Rhythm opus is warbled nicely to a strong beat in the ork. (Ferrer, BMI)

Music as Written

· Continued from page 20

and Bob Thiele leave New York for the WSM deejay festival Wednesday. . . Lou Gilman, roads Club in Washington. . . . Decca's Western division head, is Marvin and Johnny are now play- visiting branch offices in Portland, ing one-nighters thru the Midwest Ore.; San Francisco, and Seattle

the Cotton Club. . . . The Earl The Four Aces will play a return Bostic ork is set for a week at the date at Rhodes - on - the - Patuxet. Colonial Tavern in Toronto starting | Cranston, R. L. Ballroom, Novem-November 29. The ork then plays ber 27. Booker Abe Feinberg has one-nighters thru the East and a set a big promotional splurge for location date in Baltimore. After the affair, including a party for disk that the Bostic crew will take its jockeys covering the New England annual six-week vacation, starting area. One hundred autographed December 22 . . . The Willis records will be given to the

Xavier Cugat and company redeepays. The time appears to be turn to the Hotel Statler this week another r.&b. ditty that could get for a five-week stand closing a lot of pop attention. It has al- Christmas night. . . . Margie Ray-

> Randle has spotlighted James (Deacon) Ware's recording of "Oo-Wow. . . . Carlos Molina has Latin maestro Luis Arcaraz under personal management contract. . . RCA Victor's Steve Sholes in town for a series of country and western sessions. . . . Eddie Truman cutting a brace of wax for Tops Records. . . . Fred Shevin will bally the La Quinta resort area. . . Trumpeter Shorty Rogers and His Giants inked in for a run at Zardi's come December 15. . . November 15 is Wolfie Gilbert Night at the Larry Finley mike. . . . Irene Manning has signed singer Gregg Hunter to a management contract. . . Merrilyn Hammond, Capitol Records' promotion gal, is produc-

> ing the new "Amateur Record Hour" wia Station KFWB, with November 17 scheduled for the first airing.

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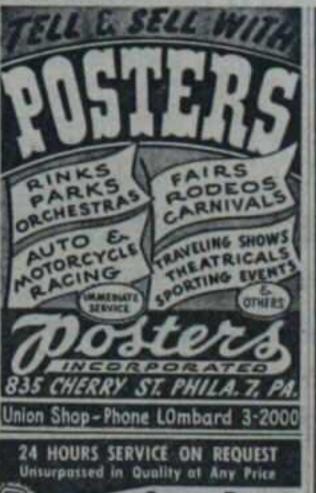
2-"A. B. C. BOOGIE"

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THE FINAL CURTAIN

CHANCE-Ida A.,

88, old-time vaudeville performer, October 22 in Detroit. She played cornet and trombone in a musical family act known as the Three Saxons, with her late husband, from 1905 to 1930. Sur-Monahan who was the third member of the set Burial in Grandlawn Cemetery,

CHAWFORD-Earl,

55, a theater manager of Kalamazon Mich. November 11 at St. Vincent's Hospilal, New York.

ELLSWORTH-Buct,

69, veteran member of Lucal 34, Detroit, International Alliance of Billposters, Billers and Distributors, November & in Detroit. He was for years with various curcuses, including the Forepaugh-Sells, Barnum & Bailey, Howe's Great London and Vankee Robinson shows. Since that time he has handled billposting in the Fontiac, Mich., area. Survived by his widow. Jessie, and two daughters, Ethel and Peggy.

FRANKLIN-Mildred.

TW, veteran validaville performer, November 5 in Los Angeles. For many years she and her husband, Joe Hayman, worked as the team of Hayman and Franklin. He is her only survivor. Cremation in Porest Lawn Cemetery, Low

GARBOVITSKY-Grigeri.

conductor of the Calgary, Alta, Symphony Orchestra from 1929 to 1939, in New York recently. He came to Canada from Europe in 1926 and moved to Calgary in 1927 to conduct the Palace Theater orchestra. After leaving Calmary in 1939 he conducted the Vancouver Symphony Orchestra and the New Westminster Civic Orchestra.

HARVEY-John M.,

72 motion picture cowboy actor, in Los Angeles. His most recent role was in "Oklahomat" Survived by a son, James, New York.

HATHAWAY-Joy.

41. former TV, radio and Broadway actress known in private life as Mrs. Charles F. Kenny, November 4 in Bridgeport, Conn. For seven years she portrayed the leading character. Amanda, in radio's "Amanda of Honeymoon Hill," besides roles in other radio dramas. "Stella Dallas," "True Story Tales of Tomorrow," "Young Widder Brown" and "A Slight Case of Murder." A daughter, Zo Ann, died a few days before. Both mother and daughter died of pneumonia. Her husband, three sons, her mother and three brothers survive.

56, well-known musician and vocal instructor, November & in Youngstown, O. He had appeared on CBS "The Cathedral Mour for 19 years and also same with eratorie and church groups.

IDZAL-Mineta B., wife of David M. Idzal, for 25 years managing director of the Fox Theater, Detroit, November 3 in Detroit, In addition to her husband, she is survived by a daughter, Mrs. Leslie R. Winegarden. Burial in Thite Chapel Cemetery, Detroit.

JOHNSON-Bobert M. T. 72, inventor of the trick car which has become an attraction of many circuses and parades, was found dead in his Binghamton, N. Y., home November 2. Burvived by a son and daughter. (See

LEWIS-Sam (Herschoe),

story in Circus arction.)

68, retired comedian, November 10 in New York. He had appeared with Al Joison, Sophie Tucker and other stars in vaudeville, burlesque and musical comedy. Later he was an actors' agent. His widow survives.

77, father of Ralph Lia, assistant manager and treasurer of the Grand Theater, St. Louis, November 5 in Union City, N. J. Burial in Union City,

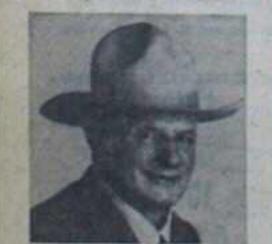
LONG-Harold,

aldiary of Paramount Pictures, recently in Los Angeles. He joined Paramount in

57, musicomedy actress. November 8 in New York. She and her late husband, Ceril Lean, played as a comedy team in vaudeville and on Broadway, last appearing in 1944 in the comedy, "Right Neat to Broadway. She had also appeared in "The Military Oirl." The Hime Paradise," "Miss 1917." Look Who's Here!," The Blushing Bride." "Innocent Eyes." Big Hearted Herbert. "The Milky Way" and "The Bishop Mis-behaves." Her mother and a sister sur-

IN MEMORY

Of My Beloved Husband



who passed away November 18, 1953 MRS. GRACE FLEMING

IN MEMORY OF

Who passed away Navember 18, 1953. We miss you lats." DUTCH & GINGER

McNERNEY-D. J.,

Veteran motion picture exhibitor, November 8 in Ean Francisco. He was a partner of Joe Blumefeld in the Blumefeld theater chain, which owns and operates approximately 40 theaters in the Bay area. He is survived by his widow, a son and a daughter.

ORSINI-Luigi,

7f. poet and dramalist, November 8 in Imola, Italy.

PAGE-Oran (Hot Lips),

46, jazz trumpeter and vocalist, November 5 in New York. He began playing the trumpet when he was 12, and, after playing for a children's brass band for several years, he went to Kansas City, Ma, to join the Benny Moten and Count Basic orchestras. After caming to New York, he was hired by Artle Shaw as third trumpeter and vocalist, the first Negro to perform with an all-white band. He had recorded for several disk firms, His widow and a son survive.

POPE-Frank T.

83, former editor of the Hollywood Reporter, November 8 at Hollywood of a heart attack.

BOTHACKER-Douglas D.,

a7, motion picture producer and distributor for some 48 years, November Il at his home in Great Neck, N. Y. He began making films in Chicago in 1910 and specialized to 1952 in making non-theatrical and educational films. His widow, a son and three daughters

RUCKMAN-Sonny.

22, puppeteer who worked in association with Robert Mason, magician, October 26 in St. Alexius Hospital, Bismarck, N. D., of a heart ailment. For several years he trouped with the Ross Manning Shows and Hunt Bros.' Circus. At one time be assisted in the Mattle Powell dog set and worked concessions for the late Eddie Hunt, Survived by his mother and two sisters. Burial in Hot Springs, Va.

SCHROEDER-Carl H.,

72 well-known clarinetist and for many years operator of a music store in Milwankee, October 27 in County General Hospital, Milwaukce. He was a member of the Milwaukce Musicians' Association since 1908. Hurvived by his widow, Marie, a son, the Rev. Walter W. Schröeder, Pierre, S. D., and three daughters, Mrs. Gertrude Brown and Mrs. Emma Biehm, both of Union Grove, Wis., and Mrs. Carla Guepl, Albany, Ore.

SCHWARTZBERG-Samuel E., 39, brother of Bert Millon, veteran show business figure. November # in Gibson City, III. He died of injuries sustained in an automobile accident near there. Burvived by another brother, Has-

SCHWARTZBERG-Sarah,

71, mother of Bert Milton, veteran of many show business enterprises, November 10 in Gibson City, Ill., of injuries austained in an automobile accident. Another son, Hackell, whom she was on the way to vivit, also survives.

87, old-time magician and ventriloquist, November 8 in Daylon, O. For many years during the wagon show days he had his own tent show on the road and continued magic lantern slides with magic and ventriloquism. Burial November 11 in Memorial Cemetery, Dayton.

81, one of the famous Beder singers of his time and a close associate of Richard Strauss, November 4 in Mexico City. He had been the music teacher of Rudolph Bing, general manager of the Metropolitan Opera, when Bing was studying to be a singer. A sister and a brother survive.

STOLLER-Samuel.

54, novelty worker, recently in New York (Details in Carnival section.)

WILLENZ-Max.

66, at Cedars of Lebanon Hospital, Hollywood, of a heart allment. A former European actor and comic, he smigrated to this country from Vienna and continued in his profession here.

47, agent with a Ceachini and Levaggi concessions. November 5 while setting up on the West Coast Shows lot in Porterville, Calif. During World War II he served in the Navy for five years. Burvived by his mother and two brothers. Burial November 10 in Pacific Coast Showmen's Rest, Los Angeles.

MARRIAGES

RECKLET-CICERO-

Henry William Recklet, non-pro, and Margorie Greta Cicero, organist, November & in Bridgeport, Conn.

DIVORCES

Mrs. Libuse Beker Kaplan, former Czechoslovakian ballet dancer, from Stanley Kaplan, non-pro, November 3 in Bridgeport, Conn.

Folk Talent and Tunes

Continued from page 46

Ole Opry" unit set for the Audito- sonals. . . . Jimmy Logsdon, who rium, Oakland, Calif., November twirls 'em at WKLO, Louisvile, 29. . . . Vocalist Dotty Johnson is hopped into Cincinnati with his the newest member to join Curley family recently for visits with Jim-Gold and His Texas Tune Twisters. my Skinner, Marty Roberts, Nelson Capitol is "Green Light."

Washington

Buzz Busby, Pete Pike and the Bayou Boys are doing a five-day-aweek show over WRC-TV, Washington. They topped off their personal appearances this summer by drawing 6,000 at Watermelon Park, Va. . . . Station WARL, Arlington, Va., plans to revive its summer series of Saturday afternoon lawn parties featuring folk talent as soon as the weather warms up 43. shief accountant for Triemeter, sub- again. Folk talent featured the past summer included the Woodward Brothers, Mickey and Roger; Wade Holmes, Jimmy Dean and the Texas Wildeats, Roy Clark and His Famous Four, Pop Stoneman and the Stoneman Family plus Virginia Hill, Patsy Cline, and Mac Wiseman with His Country Boys.

With the lockeys

Wink Lewis, who spins the

who were in the territory on per- new Mercury artist

. . . Hank Thompson's latest on King, Lou Epstein and Al Runyon. Jimmy pipes that Fred Baker's new Capitol record, "Is I Is or Is I Ain't?," is off to a good start in the Louisville sector. Logsdon, himself, has a new one coming up soon on Decca, titled "You Ain't Nothing But the Blues." . . . Del Greenwood is still presenting his "Kuntry Karnival," 12:30-1:30 daily, on WGBF, Evansville, Ind. . . . Ray Price and the Western Cherokees, while in Mobile, Ala., November 9 for a dance and show at Curtis Gordon's Radio Ranch, appeared as guests of Tom and Plowhandle Bill on their morning radio show over WKAB.

is my hope to become known as Shreveport, Novemebr 6. Jones with Max Furman. Operators of Door nitery in New York, had as the female Connie B. Cay of Co- will serve as singing emsee with other spots have extended offers to guest of honor Mar-Shan, with lumbus. I could use records, too, "Texas Jamborce," which bows in Joey Faye and Sammy Smith who Peppe Montana, El Freda and Pat as our station is a fairly new one Corpus Christi, Tex., November 20. could not accept because of other Day assisting in the festivities. . . . and the record stock is rather Dotti Jones will be a regular on the commitments. Faye at present is Lynn O'Neill, the original Carter Sheriff Tex Davis, of WCMS, will include Hank Locklin, Smiley portant role in "The Tender Trap" at the Village (N. Y.) Nut Club. Norfolk, had as recent guests on Burnette and Billy Walker. . . . Jim and a radio program, "Make Up She went to the Adams in Newark his show Lester Flatt, Earl Scruggs Young, of WESC, Greenville, S. C., Your Mind," while Smith is doing on November 12 and will return to

HOCUS-POCUS

- By BILL SACHS

are on a school assembly tour young. thru Upper Michigan and Eastern Wisconsin for the Paulis School HARRY KING, of King and Zerita, mentalists, reports that thru Upper Michigan and Eastern

DANNY O'DAY and Company Side Show. Latter is 73 years

Assembly Service of Chicago. . . . they have been forced to cancel a Mrs. Queena Daly, wife of the number of club dates in December late Harry Daly, of med show and January in order to contract fame, who worked magic in his with Abe Saperstein, of the Harlem show for over 25 years, is recuper- Globetrotters, who is putting out a ating from a major operation in St. 10-act unit to play one-nighters in Joseph Hospital, Tampa. Friends theaters and auditoriums. To be are urged to drop her a cheery known as the "Harlem Globetrotnote. . . . Tommy Windsor, the ters Varieties of 1955," the unit is Ohio wizard, while playing schools being framed by Phil Phillips, of and pitching a line of magic tricks the Saperstein organization, . . . in North Carolina recently, stop- Bill Chaudet sprung something ped off at Herb Kronsberg's magic new on a recent Coast TV show and novelty shop in Fayetteville, when he floated the microphone where he bumped into another stand instead of a broom in the old veteran trixter, B. Fay Ridenour, broomstick levitation. . . . Vernon formerly well known in magic Colbert and wife. Loretta LaPearl, circles as The Mysterious Mr. Fay. who returned to Hawaii October 4 Latter is now engaged in the for a string of fair dates with their photography business in Fayette- illusion layout on the E. K. Fernanville. The Fayetteville Observer dez Shows, finished a 10-day stand recorded the event with a three- Monday (15) at the St. Johns Festicolumn photo showing Kronsberg, val in Honolulu. During their Windsor and Ridenour swapping swing of the Island fairs, their dog banter and bafflers. Windsor found act was tied up in quarantine in magicians rather scarce in the Honolulu and will be confined for North Carolina sector. . . . Jack a period of 120 days. The Colberts Herbert postals from Chi: "It will remain there until the quaranseems that some magicians cut up tine is lifted in February, after ropes for shear pleasure." Ouch! which they will work the eight . . . Bob Nelson, of the Nelson islands with the canines and magic. Enterprises, Columbus, O., was Writing from Honolulu, Colbert featured recently in the syndicated says: "Had several visits with cartoon, The Truth Is, as "prob- Harry Hanoka, magical and Billably the only man in the world board rep here, and Andrew Parks, who makes a business of haunting another magicker, who ran for the houses." Nelson reports that busi- House of Representatives. Haven't ness was good on his recent swing learned yet how he fared. The boys of Schine houses in Upper New are perfectionists. When it comes to York State with his spook opry, magic they are the most. We are but opines that audiences are get- staying here at the home of Pat ting more rowdy. . . . C. Thomas Burnett, old-time vaude and burly Magrum says he caught the Ring- performer." . . . Dwight Damon ling show at several Carolina and His Original Magical Circus, spots recently and found Mr. Har- kiddle mystery unit, is slated to hit ris (Manipo), of Gaffney, S. C., the road January 7, 1955, at Manstill turning in a topnotch per-chester, N. H. Paul Gagnon is formance in the Side Show. handling the promotion, with the Magrum also visited with Don C. unit set in New England for the MacIver, veteran magician, who is first month. Damon plans to play now inside lecturer with the R-B under auspices in most spots.

BURLESQUE BITS

Tempest Storm suffered a badly | Violet McKee, former burly and show, and guests for the opening doubling between a brief but im- Girl, wound up three months stay and the Foggy Mountain Boys, had as a recent guest Hank Noble, Shakesperean characters on week- Greenwich Village, November 23, ends.

bruised leg last week in a fall in legit principal now Mrs. Sidney A. New York, forcing her to cancel Fremola, is helping her husband numerous dates in the East. She operate a pic house, the Little Thefiew back home to San Francisco, ater in Newark. She dates back Thru Dave Cohn bookings he will her last show to "Laffs and return East to re-open at the Ladies," a Hurtig & Seamon pro-Adams, Newark, N. J., on March duction from where she migrated 18.... Sam (Horseshoe) Lewis, a to "Artists and Models." ... Dick comedian for 40 years in musical Zeisler, manager of the Grand, St. comedy, vaude and burly, died Louis, was forced to leave for his November 9 after two years' illness home in Villas, N. J., by order of in Montefiore Hospital, New York. his physician for a check-up on an Ray Beasley, c.cw. disker at Survivor is his widow, Claire. Bur- injury sustained several weeks ago. KGVL, Greenville, Tex., writes: ial was November 11 in Mount Currently at the Grand are Rusti "Had Jimmy Littlejohn on my pro- Arrarat Cemetery, Farmingdale, Marsh (feature), Billy Hagan, gram recently to increase his new N. Y., from Riverside Memorial Benny Moore, Floyd Hallicy, waxing 'Haunted Blues' b/w Tm Chapel, Manhattan. . . . Minot Rusty Williams and the Black Mean When I'm Mad, both from (Bozo) Malone, who has been as- Brothers, a vaude team. . . . Moe his own pen and both fairly good." sociated with the Lyric in Allen- Gary, formerly teamed with Lou . . . Sheldon Horton, of WVAM, town, Pa., for over 35 years in Ascol, is in his fourth year as em-Saxton, Pa., infos that he's setting various capacities, mostly as come- see at the Crawford House in Bosbig plans for the opening of Sta- dians' stooge, will be celebrating a ton. . . . Burly is slated for a return country wax at KSNY, Snyder, tion WKMC, soon to take the air at birthday on November 22. Malone to the Casino in Boston. Frank Tex., had as recent visitors on his Roaring Springs, Pa. Horton says visits the Lyric every Saturday to Bryan's other house, the Howard, show Jerry Rowley, Jim Edwards, he'll be doing five hours daily on meet up with burly friends from in the same city, one of the oldest Maxine Brown and Jim Reeves, the station and will be needing whom he would like cards. . . . in the field of showbiz, is to be Thanks to you folks at The Bill- tapes, recordings, records and sheet Bonnie Bonnay, a graduate from demolished to make room for a board for helping us get new releases here at KSNY, typewrites
Wink. . . . Glenn Michael, c.&w. of WBUX, Doylestown, Pa., scribhouses all the way from Los AnBoulevard Chalet, North Bergen, deejay at WGCB, Red Lion, Pa., is bles that there's heavy interest in geles and San Francisco theaters. N. J., for an indefinite run. . . . in need of records from major and his area in a record by Stuart In the same unit is still another Jack Beck, for a long time manminor companies. . . . Betty Wheel- Hamblen's Cowboy Church Sunday newcomer in Snooky DeWitt, ager of the Roxy in Cleveland, is er, women's program director at School, titled "Open Up Your whose previous strip engagements now located in the same capacity WACR, Columbus, Miss., is head- Heart and Let the Sunshine In." were five continuous years at the lat the Lyric in Allentown, Pa. He ing up a new daily one-hour coun- . . . Marty Robbins dropped in for Flamingo nitery in Chicago and is operating burly every Saturtry show on that station, billed as a visit on Bob Billingsley's "K-Bar three years at the L & L, also in day, with two shows nightly at the Southern Gal. Will you please Round-Up" over KVET, Austin, Chicago. . . . Las Vegas, Nev., ni- 6:30 and 9 playing shows out of let the country and western artists Tex., November 2. . . . Willie Jones, teries are hungry for burly comics. the Empire, Newark, for the I. H. know that I'd like to receive reports country wax wizard at KCFH, The success of Hank Henry's play- Hirst Enterprises, Inc. Replacing of their activities," writes Betty, Cuero, Tex., appeared as guest on ing a lengthy engagement at the him at the Roxy is Eddie Lynch. and also, if possible, a photo to be "Louisiana Hayride" and "Red Silver Slipper has induced the ... Raven, at her hirthday party framed and hung in my office? It River Round-Up" over KWKH, Show Boat to start a similar policy held November 8 at the Famous

this time to the Heat Wave nitery.

OUTDOOR

IMCA Slates Chi Meeting, **Driver Party**

BIRMINGHAM, Nov. 13.-The International Motor Contest Association will hold its annual technical meeting and party November 27 and its stockholders' meeting the following Monday, President R. H. McIntosh announced. Both will be held in Chicago's Hotel Sherman.

A technical meeting of the board of directors, promoters, drivers and car owners is scheduled for Room 105 at 2:30 p.m. Saturday (27). That evening the second annual Ball & Grier Room at 7:30 p.m. with drivers, car owners, their wives and fans

two leading point winners in both stock car and big car divisions and plaques will be given the next eight drivers in the standings in both brackets. Bonuses will also be distributed.

meeting will be held at 9:30 a.m. Monday (29) in the Bal Parlors.

Bob Slater, Kansas City, Mo., topped the IMCA big car point standings followed in order by Sports Show and the appointment Bobby Grim, Marvin Pifer, Jimmy Campbell, Jud Larson, Stan Callaway, Jim McWithey, Hershel Wag. ing Syracuse Herald-Journal. ner, Don Branson and Richard (Red) Amick.

in order were: Don White, Emie Derr, Herschel Buchanan, Bill Harrison, Bob Potter, Tubby Harrison, Robert Peterson, Robert (Doc) Narber, Dom (Shorty) Per- Armory and from March 24-29. Fair, which closes tomorrow (14), The fair got off to a good start it to welcome home former resilick and Chris Skadal.

Attendance Up For Davenport At Wichita

rin Davenport's annual Shrine circus has been setting attendance records since opening here this week, according to Harry Thomas, of the show staff.

He said night houses Monday thru Thursday were all turnaways Calgary Exhibition and Stampede, are planned for the coming year, closely related. They are that and that afternoon performances Ltd., recorded a surplus of Maurice E. Hartnett, general man- George W. Blake, secretary-manshowed a sharp increase over last \$348,346 in 1954, the largest in the ager, reported a general improve- ager, has done a good job of buildyear. An extra performance was 68 year life of the organization, ment program of the grounds and ing the fair and that larger grounds to be given on Saturday (13).

of acts here. The show moves to holders. The previous high surplus centerfield was being overhauled Kansas City next and plays there was \$334,565, recorded in 1953. two dates complete Davenport's fall for the year was \$802,422 and ex-

WHOSE DUES REPOSE IN NSA OFFICE?

NEW YORK, Nov. 13 .-Some National Showmen's Association member is lacking his 1955 membership card, principally because the eard is lacking his name. It seems the unknown showman paid his dues to one of the officers, who turned the money in but couldn't recall the name. "Please come forward and ask for your card," executive secretary Ethel Weinberg requests, and adds that she expects quite a healthy response of answers.

Trophies will be presented the On 3 Up-State

UTICA, N. Y., Nov. 13.-Pro- be the annual trade show put on banquet committee. Huedepohl The annual IMCA stockholders' moters Ball & Grier will produce two shows this winter in up-State New York, and have been named sales representatives for a third. The last named is the Syracuse was announced by Chan Hurley, advertising director of the sponsor-

Ball & Grier, according to producer John Grier, will put on a Top 10 in the stock car division Do-It-Yourself & Home Show in Utica Cavalry Armory for five days starting next Wednesday (17-21). for its third year, also at the seven of the 10-day Arizona State event combinations.

Outdoor Show Business Primes for Chicago Meetings

Fair, Carnival, Park Organizations Prepare for November Conventions

izations representing branches of display wares at 162 booths, ac- at the convention will be heavy. outdoor show business. Already a cording to Paul H. Huedepohl, few showmen have checked in. By NAAPPB secretary. the time the conventions get under NAAPPB, with membership in-way Sunday (28) and Menday (29), cluding owners of the nation's be represented.

The several conventions will Parkmen's wives will convene Sask. Fairs

nearly all of the important carn- leading parks, pools, resorts and ivals, fairs, amusement parks, cir- Kiddielands, will start off with a cuses, auto race organizations, directors meeting Saturday (27). amusement ride manufacturers, The trade show will open the next grandstand show producers and day and NAAPPB business sessions concession equipment suppliers will will be Monday thru Wednesday (29-Nov. 1).

sions will run thru December 1, annual banquet and ball of the by which time many showmen NAAPPB will be Tuesday (30). will have booked 1955 engage- Robert L. Plarr, Allentown, Pa., ments and bought equipment and is chairman of the park program supplies they will use next season, committee, and Fred W. Pierce A focal point of the action will Jr., Detroit, is chairman of the

CHICAGO, Nov. 13.-Attention by the National Association of said that advance indications, was turning this week to Chica to Amusement Parks, Pools and based largely on the demand for and annual conventions or organ- Beaches, where 94 exhibitors will hotel rooms, are that attendance

Fair Groups to Meet

Fair executives from the U. S. and Canada will be on hand for the three-day convention of the International Association of Fairs and Expositions, November 29-December 1. Officials of the various State associations of fairs, (Continued on page 56

Seek Govt. SS

REGINA, Sask., Nov. 13.-The Saskatchewan government's Golden Jubilee committee will be asked to make grants available to the two Class A fairs, eight B fairs and 40 ? fairs in the Province to help them emphasize the anniversary theme in 1955.

Decision was made when representatives of the fair groups conferred in Regina with Fred Mc-PHOENIX, Nov. 13.-Altho the and the 12 performances of "Ice Guinness, jubilee director, who said The Utica Sports Show will run attendance figures for the first Cycles" which were sold in gate- a grant may be forthcoming if the fairs can suggest ways of spending

> their district fair. The jubile office The opening-day crowd, which will be asked to design posters that

The early onslaught of customers indicated two points, both **Business Equals** public highlighted the latter fact in a lead editorial titled "Outgrown on page 561" 53 Experience

ATLANTA, Nov. 13. - Hamid-Morton Circus, now midway in its third stand of the fall, has been playing to crowds comparable to last year. Omer Kenyon, H-M representative, said that Toronto approximated last year; Montgomery, Ala., a first-time appearance, was adequate in view of the fact that the show and building both were new, and Atlanta (6-17) was running true to form.

The Alberto Zoppe bareback performers and the Zoppe iron jaw turn were added here. Also on the bill are the Joanneys, comedy bars; Sils Sisters, aerial; Pat Anthony, wild animals: Amazing Hoger, sway pole; Irah J. Watkins' chimps; Craigon and Juanita, aerial; Bill Buschbom's Liberty horses; Cimse's Collies; Sylvia's Dogs; Slim Collins, contortion; Dime Wilson, table rock; Beverly Buschbom, menage horse: Miss Trudy, contortion; the Wazzan Troupe, Arabian acrobatics; Yokoi Troupe, cycles; Hamid - Morton bel; the Flying Harzells, and Aida

Ariz. State Fair Races Ahead of '53

Big Advance Aids 'Ice Cycles'; Plaza Acts Play to Overflows.

Grier said the do-it-yourself and are incomplete, this year's run is Friday (5) following a record dents and to play up the 1905-1955 home show features are being reported 10 per cent ahead of last press-radio-television party on the theme. He mentioned a total of combined because each kind of year. At the end of that compara- previous night. It was attended by \$20,000 as a tentative figure. show by itself would not be strong tive segment in 1953, the turn- nearly 700. Opening day's program The fairmen will also ask the enough to thrive in this area. He stiles clocked 173,208 while the featured the appearance of Duncan government to make machinery dissaid the general theme of home mark at noon Thursday (11) was Renaldo, the Cisco Kid, and Leo plays available from the Western improvement-do it, hire it, build 164,664. Yet to be added are ad- Carillo, Pancho. The television film Development Museum e. Saskatoon it, or buy it-has had an encourag- mission stubs from tickets to the series was featured on KOOL- and Yorkton and will recommend ing response from local exhibitors. automobile races on Sunday (7) TV prior to the fair's debut, with that scrolls be made available to Bayless Markets and Donald Duck honor farmer of 1905 who played Beverages picking up the tab but a prominent part in the work of giving the fair strong plugs.

> pulled a total of nearly 42,000 with can be used by all fairs in adver-"Ice Cycles" stubs to be added, tising their 1955 observance. jammed the gates with additional | The Golden Jubilee choir will be ticket sellers donning aprons to made available for appearances at ease the rush. A large number fairs during July and August, Mcwalked away rather than wait out Guinness reported. the lines move.

New Plant Sought

Ringling-Barnum Set to Paper Havana, Isle

HAVANA, Cuba, Nov. 13.-Billing for Ringling Bros. and Barnum & Bailey Circus will get underway Manning reported gate and here soon with the plans calling

\$392,741, against \$375,556 in entire island, where only the capital city has been billed before. supervise the advance work.

Calgary Ex Racks Up WICHITA, Kan., Nov. 13.—OrDavenport's annual Shrine cirRecord 348G Surplus Total. Revenue for '54, \$802,422,

Expenditures Total Big \$454,078

the week starting Monday (15). It In presenting the rinancial state- being laid and a drainage program also is under Shrine auspices. The ment, F. C. Manning said revenue on the grounds is being continued.

penditures were \$454,078.

COSTA RICA IN DEC.

First Latin Showing Booked for 'Waters'

Waters will make its initial Latin 18-21 in the Nationale Theatre, grandstand takes at the 1954 ex- for much-expanded use of paper. American showing next month, using a Costa Rican booking as a wedge into hitherto unexploited was J. G. Del Pozo, Latin impre- Exhibition space, midway and Seven men and four trucks will territory below the U. S. border.

Dancing Waters Inc., said yester- dates in San Salvador, Havana, racing at the spring, summer and and Charles Velvin Turner, assist day that in conjunction with associates Harold Steinman and Hans other Central and South American enue of \$114,828, while direct day (8) and will return later to Hasslach, he has booked the water spec into the Costa Rican capital, San Jose, for the period between mushroomed in operation to where toria Arena had their biggist year to North said in the States that John December 18 and January 2.

theater and pool, La Pila Volio. production.

NEW YORK, Nov. 13.-Dancing | The spec will show from December and from December 22 to January hibition and stampede totaled This time the show will bill the 2 at the Costa Rica Fair.

Intermediary for the booking 1955. sario of New York who, Shayon concessions netted \$109,344, about go by boat to the island. F. A. Sam Shayon, general manager of added, is negotiating for additional \$2,000 up from last year. Horse (Babe) Boudinot, general agent. Mexico City, Argentina, Brazil, and fall meets brought in a total rev- ant agent, were in Havana Mon-

a total of 80 dates were scheduled date, the net revenue on these two Ringling North, now in Europe, elephants with Bill and Joyce Vid-Dencing Waters will be pro- for parks, fairs, exhibitions, expo- buildings amounting to \$82,081. has not yet determined which acts Dancing Waters will be promoted by Costa Rican producer
Raul Volio, operator of an outdoor

CALGARY, Alta., Nov. 13.-The | While no a ajor building projects a cording to reports presented at buildings would be carried out. He are needed. The local Arizona Re-Clyde Beatty heads the line-up the recent annual meeting of share- said the stampede plant in the and modernized, more paving is

> General improvements carried out during the past year included re-surfacing of the race track, installation of a totalizator for parimutuel betting a: the spring, summer and fall race meets, major improvements in the public address system, and the start of a large program of paving, grading and drainage. Other work would be done as the finances of the company would permit.

Midway Nets 109G

racing expense totaled \$66,903.

Dancing Waters this season The Stampede Corrai and Vic- Meanwhile, Henry Ringling

Briton Donates Rink To Fredericton, N. B.

FREDERICTON, N. B., -Nov. | the Lady Beaverbrook Rink, will 13.-Lord Beaverbrook, world- be erected at an estimated cost known publisher and long-time between \$300,000 and \$400,000. Hagenbeck Acts benefactor of the Province of New It will be his gift to the city. Brunswick, has announced plans to erect a combination rink and 250 by 126 feet. It will have an Traveling Zoo and Circus, which to be largely with ice revues and anditorium in the City of Fred- ice surface of 190 by 83 feet. As a ericton.

Winkley Runs 67 Auto Meets

MINNEAPOLIS, Nov. 13 .race meets including fair and still alternated with porcelain enamel.

Of the total, 34 were at fairs, color, probably blue-green, Organization, which operates under programs to rain, one of these at is set for next November. the South Dakota State Fair, Huron, where admissions were refunded to a sellout crowd.

Minnesota State Fair, which included eight days of motor events, the nod for the '55 fair.

In reviewing the season, Winkadditional \$3,000 was paid out to transfers to Fort Worth. competitors in the one midget and

ining up dates for 55.

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HOLMES COOK MINIATURE GOLF CO. New York 3:

Outside measurements are to be rink it is to seat 1,600 and as an The structure, to be known as auditorium 2,300. The stage is to be 24 by 36 feet.

> A management committee will consist of R. A. Tweedie, director of the New Brunswick Travel Bureau and agent for Lord Beaverbrook in this province, chairman; the mayor of the city, the city clerk, the president of the university and its business manager.

Architects Neil Stewart and Lyn Auto Racing, Inc., headed up by Howell describe the proposed rink Frank Winkley, closed its season as a steel frame building with an recently after operating 67 auto elevation composed of brick panels The exterior will be in a bright

Bids will be called in mid-Januthe International Motor Contest ary and construction is to start in Association, lost four scheduled the spring. Opening of the rink

The Winkley operation at the Andrew Line-Up drew a record 171,000 people. As a result, he has again been given Af Houston Told

HOUSTON, Nov. 13.-The anley reported a total of \$151,221 mual Shrine circus has picked up was paid out in purses. A total momentum since opening Saturday of \$72,000 went to stock car pilots (6). The John Andrew production and \$76,000 to the big cars. An runs thru Tuesday (16) and then

In the line-up at San Houston one motorcycle program operated Coliseum are the Royal Rockets on West Canada Winkley and his wife, Verna, Walch and the Olympic Bears; Lions; the Barrets, the Montons, Cole Bros.' ponies; the Great Mali-Gene Cetroy and the Marquis Uncle Willie Pratt. Chimps; Deisler Troupe; Vienna Troupe; Cole Bros. (King) ele-Arrigonis; Baudy's Greyhounds; Loyal-Repensky Family with Guisclowns: Happy Kellems, Van Wells, next year. Charlie Young, Dutch Jordan, Charlie Franks, Dippie Diers, Bert Turner, Dutch Luley, Laddie La- auspices of the Regina Exhibition years to come. mont, Joe Madden, Frank Sher- Association. Both events were Scotty Davides, Albert Marx, John- Shows, Inc., Dallas. ny Cirillion, Andy McLaughlin, Chick Dale, John Simmons and Kinko.

> Whitey Haley, props, and Harry advance sales totaled \$475. Little, lights. Marge Haley and Flora Carter have the wardrobe.

Oakland Buildings Schedule Reveals Busy Yule Season

OAKLAND, Calif., Nov. 13,-Advance schedule for December events at the Oakland Municipal Auditorium, managed by L. C. Lueddke, shows widespread use of the building for holiday events. "Ice Cycles" makes its debut here December 1-5.

Once again the Oakland building will be used by the Post Office Department to aid in handling Christmas mail. In addition, there will be five parties, two pageants, two performances of The Messiah," and other Christmas events.

ADVERTISING IN THE BILLBOARD SINCE 1904 3

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Japanese Show Features Stark,

Mabel Stark and her tigers plus trade expositions.

covers the reserved section.

The major show's attractions in- in the local papers. clude three giraffes, a large turtle, In Oslo, Norway, a Dancing two pigmy hippos, a rhino, a large V aters unit is being used Novemhippo, 350 birds, 12 elephants, ber 13-14 as puller-in for an exposithree camels, two horses and a tion f building materials. pony, 15 deer, a crocodile, an alligator, 10 seals, 10 foxes, seven mixed hogs and many other ani-

There are 10 cage wagons, 4

National Stages 2 Home Shows

day event in Exhibition Audito- "The Greatest Show on Earth" the Orioles; Dwight Moore's dogs; rium, drew 4,461 customers. Ad- movie making. mission was 60 cents. Attendance Pickman, it was understood, will

ance of nearly 12,000.

Regina Auspices

BRANDON, Man.-An Yma Sumac concert scheduled for the Andrew's staff includes Barbette, Wheat City Arena here recently assistant; Robert Atterbury, eques- was canceled at the last minute trian director; Phil Lapkin, band; because of lack of public support. Lauretta Jefferson, dancin; R. E. Stewart, arena manager, said

Prison Rodeo Pulls 95,000

HUNTSVILLE, Tex., Nov. 13 .-Texas Prison Rodeo wound up its string of five Sunday performances here October 31, after playing to an estimated total audience of 95,000. Final program drew 15,000.

Prison officials said gate receipts indicated the rodeo brought about \$90,000 to the prison welfare fund, which is used in the rehabilitation jump was an attraction this year.

Dwight Moore told Houston po- national sessions. lice that one of his trained dogs | Regular show business bookings was stolen while he was appearing for the public have been squeezed with the Shrine show there. . . in between the auto shows, with Bozo Brenner, Baltimore clown, the London Festival Ballet last visited with Sunny Jim Snell, month, and the "Mambo USA" Pelack clown. . . Frank H. unit, promoted by Arthur Schur-Thompson, of Aurora, Ill., recalls gin, playing Friday (5) to a fair being with the Morris & Berger house. railroad carnival along with such circus veterans as George W. Hall, weeks are Fred Waring, December Sam Lockhart, James Shropshire, 6; Jan Peerce, December 7, and Eph Williams and Big Otto Breten- the Old Vic Company in "Midcreitz. Thompson wonders if others summer Night's Dream," Decemfrom that show are still around.

Waters Hike **Expo Grosses** On Continent

COPENHAGEN, Denmark, Nov. 13.-According to reports, there are eight units of the Dancing Waters fountains operating in Europe, TOKYO, Nov. 13.-The Nippon where winter-time usage appears plays here thru November, fearires as drawing cards for commercial

from Hagenbeck's in Germany, of the big Flower Show, which a Miami manufacturer, have Performance also has a Japanese ended its 10-day run in the Forum caught on as a promotion gimlion act, elephants, dogs and other on Sunday (7), Dancing Waters mick with more than 40 national publicity resulted in big gates. firms, it is reported. The device is The show was described by Total attendance of the Flower on a low, three-wheel trailer that Frank S. Metzger, now with the Show was 174,473, more than can be bumper hitched to any U. S. Army and a member of the 17,000 above the previous record automobile. (The Billboard, July Circus Model Builders' Association. established in 1947. Last year the 24.) He said a midway includes a line Flower Show ran 11 days but drew of animal displays and that the only 149,147. There was a tie-in ride is Pepsi-Cola, which operates performance is given in an L- with the makers of a name brand more than 40 thru its bottling shaped enclosure equipped with of toilet waters, which provided three arenas, blues and reserves. flower-scented water for the foun-There is no big top, but a canopy tain and plugged both the show and the fountain via display ads

Ringling Hires a flatbed truck, Metzger said. Movie Staffer For Promotions

NATCHEZ, Miss., Nov. 13 .-Ringling Bios. and Barnum & of the over-all unit is 14 feet. Bailey Circus has added Milton Operating companies usually deck E. Pickman to the staff as special out the carrousels with their sympromotion director. He formerly bols and sales slogans. Winkley and his wife, Verna, Walch and the Olympic Bears; also active in the business, are restPrince El Figordo, lions; Dick
REGINA, Sask., Nov. 13.—ReReginal Reginal Re gina's first Home Show, a five- North and Cecil B. DeMille for

> kova, high wire; Joe Madden, the built up thru word-of-mouth pub- set up an arrangement under which penhagen last week seeking to book Three Ghezzis, Laddie Lamont; licity about the sho 's comedian, rights to Ringling's name, slogan his cannon act into parks for next At Saskatoon the Home Show out to licensees. This would be in Schumann will again present Schuwas held for four days in the connection with toys, novelties, mann Liberty and high school

> S. N. MacEachern, manager of man might have a finger in make- winter, the Circus Schumann havtino Loyal, bareback; the Bogdadis, the Saskatoon Exhibition, termed up of the show's newspaper ad- ing closed its season November 7 the Ramses; the Flying Constella- the show an "outstanding success" vertising copy and outdoor posters. in Aalborg Hall, Denmark. tion; specs, and the following and said it would be held again Another possibility was that he would arrange for filming of the show for TV use, altho DeMille's The Regina show was under contract prohibits this for several

One of Pickman's brothers is win, Frank Cain, Jeff Murphree, produced by National Home vice president of Paramount Pictures and another is with Warner Brothers.

Auto Displays **Busy Detroit's** Masonic Aud

DETROIT, Nov. 13 .- A flood of automotive shows staged by the manufacturers has kept facilities of the Masonie Temple Auditorium booked steadily since the first Chevrolet meeting September 9, according to William Van Lopik, building manager.

Typical show was given Monday (8) by Dodge for some 4,000 dealers and sales people and to introduce new car models. Many of the auto shows this year have utilized an array of show talent. Bert Parks was emsee for the program for released convicts. In Dodge show. Shows have been addition to the bronk busting and held, not only for dealers, but also other Western events, a parachute for factory, office and sales personnel. There have been some regional meetings in addition to

Set by Van Lopik for coming ber 9-12

PROMOTION

Trailer Ride **Emphasis** on Natl. Firms

NEW YORK, Nov. 13.-Musical Carrousels, the eigth-seat trailerthe Steinbeck mixed lions and bears Judging from attendance figures mounted kiddle rides produced by

One of the larger users of the plants, and offers rides in exchange for bottle caps. Other users include nationally known names in the bottling, dairy, bakery and grocery fields.

There was an attempt to sell the rides to individual purchasers to operate on the streets as a parttime business, but since this summer the firm has been emphasizing production for fleet purchasers, the large companies, and has built added facilities for this at its plant.

Push-Button Control

The trailers, push-button controlled, have 50-foot lines for plugging into sockets, and have their own generators as an additional source of power. Each trailer also has a built-in p.a. system and record changer, and length

Edmondo Zacchini was in Coand other properties could be let summer. Albert, Max and Paulina phants; Linon, slack rope; Four Stadium and officials report attend- ciothes, foods and other products. horses at Tom Arnold's cricus in It was also reported that Pick- Harringay Arena in London this

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Exposition Park, Quebec, secretary.

nomah Hotel, Portland, November tel, Harrisburg, January 26-28. 29-30. Mrs. Leon S. Davis, 227 E. Washington Street, Hillsboro.

Chicago, November 29-December Louisville, secretary-treasurer. 1. Frank Kingman, Winston-Salem Fair, Winston-Salem, N. C., sec-

Iowa, Hotel Fort Des Moines, Des Reading, secretary. Moines, December 6-8. C. S. Miller, Tipton, Ia., secretary.

Carlos Hotel, Monterey, Calif., December 6-8. Louis S. Merrill, 2500 Stockton Boulevard, Sacramento 17, general manager.

and District Fairs, Hotel Severin, secretary. Indianapolis, January 2-4. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 3151/2 East Mill Street, Plymouth, Wis.

Massachusetts Agricultural Fairs Association, Sheraton Hotel, Worcester, January 10-11. Paul Corson, Topsfield, secretary-treasurer.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 10-12. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 11-13. Goldie V Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-14. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Fairs, Ruffner Hotel, Charleston, January 15, James T. Hetzer, 307 Bank Arcade, Huntington.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Maine Association of Agricultural Fairs, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin Green, P. O. Box 776, Hickory, secretary.

Virginia Association of Fairs, Hotel Marshall, Richmond, January 23-24. William E. Finch, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secre-

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford D. Coover, Shelby, Mont., secre-

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 24. William C. Lynn, 1 West State Street, Tren-

Nebraska Association of Fair

FAIR ASSN. MEETINGS

Canadian Association of Exhibi- | Managers, Comhusker Hotel, Lin-November 29-23 Emery Reventor, Coln. January 24-28. H. C. McClellinks 2 Dates November 22-23. Emery Boucher, lan, Arlington, secretary.

Pennsylvania State Association Oregon Fairs Association, Mult- of County Fairs, Penn Harris Ho-

and Horse Shows, Kentucky Hotel, said yesterday. International Association of Fairs Louisville, January 27-28. L. Doc and Expositions, Hotel Sherman, Cassidy, Kentucky State Fair, down on Tuesday (2) in George-

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles Fair Managers' Association of W. Swoyer, 522 Court Street,

Western New York Fair Managers' Association, Lafayette Ho-Western Fairs Association, San tel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, shows, all office-owned. Biltmore Hotel, Oklahoma City, January 30-31. Vera G. McQuil-Indiana Association of County kin, P. O. Box 274, Oklahoma City,

> New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyek Hotel, Albany, January 31-February 1. James A. Carey, State Office Building, Albany, secretary.

Expositions, Baker Hotel, Dallas, rent season, 103 concessions were February 3-5. Bob Murdoch, said to be on hand here. Blackstone Hotel, Tyler, secretary.

ciation, Little Rock, February 7-8. Clyde E. Byrd, Box 907, Little Army, Navy Bands; Rock, secretary.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

Fairs, Graver Hotel, Fargo, N. D., January 20-22. A. D. Scott, Fargo, secretary-treasurer.

Name Viola Moore Nominee for Prez West Virginia Association of Of SLA Auxiliary

CHICAGO, Nov. 13. - Viola Parker Moore was nominated as '55 president of the Ladies' Auxiliary of the Showmen's League of America at the organization's annual meeting here in the Hotel Sherman. She is currently first vice-president.

Others on the slate include Carmelita Horan, first vice-president; Frieda Rosen, second vice-president; Minnie Simmonds, third vicepresident; Evelyn Hock, treasurer, and Elsie Miller, secretary. Latter two officers are up for re-elec-

Nominees for the board of govemors include Ethel Wadoz, Mrs. Milo Anthony, Katie R. Little, Grace Weiner, Margaret Pugh, Goldie Fisher, Sally Murphy, Virginia Kline, Faye Brown, Sophia Carlos, Mae Smith, Lillian Lawrence, Dorothy Dodge, Edna Burrows and Frances Berger.

Members of the nominating committee were Mrs. Margaret Hock, Lee Gluskin, Marie Brown, Phoebe Carsky, Frieda Rosen, Lillian Glick and Mrs. L. M. Brumleve. Election will take place during the outdoor meetings here in the Hotel Sherman.

Newly Named Vivona Show

CHARLESTON, S. C., Nov. 13. -Vivona Bros.' Shows will play the Lee County Agricultural Fair in Sanford, N. C., in 1955 for the Kentucky Association of Fairs third straight year, Morris Vivona

The show suffered a near-blovtown, S. C. Quick stakedowns by crew and staff kept everything

Announcement was again made this week that Vivona Bros.' Shows will tour next season as "Amusements of America."

Bull Martin joined in Georgetown with his Wild Life and Pony Ride, and Pete Joseph joined with his Flying Scooter. The show is also carrying 18 rides and 10

John Vivona reported signing a three-year contract with the Charleston County Colored Farmers' Fair here Wednesday (10). The contract, which runs thru 1957, was set up for the Vivona organization by Harry Wilson, general agent.

Business for the current run was reported okay. With a bare hand-Texas Association of Fairs and ful of events remaining in the cur-

Arkansas Fair Managers' Asso- Atlanta Aud Has Liberace Wins 18G

ATLANTA, Nov. 13.-With a North Dakota Association of ending its run Saturday (13), the Municipal Auditorium in Atlanta, managed by H. H. Niebruegge, is headed now for a band and orchestra splurge.

> Both the U. S. Army band and the Navy band will be here within a three-day period, and the Atlanta Symphony will appear on the days before, between and after the service groups. The Army plays November 21, the Navy on November 23, and the symphony November 21, 22 and 24. There are other symphony dates during the month, and many additional events on the building schedule.

> Niebruegge reported that Liberace drew a packed house Oc-tober 27. The house was scaled at \$18,500.



FIGHTER, TANK RIDE, JOLLY CATER-PILLAR, KIDDIE AUTO RIDE AND GASO-LINE SPORT CARS.

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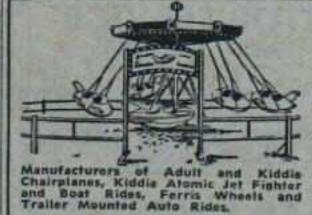
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New Kiddie Ride that outgrosses major rides; 104,000 kiddie customers at CNE; huge grosses at major fairs and parks. Portable and Park Models. Immediate delivery. Orders filled as received.

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We will build you a complete 18-hole course on your site and FULLY EQUIP it with nothing else for you to buy. We also personally supervise each individual installation. Write for PREE CATALOG
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CO., 67 Eller Ave., Buffalo II, N. Y.
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NSA Selects Nominators, Sets Testimonial Event

tional Showmen's Association nomi- Wertheimer and Willie Glick, and nating committee scheduled its first other gifts from Jack Stern, Ben slate-forming session for last night Hoff, Morris Brown, Jeff Harris, and is expected to come up with Al McKee and Abe Rapps. a list of names shortly. The committee members were selected prior to Wednesday's (10) assembly and closeted themselves soon afterwards, while selecting a meeting

Members from the board of governors are Max Tubis, chairman; Dave Brown and Dan Thaler, with Morris Brown as alternate. From the floor are Al McKee, chairman; Herman Cohen, Frank Blatsky and Tom Coffee, with Charles Davenport as alternate.

All 48 existing members of the committee, which will also name by the deaths of Harold Hoffman tables the latter has sold so far. and Fred C. Murray.

Peterson Aid Pledged

New members admitted at the meeting were Jack Straus, John Damis and Robert C. Keck, all proposed by Sam Peterson. Peterson, with 41 names toward his gold life membership card, received pledges from several members at the meet-

Dan Thaler receiving \$50 dona- women.

NEW YORK, Nov. 13 .- The Na- tions a piece from Charles

Mac Kassow reported that five vaudeville acts and an eight-piece band have been lined up for the testimonial dinner slated for Sunday night (21) in the grand ballroom of the Park Sheraton Hotel in honor of Pres. Joe McKee and immediate past president Phil Isser. Dinner, at \$7.50 per person, including gratuity, will start at 7 p.m. to be followed by talks, entertainment and dancing.

President Praised

Kassow praised the work done board are up for review by the by President McKee, citing the 1,800 award books, \$1,200 in Year two men to fill the seats vacated Book ads and 21 annual banquet of business and social events. Me- ballrooms at parks and resorts

Thanksgiving week schedule in- annual President's Party that eve- of circuses or circus owners, nucludes an open house on Tuesday ning. The club's annual meeting merous circus men regularly are house schedule will open with me- monies on Thursday (2). The SLA sented. morial services and be followed by the annual award event.

Prior to the adjournment ing to indicate he will have the Wednesday night, Pres. Margaret necesasry 50 before the deadline. McKee, of the Ladies' Auxiliary, The shut-ins committee came up presented the parent organization with \$140 at the meeting, chairman with a \$1,000 check from the

Ariz. State Fair Ahead of '53

Continued from page 53

Shoehorn." This newspaper sug- His Music. Dick Contino opened Park, where there are State and tion for the closing four days, week amounted to \$16.066. federal lands. However, the Ari- Benches and bleachers were used zona State College in Tempe and for seating with as many as 7,000 the city of Phoenix are reported estimated seeing some shows and interested in this area. There has crowding the walk ways, been, the editorial said, suggestions Appearing as a free attraction that the State capitol be moved twice daily are the Kings and

ance was delayed because of the stand to a high post immediately combination gate entrance-and-ice- behind the Lil Dudette statue conshow tickets sold. The \$2 seats sold structed on the mall and bearing outside the grounds for \$2.25 with out the fair's theme, Arizona a stub being used for front gate Grows. admission. This same ticket inside the grounds went for \$2. Ducat prices ranged from \$1.50 to \$3 without stubs. Edward I. Greenband, who promoted this as well as the admission tabulations, which Ideal Rides: Poplarville, Miss. the Phoenix Home Show several must await auditing following re- Lane, Ico: (Fair) Gainesville, Pla. weeks ago on the fairgrounds, said that the advance Ice Cycles ticket sale totaled \$12,000. Twelve performances in a specially created 10 days. Seating capacity is 5072. Plaza Show

Newton (Carolina) and Jo Brunson, of the Hollywood (Calif.) Theatrical year, featured Dr. Giovanni, the Carsony Bros., the Los Gatos Trio, the Continentals, Marian Rankin Dancers and Phil Arden and talker, and Paul Becker, operator.

Queen of the Air, They perform on Reporting of the actual attend- a cable stretched from the grand-

Automobile racing scheduled for Sunday was interrupted after 35 laps with 65 being run on Monday. This threw a monkey wrench in Relman United: Laurel, Miss. funds.

Alfred Osborne reported that "Dancing Waters" was drawing Tassell, Barney: Blackshear, Ga. satisfactorily at its spot just to the stadium are scheduled during the right of the main entrance. Show continuous with admission charges being 50 cents for adults The free Plaza show, booked by and 25 cents for children under 12. On opening day, kids' tickets were 10 cents until 6 p.m. "Waters" is Agency for the fourth consecutive displayed in a tent 110 by 56 feet. Personnel includes Tom Ewalt, show production manager; Mrs. Vona Cooper, publicity and

Larry (Bozo the Clown) Valli was again featured as a stroller on the independent midway with his schools and civic luncheons, arriving four days ahead of the exposition's opening.

Grandstand entertainment included pari-mutuel horse racing for six days. The running races were held Friday and Saturday (5-6) and started again Thursday for the closing four days.

Crafts 20 Big Shows were featured on the midway.

Ringling Publishes

NATCHEZ, Miss., Nov. 13.-

Early copies of the 1954 route book

week. This year's edition is dedi-

cated to Willie Carr, veteran 24hour agent. The volume has 102 pages and was prepared under di-

rection of Edward J. Knoblaugh.

director of public relations.

sued this fall by a circus.

1954 Route Book

POPCORN EQUIPMENT AND SUPPLIES

Kettle for Every Requirement, 8, 12 and 35 Qt., All Aluminum, Guaranteed . . . Popcorn Stands . . . Hot Dog Steamers and Bun Warmers . . . Star and Cretors Equip-ment . . Cups . . . Corn . . Boxes . . . Bags . . . Oils . . . Coloring . . . Sno-Cone Equipment and Supplies . . . Dad's Root Beer Dispensers and Syrups . . . Boverage Dispensers . . . Butter Dispensers . . . Rolled Cones . . . Bands . . . Ribbons . . . Repairs . . . Ice Shaving Equipment . . . Umbrellas . . . Kiddie Rides. Everything for the Concessionaire.

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SPEEDWAY HOT RODS

Beautifully designed; indestructible body of heavy duty fiberglass construction with a world famous 4-Cycle Gasaline Engine; Parts available anywhere. Features the Allemane Clutch-na rope or kick storting-quick change wheels. Finest car built anywhere. High quality; law in price.

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GRABS

If you operate any of these stands, be sure you have our catalogue. Co along with Gold Medal this year and get top quality products at money-saving prices and the

GOLD MEDAL PRODUCTS CO. SIR E. THIRD ST. CINCINNATI 2, OHIO

Outdoor Folk Prime for Meet

Continued . om page 53

meeting under the banner of the banquet and ball, one of the social Federation of State and Provincial high points of the week, will be Associations of Fairs, will hold held Wednesday night (1) and will their one-day conclave Monday include the crowning of Miss Out-(29) and the Middle West Fair door Show Business of 1954. Circuit will meet on the same day. Fairmen's wives won't be over- has set its usual program. This gets looked. The vomen will meet at under way Monday and runs thru their annual luncheon Monday, when plans for entertainment and taken if needed to work out organsight-seeing will be outlined.

The International Motor Contest Association, governing body for auto racing at many Midwest followed by a banquet and party ture amusement rides. that evening.

SLA Schedules Events

morial services are scheduled for should come under discussion. Besides the testimonial, the Sunday afternoon (28) with the While there is no organization

American Carnivals Association Wednesday, with additional time izational problems.

AREA, NBOA Coming

The American Recreation Equipfairs, will hold its fall meeting ment Association will convene for Monday. On Saturday (27) the a buffet dinner and business meetorganization will hold its second ing Monday (29). The group is annual technical meeting to be made up of firms which manufac-

Several officers of the National Ballroom Operators' Association The Showmen's League of Amer- will attend the parkmen's convenica has scheduled its usual round tion to be on hand in the event

(23) and the annual banquet in the and election of officers is set for on hand during the conventions Hotel Astor on the 24th. The open Monday (29) with installation cere- and most of the shows are repre-

Calgary Ex Chalks Record

Continued from page 53

week feature, recorded a net profit and insurance premiums totaled

Stampede expenses and prizes to aled around \$88,500 and general prizes amounted to another \$28,826.

Wages for stampede week alone totaled \$48,952, music and evening attractions cost \$21,673, and gengested the logical site as Papago Thursday (11) as an added attrac- eral grounds expense during the

> Administration expense for the year amounted to \$60,915, while grounds maintenance totaled \$41,-038. A total of \$24,447 was spent on advertising and printing

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Bayou State: Mouville, La. Dickson United: Nixon, Tex. Glodes Am. Co.: Immokalee, Pla. Leeright's Midway: Levelland, Tex. Mighty Page: (Pair) Jacksonville, Pla.,

Turner Scott's Rides: Daytona Beach, Fla., 18-28 (season ends). Val's Expe.: (Fair) Augusta, Ga. Ward, John R.: (Pair) Geneva, Ala.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Clyde Bron.: St. Joseph, Mo., 16-17; Kansas City, Kan., 19-21; Emports 22; Hatchinson 22-24; Amarillo, Tex., 26-28. Davenport, Orrin: Kansas City, Mo., 16-20. Froman Bros. Flat River, Mo., 16-19; Kennett 22-36; Sixeston 35-Dec. 3. balloon hats. He also worked the Packs, Tom: Baton Bouge, La., 16; New Orleans 19-28. Polack Bros. Eastern: Teanrok, N. J. 19-21. Polack Bros. Western: Springfield, Ill.

18-21: Owensboro, Ky., 26-27; Charleston, W. Va., Dec. 2-3. Richard Bros. New Roads, La., 19. Ringling Bros. and Barnum & Balley: Albany, Ga., 16; Valdosta 17; Wayerosa 18; Brunawick 18; Jacksonville, Fla., 20; Gainesville 21; Ocala 22; Auburndale 23

West Palm Beach 34; Fort Lauderdale 25; Miami 26-28.

Ice Shows

Henie, Sunja, Ice Revue: Memphis 16-17; Birmingham 18-25. Holiday on Ice, International, No. 1: Lauranne, Switzerland, 16; Dortmund, Germany, 18-Dec. 5; Brussells, Belgium, Holiday on Ice: Nortolk 16-18; Canton, O., 20-28; Toledo 27-Dec. 5. Hollywood Ice Revue; Minneapolis 16-21; of Ringling Bros. and Barnum & Milwaukee 25-Dec. 7. Ice Capades: Buffalo 16-21; Toronto 22-26; Bailey Circus were circulated this Montreal 28-Dec. 5. Shipstails & Johnson's Ice Pollies: Pitts-burgh 16-28; Hershey, Pa., 30-Dec. 11.

Miscellaneous

The book again includes names Hippodrome of 1855; Calgary, Alta. 16-20. of all personnel, route of the show North, Dr. Rexford L. Hypnotist: (Emfrom 1919 thru 1954, train make-Square) New Bedford Dec. 3-4. up, program, photos and articles. O Day. Marie. Palace Car: Jacksonville,
It is the first route book to be isWalsh Bros. World's Most Beautiful Church: New Orleans.

The operating surplus has been applied as follows: The installment of the balance on the Stampede Corral bond issue was paid October I, leaving an unpaid balance of \$220,000 of which \$40,000 is payable October 1, 1955 and 1956 ad \$140,000 October 1, 1957. To

meet the final payment in 1957, \$25,000 has been set aside from this year's earnings and added to the \$25,000 appropriated from last year's earnings to create a reserve of \$50,000 against the final payment when due.

Manning also said the reserve for operating contingencies, set up years ago and spent when the Corral was erected, has been replaced to the extent of \$100,000 from this year's earnings. The reserve for junior agricultural activities from the Kinsmen club car contest at the stampede now total \$16,748. Capital expenditures have been made to the extent of \$115,413 and \$64,890 has been earmarked from this year's revenue for further improvements. The balance of \$37,656 has been carried to the reserve for capital expenditures on the Corral

In presenting the report of the president and general manager, Hartnett gave a detailed explanation of the activities of the company during the year. The total attendance at the stampede of 482,281 was an all-time record and an increase of more than 30,000 over 1953, he said: Livestock enies totaled 1,480 compared with 1,328 the previous year, while domestic and agricultural exhibits also set a new record. During the past year, 1,579,440 persons entered the grounds to attend various ctivities, setting a new record, Fartnett said.

The entire slate of directors and officers, headed by President W. A. Crawford-Frost, was returned to office. Others officers are: R. Dinning, first vice-president; F. C. Manning, second vice-president; Maurice E. Hartnett, g-neral manager: Walter L. Ross, assistant general manager, and I. W. Parsons, secretary.

IDA E. COHEN

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Shooting Galleries

And supplies for Eastern and Western Type Calleries. Write for new catalog.

H. W. TERPENING 137-139 Marine St., Ocean Park, Calif.

Fairyland Plans Increase In Promotional Activity

NEW YORK, Nov. 13.-Fairy- McKee journeyed to Hot Springs. land, Queens Boulevard kid spot, Except for attending the outdoor is going to step up its promotional conventions in Chicago he will recampaign after the first of the year. main close to the park directing the Richmond Cox, World of Mirth Shows publicist, will take on the end operation of all units and week-Shows publicist, will take on the end operations. planning chores during the winter months, setting up a program that RENT HASSLE will carry thru the calendar year, Al McKee, park manager, reports.

While continuing to operate weekends thruout the winter months to satisfactory business, McKee, nevertheless, notes that business has declined somewhat. While no serious loss has been experienced, or is anticipated, McKee is of the opinion that now is the time to place additional emphasis Wheel in the Prater, one of the on the building of new interest.

promotional-publicity-fields, is ex- of commission shortly because of pected to concentrate on setting up an operating rental hassle between tie-in deals designed principally to its owners and the park. culminate during the regular season when the biggest crowds would high and aged at a half-century, result. The promotional deals will the huge wheel carries passengers naturally be aimed at the moppet in 30 large gondolas. It was still trade and this implies a heavy con- erect tho damaged at the end of centration of the makers of kid World War II, and was recondifoods and products.

At the close of the regular season leading attraction.

Park Meeting To Hear Talk About TV Film Natatorium Building

amusement parks can utilize television advertising films will be one of the topics to be discussed on the \$25,000 Skooter building is under program of the National Associa- construction at Natatorium Amusetion of Amusement Parks, Pools and ment Park here. Beaches convention here November 28-December L

man, announced thru the NAAPPB office here that Clyde L. Krebs, executive of Sarra, Inc., maker of TV film commercials, will speak Monday (29) about how the association might use a national spot announcement which allows for addition of local park information. The film firm also will show a movie about vending machines, "At the Drop of a Coin."

Mich. Fairground May Get Detroit's City Kiddieland

City may finally achieve a Fairgrounds Park, after years of debate over off-season use of the State Stone at Russells Point, it was an-Fairgrounds here. The City Parks and Recreation Commission, which has been planning to install a Kiddieland for two years but has failed Park. to find a site in a city park which would be acceptable, turned this week to the North End fair property. A tentative approach was made to the fair, which is now in a state of transition as a result of the anticipated resignation of Manager James M. Hare, following his election last week as secretary of state.



KIDDIE CAR RAILROADS

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs. Switches for Kiddle Car Hallroads in stock. M. K. BRANK, 430 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Rano, Nev.; 481 Park Bidg., 5th Ave., Pittsburgh, Pa.

Vienna May Lose Use of Big Wheel

world's largest and most venerable Cox, with long experience in the riding devices, may be taken out

tioned for service as the Prater's

The firm owning the ride has threatened to shut it down on July I because the Prater's management has refused to reduce the annual ground rental fee for the ride, a N. Y. Hearing sum just over \$2,900.

CHICAGO, Nov. 13.-How New Skooter Layout

SPOKANE, Nov. 13. - A new

and Mrs. Vogel will go ... Chicago Standards and Appeals, on the Robert L. Plarr, program chair- for the November 28-December 1 convention of the National Association of Amusement Parks, Pools and Beaches, and make arrangements to buy new Skooter cars. They also plan to purchase some new popcorn machines.

> Vogel has been making the convention trip annually since 1929 but missed last year because of illness. He is looking forward to renewing old friendships. The Vogels will visit friends in Great Falls on the way home.

Ohio Swimming Pool Sold by John Stone

BELLEFONTAINE, O., Nov. DETROIT, Nov. 13.-The Motor 13.-Sandy Beach Park, Inc., has purchased the swimming pool formerly operated by John and Evelyn nounced this week. Paul Spohr is manager of Sandy Beach. The pool is adjacent to Indian Lake

Under the arrangements, the (Continued on page 59)

Palisades Sets **Talent Slate**

PALISADE, N. J., Nov. 13 .-Free acts and bands will be booked an entire season in advance for Palisades Amusement Park, it was announced this week.

Anna Halpin of the park and Dorothy Packtman of the George A. Hamid agency have been conwas said, and the season's pro-Music.

Bert Nevins of New York is being retained as public relations agency for the park.

A crew of 60-odd men is at work on the grounds under direction of superintendent Joe Mc-Kee. McKee, president of the National Showmen's Association, will be honored at a testimonial preside over the annual NSA banquet on November 24 in the Astor Hotel, New York City.

On Kid Park

NEW YORK, Nov. 13 .- An extension until November 30 was granted this week in the hearing of Missouri Enterprises to set up a kiddie park across Northern Boulevard from Kiddie City, in Queens.

A hearing had been scheduled Lloyd Vogel, owner-manager, for Tuesday (9) by the Board of Missouri Enterprises application for a variance. The move is being opposed by civic groups on the basis that it would create traffic bottlenecks and constitute a hazard for children.

FIRST SEASON GOOD

Carrolo Plans More Lake Nipmuc Rides

dition of several more riding devices to the Lake Nipmuc line-up is planned by new owner Joseph L. Carrolo, veteran New England ride

Carrolo took over the operation last year but actual control was not exercised until this past season. ferring on the free act schedule, it Turnouts were encouraging, he reported, with the response being exgram will be set shortly. Bands are ceptionally good at the bathing VIENNA. Nov. 13.-The Big again to be provided by Associated beach, and generally good for the Owner Irving Rosenthal said weather did not interfere.

Carrolo said two or three major rides will be installed for next year, including a junior-sized Coaster, and that a number of kiddie units would also be brought in. The bathing beach is to be widened to accommodate more patrons.

Large M-G-R Featured

a Dodgem, roller rink, Arcade and

MENDON, Mass., Nov. 13 .- Ad- other smaller units, with all coming out of it very well, it was reported. The weather did make inroads into the business done, however, Carrolo said, holding grosses down somewhat below what they should have been.

> Improvements in store for the coming season, some of which are under way at present, include cutting and removing dead trees and underbrush which had been obstructing the view of the park from the main highway, Route 16.

> Besides the elements which have been listed, the park had game and refreshment concessions, plus lake boating. For the bulk of the season Eddie Zack's hillbilly band played as a Friday night attraction. The plan for 1955 is to have dancing two nights weekly.

Carrolo's park connections go back to the early part of the cen-Several concessions were work- tury at Rocky Point Park in Rhode dinner on November 21, and will ing last season, and the park of Island, where in 1912 he erected fered one of New England's largest a 12-car Ferris Wheel holding eight Carrousels, a 55-footer, as well as passengers in each car. It was not

STATE PARK HAS OPENING

FOR TEN KIDDIE RIDES FOR SUMMER OF 1955

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NEW HYDE PARK, NEW YORK

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Year 'round operation.

These Areas Have Proven Themselves. We Want Only Proven Operators.

RGINIA PA On the Pacific Ocean in Long Beach, California

NU-PIKE

See L. P. "Pat" Murphy at the Hotel Sherman, Chicago, during the Convention or write

LONG BEACH AMUSEMENT CO., 201 West Pike, Long Beach, Calif. . It's Wonderful in California Today!

Communications to 188 W. Randolph St., Chicago 1, Ill.

Special Events Clinic Conn. Fairs to Set for IAFE Confab Continue Apple

Six Execs Head Up Panel Discussion; **Program Embraces Variety of Topics**

jects at the 64th annual meeting of livestock show. the International Associaton of Fairs and Expositions in the Hotel Sherman here November 29-De-

this week indicated that six leading fair executives will participate subject, one that has taken on fair and George A. Hamid, New added importance as a promotion means in recent years. L. Doc Cassidy, Kentucky State Fair, will serve as chairman. Also on the committee will be Lloyd B. Cunningham, Iowa State Fair; J. C. Huskisson, Florida State Fair; Glen B. Boyd, Ozark Empire Fair; Andy Hanson, All Iowa Fair, and Willard (Bill) Masterson, Wisconsin State Fair.

A wide variety of subjects will conclave. The formal sessions will get under way Tuesday morning (30) with committee reports and

Canadian Icer In Rehearsal, Sets Opening

RED DEER, Alta., Nov. 13 .-Third annual edition of Roy Lisogar's "Canadian Ice Fantasy" has been rehearsing at Red Deer in preparation for the season's opening here November 19. The show plays thruout Canada.

Regina Exec Named Mayor

REGINA, Sask., Nov. 13.-Leslie H. Hammond, a director of the Regina Exhibition Association, was re-elected mayor of Regina recently. Two other fair board directors, Joseph Wilkie and J. A. Young, were re-elected as aldermen.

Successful Run For Jacksonville

JACKSONVILLE, Fla., Nov. 13. -Jacksonville Fair and Merchants' Exposition, held October 15-22 on the new fairgrounds in Riverview Park under sponsorship of the Ribault Lions Club, got off to a slow start as the season's first cool snap hit, but picked up at the mid-point and did capacity business the last two days, according to Sid Walker, secretary.

Closing night features at the fair were a dance and barbeque.

Amusement Enterprises included a Spitfire, train and a line-up of kidleading money-getter.

Auburn, Calif., Sets 79G Bldg.

of a home economics building at 32-foot trailer truck. It presents shows, slated for Madison Square H. C. McClellan of Arlington, Times." Everett Erhart, Kansas the Auburn District Fairgrounds both closed-circuit TV programs Garden and the Kingsbridge Neb., president of the organiza- Fairs' Association, will present has been awarded by the State and open-circuit shows broadcast Armory. department of public works to Don from Station WMCT. Working on As presently detailed, a budget J. C. Huskisson, Florida State Fair, hibits. is operated by the 20th District p.m., programs were presented for a display, Haber said, the most dressing the meeting on "County committees and the election of of-Agricultural Association.

CHICAGO, Nov. 13.-A clinic the awarding of the Breeders' Gaon special events at fairs will be zette trophy to the fair making The Association of Connecticut one of the major discussion sub- the greatest improvement in its Fairs fall meeting Saturday night

Monsour Speaks

the Farmers & Merchants Bank, Tulsa, will speak on "Creating a Release of the official program Top Cattle Show With Local Support." Joseph Monsour, Louisiana insight on European fair opera-

The clinic on special events will tel. Hartford. of other addresses of pertinent in- Bristol (Conn.) Clock Museum. will describe that annual's new clock museum. Women's Building and Theodore be discussed during the IAFE will talk on "There's Never a Dull with morning, fternoon and eve-

HARTFORD, Conn., Nov. 13 .-(6) at the Chesire Grange Hall voted to conduct another apple Clenn Ward, vice-president of dish competition in 1955, in co-operation with the State Pomological Society, a Connecticut fruit growers organization.

State Fair, will describe the suc- Connecticut fairs participated in an operation at fairs. The dogs will parade the dogs to the starting in the panel discussion on this cess of religious programs at his apple dish contest at Saturday's be sold as a separate feature with gate. meeting, with eight selected to the Jack Kochman Hell Drivers Jersey State Fair, will give some compete for the State championship at the Pomological Society's December 1 meeting at Bond Ho-

> afternoon session but a number Reginald Morrell, curator of the terest are also scheduled. James spoke on early industry in the

> The ACF's annual meeting is Rosequist, California State Fair, s ted for Terryville on March 20, Moment." "Antique Auto Exhib- ning sessions. The annual spring its," of growing popularity in re- meeting will be held at Winchester cent years, will be discussed by in June, and the summer session at (Continued on page 59) Woodstock in August.

DISCUSSIONS NOTED

RCA Preps Color TV For More Fair Stops

sults of the RCA color television program in segments, and consider- ture this past season but decided the Hell Drivers. Fisher will aid caravan which showed at the Mid- able local advertising time was to hold off until every possible bug them in booking Lucky Dogs. The South Fair in Memphis this year sold. A group of nine sponsors re- had been worked out of the operindicated a lush exhibit field for tated the commercials, including ational picture. the giant communications company. Crisco, Memphis district Ford deal-Altho the firm's plans for its color ers; McGregor's, Inc.; RCA's dis- about as bulky as that of a thrill TV display are described as "nebu- tributor and Motorola. lous," there is every indication that fairgrounds in 1955.

The "nebulous" characterization comes from Richard Hooper, manager of RCA shows and exhibits. Altho 400,000 persons are estimated to have seen the color display over 26 receivers spotted on the Memphis grounds, booking and routing problems are forestalling

Hooper said RCA had sent feelers out last year to virtually every major fair in the country, offering the exhibit. Late acceptances coupled with technical problems prevented any showing other than that at Memphis. As a prelude to next season's booking Hooper acknowledged having discussed the show recently with the Pomona, Dallas and Tampa fairs.

Show's Value Stressed

either free space or strong local emphasized, the firm will probably Merchant booths were set up sponsorship, Hooper emphasized, frame a traveling display of some in the permanent exposition build- adding that it has the gate value ing, among the more popular ones of an exhibit which would draw being a raffle operated by the he vily from among residents who Lions Club and a coffee, cake and have never been within a newspie stand operated by the auxiliary. paper article's listance from color

Rides furnished by Walker carries 13 men and requires two N. Y., office, who will handle the trucks to transport the complicated Northeastern booking, an attempt Merry-Go-Round, Whip, Ferris technical equipment, a 150-by-50- will be made to reach masses of one end of which a stage was 150,000-and-up attendance class. die devices. The Spitfire was the erected for studio use. There were Previously showing at annuals six 15-inch color receivers set here like those in Flemington and Morand viewed by some 100,000 peo- ristown, N. J., Americana last seaple who kept the 500 chairs full son had a \$200 booth at the

20 other receivers in exhibit factory enough to warrant a wider \$79,753 contract for construction with its mobile unit housed in a upcoming New York City sports business sessions that day. da Roza, of Dutch Flat. The fair a regular schedule of from 2 to 9 has not been allotted for framing will be the kick-off speaker, ad-20 minutes duration on the hour, serious problem being researching Fairs and Their Relationship to ficers will close the meeting.

Chicago early this month.

Requests for the color TV ex- patrons. (Continued on page 59) About eight small trucks will be T. Alex Boulton.

Kochman Sets Dog Races for '55 Fairs

'Lucky Dogs' Separate From Hell Drivers; Stunters Wind Up Best Season Ever

NEW YORK, Nov. 13.-Racing needed to haul kennel trailers hav-

Lucky Dogs, in the planning stage advance crew, will be needed to for several years, was reported staff the show. Also included will tested successfully last season and be special handlers for the racing Some 22 winners from various blueprinted now for successful dogs and a group of girls who will continuing as at present, with completely new grandstand entersome changes in the format.

hounds is unique to most sections highly valuable as a fair promobe the high point of the Tuesday Following a turkey pie supper, of the country, a principal appeal tional aid. of the presentation will be audience participation with numerous prizes available to paying spectators thru H. Stewart, State Fair of Texas, northeast, and also discussed the a copyrighted admissions ticket

Fisher Appointed

Stanley Fisher, Kochman's sonin-law, will handle the dog unit with Art Hoard, veteran thrill and and announcing the show. Kochthrill show.

some difficulty in filling all of the of the season. available dates in view of the newness of the attraction and the in- Bob Conto, announced that the terest it evoked at fair meetings thrill show would again use a comlast year when fair men were plete line of Dodge automobiles in initially queried on their possible 1955. Conto and Kochman will acceptance of the show. In view of make virtually all of the Eastern the interest displayed, Kochman and Middle Western fair meetings, CAMDEN, N. J., Nov. 13.-Re-| There was an allotment of the was tempted to start the new fea- representing both Lucky Dogs and

The physical equipment will be show. The presentation will be North Battleford The mobile unit is designed and suitable for either afternoon or it will be seen at more than one built for demonstrations at fairs, night performances, and for the conventions, expositions and de- latter portable lighting equipment partment stores. It has been used will be carried. The races will be Nov. 13 .- A. Millar Craig was reonce since Memphis at the Litho- confined to the straightaway sec- elected president of the North Batgraphic Technical Foundation in tions of tracks so that all of the tleford Agricultural Society at its action will be visible to grandstand 49th annual meeting. Vice-presi-

greyhounds will definitely be of ing accommodations for 12 dogs, fered as a fair grandstand feature special food and tents for housing in 1955, Jack Kochman, thrill the dogs. Flatbed trailers will be show impresario, announced here used to haul special starting kennels and show kennels.

The new feature, known as About 25 people, including the

Apart from the novelty of being taiment, Kochman said that the While the actual racing of grey- racing dogs would likely prove

Best Season Ever

Kochman, who returned to his Paterson, N. J., headquarters this week, reported the season the best he has ever had in his long career. Final auditing will likely show the dollar volume up as much as 15 per cent over last year. The show was extremely fortunate, he said, sports show announcer, producing in that it was not seriously hampered by the weather. The halving man will divide his time between of the admissions tax at still dates the new unit and his automobile and elimination of the federal levy entirely at fairs was also an im-Kochman said he anticipated portant aid to the over-all success

> Kochman and his general agent, George A. Hamid & Son talent agency will represent both units.

Re-Elects Craig

NORTH BATTLEFORD, Sask., dents are H. Gordon Shepherd and

N. W. Symonds, secretary-treasurer, reported an operating surplus of well over \$4,000 for a year when weather conditions reduced fair profits by \$1,000 in comparison with 1953. The need for more exhibit accommodation was stressed.

Enfield, N. C., Gate Un. Midway Down

ENFIELD, N. C., Nov. 13.-The Firemen's Agricultural Fair drew a bigger attendance but chalked By and large, Americana in the up lower midway receipts this figure.

any early decisions for the coming NEW SALES APPROACH

Americana to Frame Display for Fairs

national firm will hit the fair trail list of potential dates can be next season when the Encyclopaedia Americana people put out a unit which will operate on the direct sales level. Instead of sim-The requirements of RCA are ply manning exhibit booths, it was

The Americana Corporation, a subsidiary of the Grolier Society, has shown at a few fairs in a small way in recent years on a regional basis. Next year, according to Syd-In Memphis the show, which ney Haber, of the White Plains, Wheel, Ciant Swings, Caterpillar, foot tent served as a theater, at potential patrons at fairs in the

Mineola Fair & Industrial Exposi-Elsewhere on the grounds were tion and found the results satis-

NEW YORK, Nov. 13 .- Another | of statistics so that a satisfactory charted in advance of next season's

> past had shown at some arena year, W. B. Burchette, general shows and small fairs, but Mineola manager, announced. Gate count was its largest event yet. The out- was 17,467 compared with last come, it was explained, proved that year's 16,883. Both independent a high-brow and relatively expen-concession business and ride and sive item such as an encyclopaedia show grosses of George Clyde could be profitably offered on the Smith Shows were below the '53 fairgrounds.

Fair Federation Completes Chicago Convention Program

eration of State and Provincial As- Minnesota Federation of Fairs, sociation of Fairs, a subsidiary of will speak on "Entertainment at the International Association of County Fairs." Fairs and Expositions, will hold its "Building and Master Plans for annual meeting in the Hotel Sher- County Fairs" will be discussed by man here November 29. The er- Gaylord R. Lewis, Findlay, O., ganization, made up of executives fairground planner and architect, buildings and tents. The color TV display approach. The result was of various State and provincial as- and Harry B. Kelley, Michigan AUBURN, Calif., Nov. 13.-A caravan operated for eight days Haber's booking space at the two sociations of fairs, will hold two Association of Fairs, will speak on

CHICAGO, Nov. 13 .- The Fed- | the IAFE." Harold C. Pederson,

"Keeping Abreast of Changing tion, will moderate the sessions. Bigger and Better Machinery Ex-

Open discussions, reports of

Parking, Building to **Boost Danbury Gross**

DANBURY, Conn., Nov. 13 .- | Two of the eating stands have The Great Danbury Fair will show already been moved to new loa slight change in countenance next year, the result of shuffling and construction which will bring others will be shifted in the spring more than \$1,000 into the till to provide space for the new from display space sales, and building. Its center will rise two thousands more from substantially stories and have a dome-shaped the event have been set for Saturday thru Sunday, October 1-9.

said the area where 11 church an improved barnyard restaurant, and other eating stands are located an outdoor eating space elevated will be filled with a new structure, on a portico above the barnyard 135 feet long. It will contain 26 area. An avenue of flags is also in display booths and be located the making, as are plans for indibetween the end of the grandstand vidual buildings devoted to prodand the big water tank, with the ucts of Maine, New Hampshire spaces going at \$40 and \$50 each, and Vermont. The fair's main exhibit structure

in the fair's lots this year during peak days, a figure determined by Leahy and assistant Irving Jarvis About 1,500 customers took ad- equipment owned by the associaafter scanning aerial views thru a magnifying glass. This will be enlarged in 1955 with the addition of a five-acre plot which is being graded and filled.

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For 1985 Fairs and Celebrations for Midwest area. Send photos and information in first reply.

HAL GARVEN STAGE SHOWS Minnapolis S. Minnesole

cations, Leahy said, and the 11 interior painted in gold.

Other work projected for next General Manager John W. Leahy year will include the building of

is the Big Top where spaces are direct-to-the-grounds service by the owned by the association brought New York, New Haven & Hartford the net balance for the year to About 9,000 cars were parked Railroad. The service was begun in \$3,961.62. 1953 for seven days, and was ex- The report listed the depreciated tended to nine days this year. value of land, buildings and other vantage of the trains, which tion at \$362,344.93. A fund of stopped at Grand Central, 125th \$210.50 was set aside as a base Street in New York City, New for a fund to establish a memorial Rochelle and Port Chester, N. Y., at Hawkeye Downs to the late A. and Stamford, Darien and South L. Killian, veteran member of the Norwalk, Conn., before arriving at association. The memorial is schedthe siding near the fair race track. uled to be started this year. Advertising on this feature was The committee voted to retain weak, Leahy said, and will be Andy Hansen as manager for the stepped up next year.

Same Shows Slated

The fair, it was said, will retain its entertainment policy with I. T. Shows offering midway rides and shows only, and Buck Steel's Frontier Days as a free mid-week attraction. There will also be said another prairie wagon has been bought, to be set afire daily during an Indian flaming arrow sequence. A new canvas is being sought for the Big Top, he added.

Cardston, Alta., **Elects Bob Shaw**

CARDSTON, Alta., Nov. 13 .-Robert Shaw was elected president of the Cardston Agricultural Society at the org's annual meeting. He succeeds J. S. Low. Vicepresidents are Donald Forsyth and F. E. Bevans and secretary-treasurer is Bert Gibb.

A profit of \$1,909 on last year's operation was reported.

Members discussed improvegrandstand show.

Cedar Rapids

CEDAR RAPIDS, Ia., Nov. 13, -The All-Iowa Fair and Hawkeye Downs this year had one of its best years financially in the 19 years it has been in operation, it was reported at a recent meeting of the fair association.

Net profit for all operations during the year at the plant here was \$2,479.08. Income of the fair association was \$176,045.55. Total expenses, not counting plant depreciation, was \$151,321.26.

Total excess of receipts over expenditures for the year, before depreciation, was \$24,714.29. Sched-The fair will again benefit from uled depreciation on property

eighth year, and set '55 fair dates at August 15-21.

First Season Good

· Continued from page 57

a success, tho, and he traded it for a Carrousel at Hunts Mills, R. I. Saturday stock racing and a thrill Besides the Carrousel at Nipmuc, show, which in recent years has he has them today at Warwick, been the Irish Horan unit. Leahy Lake Michnock in West Greenwich and Goddard Park in Potowomut, all Rhode Island spots. He also operates other rides and amusement units at those locations but has built a reputation as a Carrousel specialist.

Discussions Noted

Continued from page 58

hibit have been numerous for 1955, and Hooper noted that the high expense involved in it dictate that a workable route be fashioned to avoid hop-scotching over the

Ohio Pool Sold

Continued from page 57

ments for the rodeo, fair and Stones agreed not to operate a pool grounds for next year when em- or ballroom within 25 miles of Rusphasis will be on Alberta's Golden sells Point but kept the right to Jubilee. At least part of the operate dancing in any restaurant grandstand is expected to have a they might open. The pool sold roof by next season. Bob Di for a reported \$15,000, and the Paolo's KBD Enterprises, Calgary, deal included the bathhouse and has been signed for the 1955 shelter building and a resort cot-

Special Events Clinic Set

· Continued from page 58

Bill Masterson, Wisconsin State | V. Ben Williams, Pacific Na-Minnesota State Fair executive,

tivities at fairs will highlight the Wednesday morning session, in addition to a general discussion of of officers and directors for 1955. fair problems. Set to talk on the horses will be Al Ahrens, United States Trotting Association. Taking part in the "Women's Clinic" will be Mrs. Karolyn Halloway, Indiana State Fair; Mrs. Margaret Moore, Piedmont Interstate Fair; Mrs. Ruth Steva, Ohio State Fair, and Mrs. Moxie Mulrooney, Saginaw Fair.

dress by Dr. Dudley Crafts Wat-son, of the Art Institute of Chicago, Mass., is secretary. scheduled for Wednesday afternoon. Techniques in the display- cocktail hour Monday at 5 p.m. ing of exhibits of all types will be with fairmen and their wives indiscussed by an expert in that vited. Leon Harms, Albuquerque. field, Dan MacMaster, director of N. M., will preside at the annual the Museum of Science and In- IAFE Past Presidents' Club lunchdustry, Chicago.

Fair, and Harry J. Frost, veteran tional Exhibition, will speak on "Our Outdoor Theater Center of will talk on "Farm Machinery Ex- Special Events," and John W. Leahy, Danbury Fair, on "Show-Harness racing and women's ac- manship." The afternoon will close with a report of the resolutions committee and the election

Also meeting during the week will be the International Motor Contest Association, which will hold its stockholders meeting at 9:30 a.m. on Monday. R. H. Mc-Intosh, president, will preside, assisted by Secretary Frank Harris.

The Middle West Fair Circuit will meet on the same day at II a.m. and fairmen's wives will get together at their annual luncheon "Effective Handling of the Arts Green, Moberly, Mo., is president at Fairs" is the subject of an ad- of the women's organization and

The IAFE will hold its annual con at noon Tuesday.

YOU CAN GIVE YOUR **GRANDSTAND PATRONS** THE WORLD'S MOST WONDERFUL SHOW

THE AMAZING, THE FANTASTIC THE BEAUTIFUL

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Publicized in every national magazine . . . exalted and praised in dozens of issues of Billboard and Variety . . .

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WOM WRAPS UP GOOD SEASON

Shortened Still Date Trek, Enhanced Back End Help Build, Stabilize \$\$

the fair season despite bad weather Washington, D. C. breaks. The South remained solid while in the North the show got gratifying, and even surprising,

part in the show's success. They were the decision of Owner Frank Bergen to open the still date season several weeks later than usual and the building of the most formidable back end that the show has had in many seasons.

The still date season was not good, even tho a banner Fourth of

Wm. T. Collins To Go to Chi With Route Set

Sioux Falls, S. D., Cedar Rapids Fairs Contracted for 1955

MINNEAPOLIS, Nov. 13.-William T. Collins Shows have practically finished their '55 bookings, Owner William Collins announced at winter quarters this week.

The show recently closed contracts with the All Iowa Fair, Cedar Rapids, and the Sioux Empire Fair, Sioux Falls, S. D.

SAVANNAH, Ga., Nov. 13.-A July stand at Lowell, Mass., was very good season ended for the again included. But it would have World of Mirth Shows at the been a lot worse if Bergen had Coastal Empire Fair here today. followed past booking patterns by Business was labeled good thruout racing for the second-ir te at

Poor Weeks Cut The unusual booking move served to eliminate a number of weeks which promised, at best, Two factors played an important only mediocre results. This year, as it worked out, the weeks were



FLOYD E. GOODING, president of the Gooding Amusement Company, Columbus, O., assumed the duties of president of the Boys' Club of Columbus November 6. Gooding has been a director of the (Continued on page 62) | club since its inception,

PARAKEETS TAKE OVER

Concession Business For the Birds in '54

NEW YORK, Nov. 13.-Conces- were less spectacular but, apparsion business this year on the na- ently, at least good everywhere. tion's midways was pretty much for the birds in more ways than business was in a drooling state this

interest and dollars. This was a

birds in another way-the migration in the following weeks. of parakeets to almost every conceivable kind of concession operative birds were comparatively Again Contracts tion. The gaudy, pint-sized parrots cheap, running to around \$6, or sound, plus the sparkling glitter of chromed cages, attracted thousands

Good Everywhere

At some spots the glitter birds worked up record interest in the "By the time of the Chicago out- games. At other spots, as with any (Continued on page 62) new item, the success of the birds

Granting that the concession past season, it is possible that it where bemoaned a general lack of without the entry of the birds. The shows and 130 concessions. Conneed for a sparkling item appeared surprising turn in events in view particularly great as the marked of the increased earnings of shows and rides on some occasions.

success of any stand featuring the birds found literally dozens of other Davenport Fair Business turned out to be for the concessions resembling pet stores

with their constant movement and slightly more depending on how astute or big the buyer was, with the cost pretty evenly divided between the bird and his plated wire (Continued on page 62)

Sam Stoller, Novelty Man, Passes at 54

NEW YORK, Nov. 13.-Friends here learned this week of the death of Samuel Stoller, 54, novelty worker, who had worked with his son-in-law, Paul J. Goldfarb, for Aaron Hymes, and also independently with Goldfarb at Pennsyl-

Goldfarb), Sharon and Terry.

Crafts Ahead of '53 At Ariz. State Fair

Rotor Strong Despite Late Start; Show to Close Season at Phoenix

PHOENIX, Nov. 13.-Crafts 20 cession space was cut from \$17.50 Big Shows will close its 1954 sea- per foot in 1953 to \$15 for the son here tomorrow when the cur- current run. The midway is 1,500 tain falls on the 10-day Arizona feet long and 130 feet wide. State Fair, Orville N. Crafts, show Among the rides featured on marks the eighth consecutive year Long Beach. The ride arrived

tion and 20 Big Shows stayed on ride got off to a good start. Adthe road two weeks. The schedule mission is 35 cents. Elmer and that spots that could be played the device, which debuted on this offer none too bright revenue pros- midway. pects and because the show opens Crafts did not disclose any plans Five Finalists for getting on the road earlier than usual in 1955.

Crafts said that revenue compilations this year are being made in SLA Confest against those which included tax last year. On the basis of this

For the date here Crafts brought To begin with, operators every, might have been much worse off in 20 major and 12 kid rides, 10

Gem City Shows

DAVENPORT, Ia., Nov. 13 .-The Gem City Shows have been prize committee, announced this awarded the contract for the 1955 week that 25 merchandise prizes, Mississippi Valley Fair here. The including TV sets, would be shared contract, a repeat for Gem City, by the finalists. The winner will was closed by Don Greco at a also receive an all-expense paid meeting with the fair board, of trip to Hollywood for herself and which Chester D. Salter is presi- her escort, plus cash and merchandent and Frank Harris is secretary. dise.

owner, said. Business on the ex- the midway is the second portable position's midway is running ahead Rotor made by the Velare Amuse-of last year, Crafts added. This ment Manufacturing Company in the organization has played this late and was not put into operation until early in the afternoon Last year, following the close Monday (8). Despite the fact that of the State Fair, Crafts' Exposi- three big days were missed, the is being cut here for the reason Curtis Velare came here to set up

method, business for this spot is To Be Decided

CHICAGO, Nov. 13 .- The five finalists in the contest, sponsored by the Showmen's League of America, to pick "Miss Outdoor Show Business of 1954" will be determined Monday night (15) when all votes received up to that time will be tallied.

The contest winner will be determined during the Chicago outdoor convention and will be crowned at the Showmen's League banquet and ball, social high spot of the convention, Wednesday, December 1, in the Hotel Sherman.

Bill Carsky, chairman of the

Freedman-Lang Concessions Ahead of '55 at Phoenix Fair

Stoller was stricken at his home midways here at the Arizona State Mom's Aid strollers and wheel mutuel running races for the next on his return from a road trip and Fair during the first seven of the four years while excluding the pos- died shortly afterward. Survivors 10-day run is ahead for Alex Freedsibility of the establishment of a include his widow, Dinah, and man and Ed Lang respectively. track and the promotion of other three daughters, Rosella (Mrs. Freedman is here for his ninth year with novelties and has the

PHOENIX, Nov. 13.-Business | contract fence-to-fence. Lang is on the carnival and independent playing his fourth season with the chairs with his stand being located near the main entrance.

> Freedman said that business for the first three days gave indication of the entire run. This was substantiated following Monday, when business dropped into the first of the week doldrums but with novelty sales holding up. Freedman's operation is the same

Lang moved in here following the State Fair of Texas. His business skyrocketed the first three days with the Sunday rush emptying his stock of strollers by I o'clock in the afternoon. From about 3 until nearly 6 o'clock, he had customers waiting for the Mom's Aid wagons to come in so they could take them out. His stock here included nearly 200 of the baby pushers.

Ruback Org In the Barn

SAN ANTONIO, Nov. 13 .-Alamo Exposition Shows are in the barn here after a successful season, according to Jack Ruback, owner.

Before storing all the gear, Ruback took some rides along with Art Spencer's Motordrome, Fun House and Monkey Show to nearby Lackland Air Force Base where they did a good four-day business. Max Friedman handled all the de-

tails. Ruback left here this week for Hot Springs where he will rest up prior to the Chicago meetings.

Jeff Harris Again Contracts To Stage Barrington Midway NEW YORK, Nov. 13.-Jeff Har-, would not use an organized show

ris this week announced that he at Barrington or at any other fair would again produce the entire which he might contract to handle. midway at the Great Barrington (Mass.) Fair in 1955.

The Boston showman, who last year contracted for the first time with fair president Edward Carroll to handle the fun zone, said that all around satisfaction and the voluntary praise of local law enforcement officers were instrumental in Carroll's decision to continue staging the midway in this fashion.

Harris said that while the presentation format would remain the same, with shows, rides and concessions featured, a number of important changes are contemplated. The 1955 event will open and close on Sundays, September 11 thru 18.

Gross Increased

According to Harris, the dollar return to the fair this year was greater than in the past despite rain on virtually every one of the operating days and with the opening sessions lashed by fringe action of a hurricane. Harris said it was his intention to offer his services for next season to other fairs in the northeast sector.

Harris said that he definitely

Brashear Re-Pacts Giddings, Tex., Fair

BEEVILLE, Tex., Nov. 13 .-American Midway Shows have been signed to play the Lee County Fair, Giddings, Tex., next year, Don M. Brashear, owner-manager, announced. Org will provide the midway attractions there for the seventh straight year. Fair will operate from October 11-17, with the final two days as a Negro fair.

cellent as of now, with the recent vania fair dates. election assuring the fair of pariprofessional racing in the area.

The outlook for Barrington is ex-



MEMBERS OF THE Showmen's League of America committee in charge of the contest to pick "Miss Outdoor Show Business of 1954" check returns and finalize plans for the award which is to be made during the Chiacgo outdoor convention. Seafed (I. to r.) are Nat Green, Charlie Zemater Sr. and Harry Duncan, Standing, in same order, are Ned Tori, Al Sweeney and Jack Duffield.

Detroit Club Pays Tribute At Memorial

DETROIT, Nov. 13.-The annual memorial meeting of the Michigan Showmen's Association was held Sunday afternoon (7) in the clubrooms of the organization, with a representative turnout of about 50 persons. Services were conducted jointly by the MSA and the Ladies' Auxiliary, honoring departed members.

Chairman of the event was Ben Miller, retired concessionaire now with the Post Office Department, who is MSA chaplain. The auxiliary had as its co-chairmen Frances Moran, formerly of the World of Pleasure Shows, and Grace Ziegler, widow of show owner Charles J. Ziegler. President Harry Stahl and Cal Lovejoy assisted Miller.

Rabbi Herman Correlick conducted the religious services, following the MSA tradition of having clergymen of the three faiths-Catholic, Jewish and Protestant alternate.

For the first time in memory. the MSA has dropped plans for its traditional New Year's Eve party when it was found that the clubrooms, which are rented on a yearround basis to the Townsend Club on Friday nights, will not be available.

Ahoskie Poor, Ends Year for vd. Uredier

Virginia Greater Shows went into Ben Weiss presented a check for the barn here last week after its \$250, and Bill Cowan has come off closing date in Ahoskie, N. C. The the road with a check for the club Slate for '55 final week was nothing to brag from the Buck-Model Shows. Also about, it was reported, with rain coming in shortly will be the proand cold weather keeping the ceeds from the Vivona Bros." natives home most of the week. Shows jamboree held Wednesday Moose Lodge sponsors, however, (10) in Charleston, S. C. proved co-operative and did all In the fund-raising vein was the men's Association slate were named to Hot Springs to serve as toastthey could to help.

wife will return to their New Jer- \$12,000 on his road tour this year, from the floor and six by the board Hot Springs Showmen's Associsey home until after the holiday and Buster Westbrook reported of governors next Monday night. tion. . . . Paul Olson, manager of season, when Rocco will return to more than \$5,000 in for the Year The committee will name a chair- Amusement Company of America, quarters early in January. Two Book toward its goal of \$15,000. man and submit a list of 46 names was scheduled to leave Miami on new rides have been ordered for More than 230 members at- for president, vice-president, sec- Sunday (14) to attend the Hot 1955 to make the total 11 for the tended the affair, presided over retary, trustees, treasurer and 40 Springs doings. Infos he plans to be show. The wagon shows will have by President Bill Moore. Also members of the board of governors. in Chicago about November 20. new panel fronts which are being on the dais were Third Vice-Presidesigned now and will be built by dent Ross Manning, Treasurer Mel the membership at the session Bob Millikin's winter quarters Dodson, Secretary Clif Wilson, As- November 29.

nel on the show include Mr. and of the Showmen's League of Mrs. Frank Jones to Petersburg, America. Chaplain Bill Bryant Fla.; Ralph Cole to Hazelton, Pa.; gave the invocation and led the Fred Donnelly, Abe Goldstein, Dan Buddy and Betty Munroe and salute to the flag. James Jr. to Miami; Pete Rossi and Joe Gambino to Miami; Joe Kaus directors for Thursday (11) to take and wife to New Bern, N. C.; up the matter of the bar operation. Edward De Sousa to Baltimore; George Rector to New York City: Johnny Ciaburri to Miami; Helen Show Folks Switch (Hi-Striker) Drake to Camden,

Sojourning at the winter quarters are Millikin, Jimmy Tomas, midgets Leo and Ike Matina, Shady and Stella Bowser, and Sam (Sheriff) Show Folks of America are mov-Mitchell. Hoover (Culpepper) By- ing up their memorial services and rum struck out for his Virginia banquet and ball schedule to allow home, and Dutch Kershner went to members to attend the opening Suffolk. William C. (Bill) Murray, festivities of the Western Fairs business manager and general Association convention in Monagent, will be in charge of quarters terey. Charlotte Porter, president, until manager Rocco returns.

ginia, Maryland, Delaware, New Hart, announced the changes. Jersey, New York and the Caro- The memorial services set for linas. There were several passable Sunday, December 5, will be held northern dates, but the show was at Mount Olivet Showmen's Rest struck by rainy weather time after on Saturday, and the banquet and time until heading back down the ball at the Surf Restaurant on Sun-Atlantic seaboard.

ROBERT PARIDO or GEORGE EISENHOWER

Please call home immediately your Mother very ill

WILSONS NOTE 3-WAY CELE ON SAME DAY

CHARLESTOWN, S. C., Nov. 13.-General agent Harry E. Wilson, of Vivona Bros. Shows, and his wife, Peggy, had a three-way celebration on Thursday (4) in Georgetown, S. C. The date marked Harry's 69th birthday, Peggy's 58th birthday, and the 23d annual observance of their wedding. The date nearly had a fourth significance as Harry Jr. and Patti had presented the couple with their first grandchild only five days

GOOD FUND YEAR

Cheering \$\$ News Perks Miami Meet

announcements played a prominent first vice-president; Richard Colepart at the Miami Showmen's Association's first winter meeting. Prell, third vice-president; Floyd held in the new clubhouse Mon- E. Gooding, associate treasurer, and day (8). Totals reported indicated Max Cohen, counsel and secretary the club is well on the way toward treasurer. The post of associate seca \$20,000 year thru the ways and retary 'as been vacant since the means committee alone. Also an- death of Al Wagner. nounced was the awarding of the restaurant contract to John Hoffman, who will have Al and Rita Palitz working it.

raised \$14,000 so far. Buster West- Isser. brook presented the club with \$1,000 from Penn Premier Shows, Clit Wilson gave \$500 from the jamboree at the Dallas annual, Whitey Tara arrived in town with SUFFOLK, Va., Nov. 13 .- \$230 from Royal American Shows,

recollection that Secretary Phil at the regular Monday night (8) master at the dedication cere

sistant Secretary J. D. Edwards, Destinations of various person- and Sam Solomon, past president

Dates of Banquet, Memorial Services

SAN FRANCISCO, Nov. 13.along with Mike Krekos, banquet The show this year covered Vir- and ball chairman with Lester

day, December 5.

allow show owners and conces- four years and held the contract concessions when hurricane Hazel sionaires to be on hand at the prior to 1950 when the Ferris blew thru the East recently. . . . San Carlos Hotel in Monterey on Greater Shows appeared. Monday when open house will be held that evening. The fair man- being moved up a week next year living at 2850 No. 11th St., Philaagers' meeting is for three days with the 11-day run starting delphia, would like to hear from starting December 6.

PROGRAM TOLD

ACA Schedules 21st Meeting For Nov. 29

ROCHESTER, N. Y., Nov. 13,-The 21st annual meeting of the American Carnivals Association, Inc., will begin Monday (29) at the Hotel Sherman in Chicago, according to general counsel Max Cohen. The program is as follows:

Meeting of general counsel and associate counsel at 1 p.m. in Room 11. Annual meeting of board of directors, officers and past presidents at 4 p.m. in Room 111.

On Tuesday (30) at 10 a.m. in Room 111 will be a meeting of railroad show owners and managers, plus a meeting relative to labor proolems. At 2 p.m. in Room 107 will be the annual meeting of the membership.

Beam to Preside

President Merle A. Beam will open the annual session of directors, officers and past presidents. MIAMI, Nov. 13.-Fund-raising Other officers are Ralph Decker, man, second vice-president; Sam

Past presidents of the ACA are John W. Wilson, Floyu E. Gooding, James E. Strates, David B. Endy, and Oscar C. Buck. Directors are Ep Glosser stated for the ways Frank Bergen, Curtis L. Bockus, and means committee that it has Sam Levy, Jack Perry and Phil

PCSA Picks Nominating

LOS ANGELES, Nov. 13.-Twenty-two contestants for the nominating committee from which 11 will be selected to pick the 1955 official Pacific Coast Show-

The ticket is to be presented to

Those nominated from the floor included C. H. Allton, Charles Austin, Norman Schue, Lee Garland, Art Thompson, Joe Dauer, Callahan, and John Lorman. The Moore called a meeting of the board of governors picked Max vine, J. D. Smith, Dan Dix, Joe Glacy, George Lauerman, Eddie Tait, Al Cohn, Harry Fink, S. L. Cronin, and Arthur Hockwald.

board of trustees.

Crafts Signs Orange Show Pact for '55

again be featured on the midway Billy Logsdon. . . . Joseph Lehr, of the National Orange Show here spot worker, reports that Mr. and in 1955, Earl E. Buie, exposition Mrs. Roy Hunter returned home to manager, announced. The contract Philadelphia after closing the seawas signed this week.

March 17.

MIDWAY CONFAB

are stopping at Helen Golden's other shows. Port Richey, Fla., trailer park, recently went on - fishing trip with Al and Maude Marriott and Josie, Bob Hoffman, boss canvasman, . . . operator, who was formerly associated with circuses, and Venus (Bean) in Veterans' Hospital, Fort Wayne,

operates the Penny Arcade at Palis- (Grinder) Phillips. ades (N. J.) Park.

Several members have come off the road recently and have dropped by the National Showmen's Association clubrooms in New York. New arrivals include Morris Levi, Harry Schwartz, Charles Schatt, Abe Fabricant. Dominick J. Danzi, Edward G. Miltner, Sam Glickman, quarters. Aaron Hymes. Charles Zucker, Joseph I. Goodman, Ben Merson, Morris Saul, Charles Rubenstein, Charles Padrone, Morris Rucker, Charles McIsaacm, Mack Kassow, Morris Glass, Max Gruberg, Charles like to hear from friends. . . . Joe Young, Jeff Harris, Harry Weiss, Pearl, mailman and agent for The Aaron Katzen, Harry Nelson, Ben Billboard on Denton's Gold Medal Hoff, Edward Keck, George Rector, Phillip Brunwasser, Louis vannah, Ga., and planed to New Elias, Alonzo A. Crane, Abe Rapps, York for a family reunion. He then David White, Arthur Sicard, Ward returned to Charleston, S. C., to C. Graves, Irving Sherman, Eddie handle the front gate ticket sales Davis, Morris Sommers, Joe Gil- for James E. Strates Shows. bert, Henry Kaufman and Shrimpy

T. J. Coolidge infos from Phoenix that he recently wound up a good season on the Dyer Creater Shows where he had his short range gallery. Plans to add a six cat and other games for next year.

J. W. (Patty) Conklin, Canadian midway biggie, spent a couple of days in Chicago last week en route Manager Rocco Masucci and his Cook nad hauled in more than meeting here. Five will be elected monies of the new clubhouse of the

> H. F. Wright, Covington, Ky. closed with Johnny Denton's Gold Medal Shows in New Bern, N. C. recently. Wright's equipment suffered damages when Hurricane Hazel struck the show at Wilson, N. C. . . . Homer R. Sharar concluded the season with Bill Chakias' cookhouse recently. Sharar returned to San Antonio for the winter. . . Kaplan, Harry Phillips, Moe Le- C. B. (Slim) Foutz, frozen custard concessionaire, who deserted the road in 1952 for a permanent location in Franklin, Va., had a narrow escape during the recent on-The official slate to be offered slaught by Hurricane Hazel. A will also include the name of one 2,000-pound metal roof from a candidate for trustee of the cem- warehouse sailed over his concesetery board, and member of the sion, missing it by inches, and crashed into a tree 50 feet away.

Sheriff Rochester is vacationing in Palermo, Italy, after a successful season around New Jersey where he operated a swinger ball at Kiddyland Park, Newark. . . . En route to his home in Youngstown, O., after closing the season on Bill Hames Shows, Al (Whitey) SAN BERNARDINO, Calif., Hunt stopped off in Louisville for Nov. 13.-Crafts 20 Big Shows will a two-week visit with his uncle son at the Raleigh, N. C., Fair. . . . Crafts shows have been com- Concessionaire Charles Roth, on The new time arrangement will bined for this date for the past, the John H. Marks Shows, lost two Joseph Sloan, who recently passed Dates for the Orange Show are his 80th birthday and who is now some of his old friends in the busi-

Bob McCarthy reports that Mar- ness. Before he retired from the tin Bryne. returned from Europe road some eight years ago, he had recently where he had charge of worked on Tip Top, Rubin and the Jimmy Frienze revue. . . . The Cherry, Dodson, Lorman and Eric Ericsons, sway pole act, who Robbinson, Johnny J. Jones and

A going-away party was thrown for Nate Waterman, World of of the Los Aeros Troupe; Red Mirth Shows, in the Caravan Room and La Verne Myers, cookhouse of the Plaza Hotel, Anderson, S. C., and kiddie ride operators, and Friday (5) evening. Affair was given by Dotty Miller to note Frank J. Kuba, frozen custard Waterman's leaving the show to take up duties at his Boston museum. Among those who at-Foley, concessionaire, are patients tended and entertained were Muttal the Mystic, who told the story of his latest mystery novel, "Hidden Hammers"; Harry Fein-E. Grillot writes from Paris that berg, who recited "Down Went the Stiney Chappolis was awarded the 1800"; Sonny Kelly, who danced; Martin Brynes Scholarship there Nate Eagles troupe, grand finale, recently and will ente. Sorbonne and Mike Adams, emsee. Miss Mil-University to continue his studies | ler presented Waterman with a set of juvenile delinquency. Chappolis of traveling bags, according to Joe

> Alleen Allen underwent a heart operation recently, reports Dewey Fullerton, and would like to hear from friends. He can be reached in Blacksburg, Va. . . Lewis Garner, closed his Mo-Ark Shows at Dell, Ark., recently and moved to Mountain Grove, Mo., winter

> Joan Nix, who was with Moore's Modern Shows last year, is wintering at 4615 Jefferson Avenue, Newport News, Va., and would Shows, closed with the org in Sa-

O. D. Kelley and J. C. Corbett have stored their concessions and have their kiddie rides in a Richmond, Va., department store. . . . Bennett Prell closed for the midway contract at the '55 Petersburg, Va., fair for Prell's Broadway Shows. . . . Rita Sauvager is visiting John and Madeline Kashay in Paterson, N. J., following her close with the Strates show. . . . Bob Westermann has purchased a new home on Morningside Drive, Richmond, Va. . . . Art Thompson infos he's opened a new club in Norfolk, and after a not-so-good outdoor season, he's scoring. . . Leslie Hughes, concessionaire, has recovered from a stroke and plans to work department stores with his jewelry pitch this winter.

Terri Allen, exotic, who went outdoors this year for the first season with John H. Marks' Shows. is resting at her Birmingham home prior to launching a night club

Joe Rowan, veteran outdoor agent, is back at his Miami home after working the season at the new Cahokia Downs Race Track in East (Continued on page 62)

HAMILTON BROS. Combined With

Want for choice winter spots in Arkansas, RIDES—We have three. On account of disappointment will book or lease Ferris Wheel. Jean Davis and Pat Green, contact. SHOWS—Will book Girl, Snake and Monkey. Need Hanky Panks that don't conflict. We book only one of a kind. Need two Pin and one Count Store Areats. Johnny Warner, Babe Chishning. Agents. Johnny Warner, Babe Chisholm, couldn't get you at New Orleans. Call or wire. Jack Lakue, contact Sammy Howard. All address: WHITEY HAMILTON or HOTSY LANCE, Mgrs., Turrell, Ark., this week.



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CLUB ACTIVITIES

Heart of America Showmen's Club 913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Nov. 13.-In the absence of President George Kimbrell, the first meeting of the season was handled by Joseph

Clayton, first vice-president. General discussion was held on the annual New Year's Eve banquet and ball, and tickets were put on sale. Event will be held in the Georgian Room of the Continental

Hotel. Second meeting of the year saw President Kimbrell handling the gavel. F. W. (Boxie) Warfield was named to represent the club at the banquet of the Hot Springs Showmen's Association.

Sammy Ansher is recuperating from major surgery; Artie Brainerd is up and around again after a serious illness; Northern Potter is a patient in General Hospital, and William Murphy was reported on the sick list.

Showmen's League of America

54 West Randolph Street, Chicago

President Maurice Ohren called the elyn Hock, treasurer, and Mrs. Thursday (11) meeting to order. Robert H. Miller, secretary. Also at the table were Vice-Presidents Ned Torti and Al Sweeney; was the presentation of nominees past presidents J. W. (Patty) for the '55 offices, headed by Viola Conklin and S. T. Jessop; Walter Parker Moore as the presidental F. Driver, treasurer emeritus; Joe candidate. Streibich, secretary, and Jack Duffield, vice-presidential nominee.

Harris and Lou Keller in serious tion week. Viola Parker Moore re- eral thousands of dollars if they concessionaire who died in Portercondition. Charles Watson in Alex- ported the bazaar preparations had been played. ian Bros. Hospital. Chuck Magid nearly completed. up and about. Louis Drillick, Harry confined.

Membership saddened by the death of Aaron G. Dellinger.

action on convention week activities. The ways and means is putting stress on the closing days of

10-Car Allan Herschell Auto Ride, perfect condition. Airplane Kid Ride built by STACEY JOHNSON, Miami, Fla. Loaded in Fruehauf trailer built to hauf same and G.M.C. tractor. Cheap for cash.

Answer to P. O. BOX 201, VALDOSTA, GA. has its members working and Ber- Bonney Allard kept order. nie Mendelson is lining up the pro- The Halloween box supper earn-

The house committee announced welfare fund. new television set has been Plans for a Christmas party for Wygert handled the negotiations.

sented an elaborate break-down of ber 19. receipts and disbursements. Noble men's Association.

Attending their first meeting of in the election. the fall were Ozy Breger, Dick Mary Ellen Liberman was back and Roy Jones.

Ladies' Auxiliary at the regular meeting. Also present were Mrs. Viola Parker Moore, first vice-president; Mrs. Carmelita CHICAGO, Nov. 13. - Vice- Horan, second vice-president; Ev-

Main business of the meeting

Ethel Wadoz were named hostesses ous bad weather and the losses Flag, the lights were dimmed in Welfare committee reported Mel for the open house during conven- would surely have run into sev-

Atwell and William O. Perrot still Hedda, is seriously ill in a Merid- Bergen will again delay the open- and Tony Spring were called on ian, Miss., hospital.

George Monsour is a new mem- successful. Ann is in Hot Springs ber. Committees swinging into but will be back here for the convention.

Lone Star Show Women's Club 3105 Forest Avenue, Dallas, Tex.

DALLAS, Nov. 13.-President Edna Hacker called the Monday (8) meeting to order. Minutes were read by Grace Tinder, secretary; financial report given by Pearl

12

RIDES

Charlie Griggs

Gen. Mgr.

the Miss Outdoor Show Business | Vaught, treasurer, and the invocadrive. President Party committee tion was delivered by Jule Conner.

gram for the memorial services. Al ings were divided between the Sweeney has completed his com- Heart, furniture and building fund. mittee for the December 19 Christ- Next event will be a Stanley party, mas party for underprivileged with Margaret Pugh serving as hostess. Proceeds will go to the

donated the club by the Pepsi-Cola orphans were discussed. A commit-Company of New York and the tee was appointed to find an or-Pepsi-Cola Bottling Company of phan's home. A kiddie show and Chicago. Roy B. Jones and Ed Santa Claus are planned if a needy group can be found, with the event The finance committee pre- tentatively scheduled for Decem-

A nominating committee was Fairley will represent the club at named. Members are Margaret the Hot Springs banquet and M. J. Pugh, Milly Hudspeth, Jule Con-Doolan will do the honors at the ner, Bonney Allard and Pearl banquet of the Pacific Coast Show- Vaught. All whose dues are paid by December 1 will be eligible to vote

Ware, Bob Hughey, Sam Arenz, after visiting her cousin in George C. Olsen, P. J. McClaren Houston. Renee Gordon expects her sister and brother-in-law, Colin and Zelda Boger, to return to Dal-Mrs. Lucille Hirsch presided las soon from England where he has been stationed with the U. S. Army. Red and Kathy Kearns and their two boys visited Oklahoma City where they visited with Henry and Claire Barrett, of the Polack Circus advance crew.

WOM Wraps Up

· Centinued from page 60

Mae Smith, Dorothy Dodge and additionally hit by almost continu-

On the basis of the results this Jack Lewis, C. H. Allton, Jack ing of his unit, pointing for Deco- by the acting president. The social sponsored by Ann ration Day with its sure top grosses Doolan and Lucille Hirsch was at Plainfield, N. J. The opening won't be any later than that.

The still dates could mostly be labeled only fair. The territory economic picture was not particularly good at the time and patrons door convention, we should have appeared hesitant about spending the balance of the route filled," money. On top of this the weather | Collins said. got in hard licks often enough to earnings.

The earning power of the show fair it played. Completely new and major additions included Dancing Waters, Tony Diano's Wild Animal Circus and Nate Eagle's Hollywood Midgets strengthening the Wanus-Best Side Show and Dixie Gordon's Club 18. All other units were strong enough to stand on their own.

There could be no question of the earning strength of the shows as grosses were increased at some fairs despite losses of attendance and helpings of bad weather. At the Central Canada Exhibition, Ottawa, the shows surged ahead altho paid attendance was off slightly. At the South Carolina State Fair, Columbia, the midway grosses soared altho extreme cold and fewer people were registered.

The shows virtually lost five out of six children's days at fairs to rain but, even with this handicap, the grosses were reported at least on a par with last year in every instance.

While the shows and rides did well consistently thruout the sea-(Bucky) Allen's front end operations was akin to that of most other concessionaires. Business for the concessions was definitely off with the public showing a worrisome apathy.

But if business was off there was no lack of concession operators to grab up space at fairs when it was offered by the World of Mirth at such spots as Winston-Salem, N. C., and Columbia. As a matter of fact, turnaway business was registered.

tional effort by Richmond Cox, homes. publicity director, and Gerald Snellens, agent. Newspaper space, radio and television time were pro- opened a new auto place, Universal moted in quantity practically Motors Company, in Avon Park, everywhere.

Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

The regular Monday (8) meeting was called to order by President Dottie Miller. Also on hand were Frances Moran, first vice-president; Pat Crognale, second vice-president; Margie Mansel, third vicepresident; Grace Ziegler, treasurer, and Carrie Dear, secretary pro tem.

Carrie Dear read the minutes and reported on the successful social that netted \$65. New members are Catherine Allen and Marie Sceriny. Sick list included Lottie Johnson, Jenny Hesher and Jerry

Hostess Marion Fodel 'elcomed the following back from the road: Ruby Wedger, Laura Baker, Ethel Emerson and Margie Pence. Frances Moran presented the club with a check for \$177.32, the proceeds from her rummage sale.

Ann Stone presented an idea for a foodless food sale to be presented this winter.

Pacific Coast Showmen's Association

1235 South Hope Street

association will stage a homecoming ters in Detroit, has been named celebration in the clubrooms No- delegate of the Michigan Showvember 22. Plans for the event men's Association to the annual were announced at the regular banquet of the National Showweekly meeting Monday (8). On men's Association at the Hotel Asthe rostrum for the night were Joe tor, New York, November 24. Steinberg, vice-president, and Al Flint, executive secretary, who substituted for President Hunter Farmer and Joe Mead, secretary respectively.

Following the Allegiance of the memory of Fred Wilson, veteran ville, Calif., November 5.

Etta Henderson's daughter, year it is logical to assume that Morris, Lee Smith, Norman Schue

The door award went to Al Flint.

Wm. T. Collins

· Continued from page 60

All of the shows' rides and trucks curdle the hope for cream of the already have been overhauled and painted in winter quarters and the winter crew is now busy on show was demonstrated at virtually every fronts on semis. One front 74 feet long already has been finished and two which will be 100 feet long are under construction.

Collins pointed out that he will have nine office-owned shows when the three new ones are completed.

He also has added a Looper, giving him a total of 14 office-owned major rides and six office-owned kiddie rides.

Parakeets

· Continued from page 60

home. Despite the fact that the merchandise was live, the loss ratio -and there was one, of coursewas comparatively small.

The birds were easy to get. Advertisers in The Billboard offered them in quantity, shipped air freight and in guaranteed good condition on arrival. The concessionaire buyers themselves found them fascinating and hardly any trouble to take care of. A measure son, the report from Bernard of comedy relief was insured with the stocking of birds. Hardly a day went by when a posse wasn't formed to capture an escapee. The only retrieving method ever observed was the tossing of hats to ring and imprison the birds, most of whom seemed never to have learned, or at least forgotten, how

Few persons who bought the birds for strictly commercial reasons realized a profit dollar on every one because the birds appealed to the showfolks themselves Not to be overlooked in the and hundreds of trailerites added success of the tour was the promo- feathered pets to their mobile

> Harvey (Georgia Boy) Drew has Fla., on U. S. 27.

MIDWAY CONFAB

· Continued from page 61

St. Louis, Ill. Rowan served as manager of the ticket checking department and was in charge of messengers at the oval.

Roy (Pepsi-Cola) Jones spent several days in Chicago last week. Also in Chicago was Art Frazier, of Gold Medal Shows, who stopped off following the fair meeting at Regina, Sask.

Betty Hendrix is recuperating from a short illness on the Vivona Bros.' Shows, and Danny Dell will go out again next year as business manager, it was announced. Peggy and Harry E. Wilson are both laid up with the flu, but are cheered with the news that Harry became a grandfather for the first time on October 30. The baby, Harold Steven Wilson, is the child of Harry E. Jr. and Patti Wilson of Baltimore.

Isadore (Tommy Paddles) Reisner, independent concessionaire, and Isadore Brodsky, just off the Royal American Shows, have returned to Detroit. . . . Bill Green, now regional director of exploita-LOS ANGELES, Nov. 13 .- The tion for Cinerama with headquar-

Hot Springs Showmen's Association

6th Annual

Arlington Hotel, Hot Springs, Ark. 7 P.M. Wednesday, Nov. 17th.

\$7.50 per plate

W.G. WADE SHOW **Now Contracting**

for the 1955 Season RIDES—SHOWS AND CONCESSIONS

G. P. O. Box 1488 Detroit 31, Michigan



ILMI O ATTIMIT CORPORATION

One of America's Largest Builders of Fine Show Tents. 201 E. Water St. Norfolk 10, Va.

BILL SANDERS

ACCOUNT OF NEW LAW Anyone desiring Georgia registration please contact

SHOW FOLKS OF AMERICA

BANQUET & BALL

DECEMBER 5, 1954

SURF CLUB

SAN FRANCISCO

We cordially invite all Showmen and their guests to celebrate with us on this

special night. Tickets \$10.00 per person.

Write or wire for reservations.

MIKE KREKOS, Chairman

LESTER HART, Vice Chairman

SHOW FOLKS OF AMERICA, 145 TURK ST., SAN FRANCISCO, CALIF.

P.S. Memorial Services at Showmen's Rest, Mount Olivet Cemetery, Decem-

PAGE BROS.' SHOWS

FROM THE GREAT LAKES TO THE GULF OF MEXICO. NOW BOOKING FOR 1955 SEASON

Want Cookhouse, Arcade, Diggers, Bingo, Lead Gallery, Jewelry, Six Cats, Slum

Concessions of all kinds. SHOWS-Girl, Jig, Snake, Mankey and Side Show. We

have fronts built on semi trailer for all above Shows. Want first-class Operator

for same. Permanent address: Box 244, Springfield, Tenn. Winter address: General

Delivery, Theodore, Ala., on old highway #90. Phone 6-9364.

P.S.: Will be at Chicago Convention all State Fair Meetings.

W. E. (Shotgun) Page

ber 4, 2:00 p.m. Sam Abbott, Principal Speaker.

12

RIDES

STATE REPRESENTATIVE EMERY L. ROWLAND BOX 233, WRIGHTSVILLE, GA.

P. S.: Florida, Harvey (Georgia Boy) Drew

FOR SALE BODARTS BLUE RIBBON SHOWS

of SHAWANO, WISCONSIN

One of the finest Carnivals in the Midwest. Anyone familiar with our operations knows this equipment to be tops, both mechanically and in appearance.

Equipment consists of the following:

Rides	
Price	With Transportation
A. H. Auto Ride \$ 800.00	Straight Truck\$1,050.00
A. H. Boat Ride 2,750.00	1 Semi & Tractor 3,425.00
A. H. 3 Abreast M. G. R.	
Extra fine condition 6,500.00	2 Semis & 2 Tractors 8,025.00
A. H. Little Dipper 3,000.00	1 Semi & Tractor 3,675.00
A. H. Caferpillar 6,000.00	2 Semis & 2 Tractors 7,350.00
1949 Eli No. 5 Wheel 4,500.00	1 Semi & Tractor 5,125.00
1952 Eli No. 5 Wheel 5,500.00	1 Semi & Tractor 6,200.00
Tilf-a-Whirl 7,000.00	2 Semis & 2 Traclors 8,900.00
Octopus 4,500.00	1 Semi & Tractor 5,625.00
Fly-o-Plane 3,500.00	2 Semis & 2 Tractors 4,950.00
Rock-o-Plane 5,000.00	1 Semi & Tractor 5,875.00
Roll-o-Plane 2,500.00	1 Semi & Tractor 3,300.00
These are all post war models	

Show Equipment

Ten In One—Complete with new blue canvas (27x110 ft.) used 6 weeks— \$1500.00. 1 Semi & Tractor	2,025.00
Fun House—Built in Semi—Has detachable panels. Front spans 76 feet— \$750.00. 1 Tractor	1,175.00
Mouse Show—Built on 2 wheel trailer. Front spans 50 feet	250.00
Snake Show—Built on Semi with panels that open to 65 feet—\$500.00. I	725.00

Miscellaneous Show Equipment

Miscellaneous one -quipment	
Combination Office and Hot Wagon Trailer, Includes 2 75 K. V. A. transformers,	
1 15 K. V. A. transformer, 6 switch boxes and space in rear for supplies \$	1,500.00
24 Junction Boxes	375.00
3,000 feet 3 conductor electric cable-\$1,250.00. With Transportation	2,275.00
4 Downey Light Towers-\$1,250.00. With Transportation	1,575.00
75-foot Front Entrance	500.00
1 G. E. Searchlight mounted on GMC-Truck	1,050.00
5 Amplifying Sets-Complete with horns, etc.	500.00
1 Willys Jeep Station Wagon-Advertising Car	450.00
1 28-foot Stock Van with Tractor	875.00
Many extras in show equipment	lo Charge

TOTAL SHOW VALUE . \$76,775.00

Buyer can purchase complete show for \$70,000.00 or will sell equipment separately. Terms to responsible parties. Reason for selling-Owners dissolving partnership. We will be at the Hotel Sherman in Chicago, Nov. 28-Dec. 1.

FOR SALE

Streamline Train and 1,000 feet of rail,

locomotive and five cars. Will handle 50 adults. Also Streetcar, handles 15

Want a Roll-o-Plane, also Rocket Plane

and Skooter or Dadgem, partable. Must be in A-1 shape. State age, con-

dition and all information in first letter.

BOX 763

Chicago, III.

children, and other Rides.

All replies to LYNN LUCIA

R. R. 1, Green Bay, Wis.

Telephone Hemlock 5-7296

FOR SALE-A REAL BARGAIN \$13,750.00 Cash

Custom Made, Luxurious, Greyhound Type, Self Propelled

32 ft. long, extremely large luggage compartment for instruments, luggage, etc. Sleeps 10 people, air-conditioned, modern bath and shower, modern bar and kitchenette, mahogany paneling throughout, radio, hot water heat, electric refrigeration, wall-to-wall carpeting, completely soundproof, draw curtains, complete water supply and disposal tanks built in. Motor, air brakes, running gear, interior and all furnishings in new condition. Good for 75,000 miles or more without major servicing. Painted Greyhound blue and white. Dual rear wheels and air brakes. Will cruise 50 to 75 m.p.h. Could not duplicate for less than \$35,000. Photos furnished if interested.

H. Wooldridge, Memphis-Arkansas Speedways, Inc.

FOR SALE FOR CASH

Price \$3.500 Cash
These rides can be seen at Nu-Pike, Long Beach, Calif.

715 RIVERSIDE DRIVE, MEMPHIS, TENN.

coaches. Have some track. Completely

HI-TIDE AMUSEMENT CO.

rebuilt. A-1 shape. Photo of train on request.

PHONE 58622

Price \$6,200 Cash

140 West Pike

Long Beach, Calif.

FOR SALE Major Ride and Transportation, all

1947 FLY-O-PLANE in good shape. \$3,000.00 cash A-1 shape. Complete in every detail. Powered by Allis-Chalmers or terms.

Also several Concessions with new can-vas, cheap; Buckets, Short Range, High Striker, Darts, Cork Gallery, Ball Games, Percentage, Fish Pond, Duck Pond, Grab, etc. Well-framed Truck for same, Also other equipment

other equipment. Call 5-7434 after 6 P.M. WENDELL R. PIERCE Phenix City, Ala. Idle Hour Park

It's the Original!

EVANS'

DICE WHEEL

THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richty ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irre-sistible flash that wins top takes every season anywhere? A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

> Shipped anywhere in the United States.

H. C. EVANS & CO. 1556 W. CARROLL AVE., CHICAGO 7, ILL.

IMPORTANT NOTICE

Contact: Toney Martone, Mgr.

You cannot operate in the State of Florida, 1954-1955, unless you comply with all state sanitary requirements and secure license in advance for each location. Mix must be purchased from an approved mix manufacturer in Florida. Copies of the Florida Frazen Desserts Law with regulations available upon request. NOTIFY John M. Scott, Chief Dairy Supervisor, Florida State Department of Agriculture, 608 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection,

ACTS WANTED

For outdoor Stage Show season 1955. Opening about June 1 and closing about Sept 20. Acts that double preferred. If interested mail recent photos and write-ups. state age and salary.

> ROYAL UNITED SHOWS BOX 326, SIOUX FALLS, SOUTH DAKOTA

WANT TO BOOK FOR 1955 SEASON

Also Roll-o-Plane, Tilt or Octopus, Contact

JAY GOULD, JAY GOULD CIRCUS CLENCOE, MINN. 1710 JUDD AVENUE

IDEAL RIDES

Want for strictly Hanky Pank Show with 6 own Rides, playing Gulf Coast towns till Christmas under the best auspices in Mississippi. Opening towns formerly closed to Carnivals. Will sell X on Photos, also Grab. Can use other Concessions; limit 2 of a kind No Shows, rackets, Hides or gypsies wanted. All replies

W. H. "BILL" LAMBERT OF PAUL T. ROBERTSON POPLARVILLE, MISSISSIPPI Wires only-no phone cells.

FOR CASH

Caterpillar or Little Dipper, Kid Car, Kid Swing or any Kid Ride in good condition;

also some heavy light Cable and Boxes. Above must be in good condition and priced right. All replies to

Floyd (Doc) Stockdale Winchester, Ohio Star Route

WANTED

For Laurel, Miss., Blue Socks Ball Park, starting Nov. 18. Other lots to follow. 2 Grind Stores. 1 Line-Up Store. Hankies and any Show (Geek Show especially) or Ride not conflicting. Out all winter.

HELMAN UNITED SHOWS

Searchlights and Generators, brand new, never used. Stored inside. Both Sperry and G. E. with canvas cover. \$700. Also complete new burner heads and automatic carbon feed control box in sets. \$100. J. PILE, 2329 Central Street. Evanston, III, Phone: University 4-5866 or Mulberry 5-3510.

Kid Coaster (Schiff make), A-1 condition. reasonable, or will trade for Kid Rides

J. VOMBERG 7011 W. Blue Mound Rd. Milwaukse 13, Wis. Phone: GL 3-3830

NOTICE, SHOW OWNERS

Available for 1955 Season, 16 Tub Octopus and Rock-o-Plane. Also walk-in choice deluxe Corn Game.

HARRY MAMAS

2343 Cambridge Blvd.

Columbus, Ohio

MURPHY'S TRI-STATE SHOWS

Now booking for 1955 season—Shows and Concessions, prefer Shows on trailer as we play all streets until Fairs. Will carry I Grind Shows, ex. on all Concessions. What have you? All inquiries answered. No drought up here, all crops were excellent. I spots per week until Fairs; playing some of the better spots in South Dakots, North Dakots, Minnesots. Mark Williams, write. FOR SALE OR TRADE—Fun House (dark), 50 ft. front on 4-wheel trailer, 26 ft. long. 12 ft. wings, trailer 8 ft. wide, air brakes, beautiful front, pienty of gadgets inside, played out in my territory; send photo if interested No junk. Want to buy some heavy Light Cable, also junction Boxes, also one or two Kid Rides, Cars, Wheel, Swing or what have you? Have Train and Boats, no junk wanted. Have for sale 2 International Gasoline Light Plants, enclosed box, sides open on Ford, straight truck; one 25 kw., one 15 kw., 220-110 A.C.; 3,000 ft. single conductor, No. 2 wire. Plant's too small, therefore will seel. Replies to

JOHN MURPHY, Box 547, Madison, S. D.

Beam's Attractions are placing Rides, Concessions and Shows in West Hullywood, Florida, for the winter. Due to hurricane damage our equipment, can place Merry-Go-Round, Interested in booking Funhouse, Mechanical City or any other type of show suitable for park. If you have anything suitable for park contact

STEVE DECKER, SUNSHINE STATE FAIR PARK and AUCTION

WEST HOLLYWOOD, FLORIDA

ROLL TICKETS

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

Keystone Ticket Co.

SHAMOKIN, PA.

100,000

10,000 ...\$10.00 20,000 ... 12.75

50,000 ... 19.75

DIXIE'S WEATHER CHILLS RINGLING

Birmingham, Natchez Okay; Season Expected to Close as Strong Winner

Two of the recent Southern

stands were prominent for business

area. One was Birmingham, where

straw house turned out. About 500

The other spot was Natchez,

where the townspeople were made

circus conscious by the advance of

three shows. Ringling-Barnum

came in on Monday (8) and played

to a half house in the afternoon

and a near-full score at night.

Weather was clear. The Tom Packs

Circus plays Natchez on Satur-

day (13) and King Bros.' Circus

will play there Monday (15).

Comic to Open

4. The date will have the new out-

fit opening a couple of weeks be-

It is understood that none of the

Cuban shows which regularly make

the holiday season here will be ac-

tive this time. Santos & Artigas

Circus and Circo Razzore often ap-

pear here at Christmas time.

middle piece:

fore Ringling-Barnum comes in.

Cuban Show

were on the straw.

NATCHEZ, Miss., Nov. 13 .- | been "eminently successful." Un-Cold weather slowed business for official observations have been that Ringling Bros. and Barnum & the show would end up with a good Bailey Circus in Alabama and Mis- profit showing this year in contrast sissippi stands in recent days. On to 1953. the run from Anniston to Gadsden, Ala., water pipes on the show train froze for the first time. Other above average in the cold-weather weather was nearly as cold.

Meanwhile, as the show's lengthy the show appeared Friday (5). The tour progressed toward its Novem- afternoon performance drew a oneber 28 closing, Henry Ringling third house in mild weather, and North said that the 1954 tour had despite cold night weather, a hefty

Sell advertising only. Experienced in "taps," must be able to ask for \$500 a page, leads furnished. Need 3 Good Men, 1 for New York City, 1 for Philadelphia, 1 for Washington, D. C. Some work can be done from Chicago, Los Angeles, Cleveland, Buffalo, Atlanta, Houston, Pittsburgh, Work until July, 1955. Write, giving some of your background, I will answer all mail.

PUBLIC RELATIONS P. O. BOX 388, WHITE PLAINS, N. Y.

IN SECTION AND DESCRIPTION OF SECTION ASSESSMENT

FEATURE ACTS WANTED

> For My 1955 Fairs

203 N. Wabash Ave. Chicago 1, Ill.

PHONEMEN

5th year for big Xmas show. Lots of regulars from past years to call. Well occepted and established deal.

JIM S. CROSS Hotel Hamilton Allentown, Pa.

PHONEMEN

Book, UPC, Tickets, Banners

OPTIMIST CIRCUS OFFICE

Apply Suite C, Chittenden Hotel Bldg. Tel.: Capital 15231. Nites: Hickory 35045 Columbus, Ohio

WANTED FOR CRISTIANI BROS.-BAILEY BROS.' CIRCUS SEASON 1955

Performers, Family Acts, Clowns, Ballet Girls, Early opening in February. Long season.

All replies BOX 303, Rt. 3, Sarasota, Florida

ATTENTION, SHOWMEN AND CIRCUS OWNERS

will lease "THE GREAT JAMES M. COLE CIRCUS" title to an interested reliable party. It will be beneficial for you to use an established Title, one that has an outstanding reputation with all City and State Officials. Sponsoring Organizations, Better Business bureaus and a name the circus-going public knows and respects.

This Title has been known for a sixteen year period, both Indoors and Outdoors. Will consider all imquiries. For particulars as to leasing write to:

JAMES M. COLE, Owner, R. D. #1, Penn Yan, New York

MADE TRICK CAR

Inventor and Printer, Dies

BINGHAMTON, N. Y., Nov. 13. Service were held Friday (5) for Robert M. T. Johnson, 72, engineer who many years ago created the trick car which has developed into an attraction at circuses and parades. Johnson, who had lived in retirement for several years, was found unconscious Wednesday (3) in his home by police and died soon afterward in the hospital. He had not shown up for two days at the restaurant where he ate his evening meals, and the police were notified.

Johnson's yard was a veritable museum of old cars and inventions, used years ago in various stage productions. These flourished in early vaudeville days and included such names as "Sixteen Girls in Red" and others.

For several years Johnson was involved in legal maneuvers over some of his creations, including the trick car which was operated by an invisible driver. During the past 20-odd years he had operated a bill posting business here and was familiar to the advance men of circuses, carnivals and other HAVANA, Nov. 13. - A Cuban traveling shows.

comedian, Emelio, Romona, known Coroner Vincent M. Maddi said as Wikiki, will open a new circus, death was caused by a heart ailusing his name as title, December ment and pneumonia. Johnson is survived by a son, Robert, of Endicott, and a daughter, Mrs. Helen Hansche, of Albuquerque, N. M.

De Land, Fla.

South Texas Business Robt. Johnson, Okay for King Bros.

Bros.' Circus satisfactory business with a number of strong spots, Owners Floyd King and Arnold Maley said this week.

show drew two full houses under watchers turned out for the pro-Jaycee auspices. A good parade crowd turned out for the first circus since 1948. Lot was soft.

was seven years fresh and it came and the night house was near full. up with two strong houses for a "very good" day's business, King stated. This was followed by Bay- ness was satisfactory, it was said, town, one of the show's few Sun- altho the lot was five miles from day stands of the season. No pa- the city. On Veterans' Day, Thursrade was scheduled on that day, day (11), the show was in New Both performances drew fair Iberia. Schools were dismissed for crowds, which were considered fine the holiday. King said that the for a Sunday.

Mud at Port Arthur

The new week started with a hard day at Port Arthur Monday to three-fourths of capacity. (8), where the lot is close to sea level and unusually soft. Althoweather was fine, the mud was bad and errection of the show was slow. A limited parade went out late and the afternoon show was also late, but it drew a nearcapacity audience. At night the

Carey Emrie Laid Up

CINCINNATI, Nov. 13.-Carey C. Emrie, veteran circus performer, who put in more than half a century of trouping with a number of the old-time shows, is recuperating from an illness at his home, 111 William Howard Taft Road here, following a several weeks' HARTWELL, Ga., Nov. 13 .- stay in St. Francis Hospital, this The Kelly & Morris Circus, owned city. Emrie, who celebrated his by Pat Kelly and William Morris, 87th birthday October 26, was closed its season here Wednesday stricken several months ago, and Circo Emelio Remona will in- (10). Morris said recently that taken to the hospital. Prior to the clude the James M. Cole Elephants the show had enjoyed a good year, attack he had been in excellent on the program and it will use a The show moved to Florida and health and had long amazed his 90-foot big top with one 40-foot was expected to winter again at friends with his agility and spry-

NEW IBERIA, La., Nov. 13 .- | King show had a full house to Southeast Texas towns gave King make the day one of the bigger ones. The soft ground made it 4 a.m. before the show cleared the

Beaumont, on Tuesday (9), was another winner. There an un-At Victoria on Friday (5) the usually large crowd of parade cession which included a school band and city officials as well as the full circus layout. Civitan Club sponsored the date. Afternoon Bay City, the Saturday (6) stand, house was three-fourths of capacity

Leaving Texas, the show moved into South Louisiana. Wednesday (10) it was at Lake Charles. Busiturnouts for two performances were satisfactory. Afternoon house at Thibodaux Friday (12) was close



Now Playing ARARAT TEMPLE SHRINE CIRCUS KANSAS CITY, MO.

P. O. Box 4037, Sta. A. DALLAS, TEXAS

Human Oddity Photos

710 5x7 actual Photos for sale (with cor plete descriptions) showing most topnotch, authentic human oddities since
Barnum's time such as Lion and Dog
Faced. Four Legged Woman, Double
Sexed (mailable), Mule Faced Woman,
Frog and Lobster Boy, Sixmese, Allicator and Rubber Skinned, Three and Four
Breasted Women, etc. None faked,
Twelve far Photos, two dollars; fafty different for five dollars with texts. Also ferent for five dollars with texts. Also available over 1,000 Photos of Circustana Subjects same size and price as above including such as Ornamental Wagons, Parades, Acts, Owners, Clowns, Bands, stc., of the past and present.

Bernard Lyle Kobel Frankfort, Indiana

PHONEMEN

RADIO PUBLIC SERVICE DEAL

25% COMMISSION DAILY.

CALL-WRITE-WIRE

LOU ROBERTS

ROOM 208

Phone 2-8824

(Sorry, no collects.)

KNOXVILLE, TENNESSEE

UNDER THE MARQUEE

the old Gentry show and recently Sisters, rolling globes, Bertram pects to undergo surgery on his Calif., that he is staying pretty 6,000 capacity. close to home. He visited the Beatty show but missed Polack Bros. this season.

T. Dwight Pepple, Polack Western's general agent, is back in Chicago after a trip West. . . . Roy Jones, outdoor show rep of Pepsi-Cola, is in Chicago.

In Paris, impressario Pierre Andrieu has signed a large number of circus acts for a 17-day International Circus Festival in Lyon, France, starting December 17. Featured will be two former Ringling aerial acts, the Rose Gold Trio

Frank Fellows, Springfield, Mo., and Chrysis De La Grange. There him over the weekend and they was expected in the Chicago area will also be Guilbert Houcke of caught Polack Western. this week to visit Clint Finney, the French Houcke-Rancy family Aurora, Ill. They were together on with his tigers, the (3) Rogge relocated each other thru Fred D. Mills Circus seals, Knie Bros. Pfening, of Columbus. . . . Jake Circus chimps, and Bouglione Bros. Posey, last of the 40-horse drivers, Circus Liberty horses. Show will be writes from Huntington Park, in a fairgrounds building with

> The H. N. Doc) Capells, of the Edgar B. Bucks Circus, visited on the Al G. Kelly & Miller Bros.' Cir-

> Clown Jack LaPearl has closed with King Bros. and is working a store in Oklahoma City. CFA Melvir Olsen, of Indianapolis, visited

WANTED FOR WINTERQUARTERS

Elephant Man and Menagerie Help. America's most unique Wild Animal Menagerie wants Eddle Mason, Hugo Schmidt and others to answer.

Tony Diano's Wild Animal Menagerie

Call HERB LEHMAN Peoria, Illinois, 6-7151

PHONEMEN

Reliable and willing to work, Mills Bros." Circus promotion, U.P.C.'s and banners. 1955 season starts now. Call CHAS. FORMANN JR., Colonial Hotel, Cleveland, Ohio, after Nov. 18. Call Warren, Ohio, 2-5676. No collects. P.S.: Eddie, Alice, Francis, answer.

Kinko, clown contortionist, ex-(Continued on page 65)

1954—CIRCUS PHOTOS—1954 MENS CLEAR & SHARP

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ROADSHOW REP

FROM Alexandria, La., Ernest | "Where are the colored minstrel Tibbets writes: "Have been trying to get going after a poor year at fairs and celebrations due to weather and off business. Bumped into two or three tricks trying to BOB CORBIN, who recently rehad a poor summer for outdoor East Colorado, but it looks like my shows and much of the reason was stay will be short, as I find that shows in Northern New England take is hardly worth the trouble." towns for a Boston concern. Tobey Kirby has stored his tent in Trini-10-20-30 shows. . . . Frank (Happy) turn there, altho the area was in

DRIVIN' 'ROUND THE DRIVE-INS

THE TOLEDO and Jesse James drive-ins at Toledo are establishing a record for multiple features by offering Saturday night shows of five and six features each plus an equal number of cartoons. The owners topped the bargain by offering free coffee and doughnuts to all customers who stayed thru the marathons. . . . Louis Parine, manager of Gratiot Drive-In, Detroit, is preparing for an early departure for Europe, where he will ments at Houston and Fort Worth. Eammond, of the Bailey-Cristiani visit relatives. . . . A major remod- He will return to a Houston hospi- circus, is on the West Coast. . . eling project has been started at tal for the operation. . . . Omer Bill Moore, Beatty's general agent, Skyway Drive-In, Bryan, Tex., J. Kenyon, Hamid-Morton repre- is at his Dallas home. which is owned by Jack A. Farr, sentative, reports visiting with Houston. CinemaScope will be in- Frank McClosky, F. A. Boudinot, stalled. Also in the plans are a Bill McGough, Charlie Turner and Bros.' elephants have worked is an new patio for the front area, a remodeled snack bar and new play- Ala., where Ringling didn't put up Me," with a setting in Burma. The ground equipment. Capacity of any paper until after the Hamid- Cole bulls now are in Houston for the drive-in will be increased from Morton appearance. . . . Bill Me- the Shrine show. 650 to 900 speakers. Farr also Gough, Ringling ticket sperinplans to install a swimming pool alongside the drive-in. . . . John Reed, manager of Mathis Drive-In, Mathis, Tex., has announced installation of CinemaScope. . . . Ezell & Associates, Dallas, has taken over operation of Hi-Park Drive-In, San Antonio, formerly owned by Carlton H. Weaver. This is the several weeks ago. third San Antonio drive-in to be sold in recent weeks. The others were the Kelly and Lackland driveins by Thurman Barrett Jr. . . . Bob Shrine date and make schools and signal film, "This Is Cinerama." Vaught and Hugh Millington have radio a week ahead. Show, pro- His recent guests have included opened the new Pioneer Drive-In duced by E. R. (Pop) Gray, is to Mr. and Mrs. Al (Ironhead) Perry, between Rising Star and Cross be November 22-28, after which Polack promotional staffers; Jackie Plains. Tex. It is equipped with CinemaScope. . . . As a public service gesture, Frank McQueeney, manager of Pine Drive-In Theater, Waterbury, Conn., turned over receipts from one evenings' showing European clown, at Hamburg, Ger- stein, former Michigan State Fair of King Richard and the Crusad- many, recently. The veteran has executive, and Ben Yearty, advance ers" to the Waterbury Polio Emer- operated his own circus for the agent for Carlo the Magician. gency Fund. In addition, Queeney past few years and now is quitting The 750-car capacity Mansfield Broadcasting Company was among trainer, is working in a Brookfield, distributed candy to patrons. . . . (Conn.) Drive-In, operated by Gen- those coverin; the farewell show, Ill., factory. . . . Among those at eral Theaters, Inc., West Hartford, and Time magazine carried a story the Atwell Club, Chicago, this Conn., will be increased to 850 by in its November 15 issue. . . . week were Patty Conklin, Harry spring, according to partners Mor- John Sharp, who was with Barnum Illions and George Johnson. . . . ris Keppner and Lou Lipman.

shows, and why don't we ever have a line from them if any are going?" Clayton is an old Silas Green trouper.

turned to his home in Barnesproposition today. I was in the ville, O., after completing a date Northwest during mid-summer and in Wheeling, W. Va., with his early fall. Those States were off calliope, reports that a few weeks from previous years. Have seen ago he played an IOOF Minstrel two road shows of the spicy kind show date at Quaker City, O., for billed here in Louisiana, but if Lew Herrick, the old-time juggler, they are like the ones I caught up who now operates a drugstore in North they'll be a flop. What is that town. Each year Herrick puts the use of trying to drag smut into on a minstrel show in Quaker small cities? It kicks back and in City, importing professional acts many cities the local newspaper for the olio. This year his features will put the finish to it." Tibbets were Leo and Josephine Gasca. and his wife are working schools at The back page of the program present. . . . Henry Talbot, New carried a picture of the old Orleans, caught one tent minstrel Sweeney, Alvido, Gorman & Goetz show the past summer. It was just Model Minstrels on their opening hanging on, altho the show was day in Quaker City, September 23, good, said Talbot. . . . R. E. Run- 1892. The program also carried an nels, Gettysburg, Pa., is placing article on the old show. . . . Earle amateur shows on his own this sea- LeRoy is reportedly promoting son and is not connected with any amateur shows in the Norfolk area person or firm. Runnels has had to fair returns. . . . Henry Lavine three promotions so far. . . . Writ- writes from Vancouver, B. C., that ing from Council Bluffs, Ia., E. N. he put in a fair summer with an Gifford, vet roadshow and rep per- outdoor show in Western Canada former, says, "Have been working and will pass the winter by doing celebrations and fairs during the one-day stands in small towns with summer, but will pick up the guitar a family show. . . . Harry Kirby and fiddle and move west to enter- writes from Alexandria, La.: "Am tain in schools. To my mind Iowa here after spending the summer in weather. I will put in much of the school end of the business has the winter in Montana." . . . been worked pretty hard in this George Tobey is placing hobby area during the past two years. The is an old-time advance agent with dad, Colo., and will probably re-Clayton, Vicksburg, Miss., asks, a bad way this past season due to dust and drought. . . . Albert Churchill is booking sponsor dates for amateur minstrels in the Malone, N. Y., area. He says it's tougher this year than in past sea- annual skating party at Park City N. J.; Mr. and Mrs. J. LaCombe, sons. . . . The Carol Players plan Skateland here recently and the Skatemor, Oakland, Calif.; Mr. and on taking on only a few dates in featured attraction was Jerry Nista, Mrs. Paul H. Moorman, Piqua (O.) New England prior to the new year 24-year-old former national skat- Rink; Charles R. George, Prairie due to illness of two of the cast. ing champion who has been tour- Rink, Grand Prairie, Tex., and Mr. In former years they have done ing the country's rinks in the intercoast-to-coast tours.

Hackensack Lead Racing Divisions

Communications to 2160 Patterson St., Cincinnati 22, O.

ELIZABETH, N. L. Nov. 13 .-Alexandria (Va.) Arena, with a total of 32 points, holds the lead in the Southern division of the America on Wheels inter-rink racing league, ters here.

In second place with 20 points is the team of Sinking Springs Arena, Reading, Pa., followed by Next speed meet is slated for November 13 at Reading.

In the chain's Northern division Hackensack (N. J.) Arena holds the league lead with 50 points. In second slot is the Paterson (N. J.) Arena with 32, followed by Peekskill (N. Y.) Arena, 30; Boulevard Area, Bayonne, N. J., 24; Twin City Arena, Elizabeth, N. J., 18; Capitol Arena, Trenton, N. J., 8; Mount Vernon (N. Y.) Arena, 8, and Florham Park (N. J.) Rink, a non-member of the chain which is participating in the racing promotion, 6.

The Northern division's next speed meet will be held November 20 at Florham Park.

Charter S. C. Skatery

PIEDMONT, S. C., Nov. 13 .-Amusement Skating Rink, Inc., here has obtained a charter from the secretary of state to operate a commercial skating rink and amuse-

J. Nista Exhibition

est of Raybestos products.

AOW's Alexandria, West Farnam **Party Draws** Big Turnout

OMAHA, Nov. 13.-A Halloween party staged recently by Pro Jack L. Browne t West Farnam Roller Rink here was reported a according to Jack Edward, AOW big success, drawing one of the director of speed, who headquar- best crowds ever to attend such a function at the rink.

Featured was a comedy hula number by Browne, who formerly toured as an exhibition skater. In-National Arena, Washington, 18, cluded in the turnout were a numand Blandensburg (Md.) Arena, 18. ber of local radio, TV and sports personalities. Browne decorated the rink in harvest-time style for the occasion. Following the regular skating session a sock dance was offered patrons, along with a balloon shower.

> Browne is now planning a turkey drawing to be held at the rink as a Thanksgiving feature. Meanwhile, he reports being kept busy with skating lessons for beginners Recently instituted at the rink is a Thursday night 6:30 to 9 skating session designed for patrons of high school age, the bulk of the rink's patronage. This gives them a chance to get something to eat after the session and still get home by 10 or 10:30.

8 Skateries

DETROIT, Nov. 13.—The recent addition of eight rinks to the roster of the Roller Skating Rink Operment center. Authorized capital ators' Association has been anstock is \$2,700. Roy Jenkins is nounced by Robert D. Martin, association secretary-treasurer.

The operators and their rinks are C. Wyman Jones, Arcadia, Abilene, Tex.; Jack Salyer, Chowchilla (Calif.) Rink: Lee N. Layport, BRIDGEPORT, Conn., Nov. 13. Palace Arena, Los Angeles; Louis -The Raybestos Company held its A. Tenace, Delsea Arena, Franklin, and Mrs. Milton L. Bieser, Skaters Paradise, Highland, Ill.

Richmond Spot Preps for Bow

THE BILLBOARD

RICHMOND, Va., Nov. 13 .-While formal opening is not scheduled until mid-January, the newly constructed Richmond Arena will make its bow December 1 with a schedule of basketball games. Roller skating will be ushered in December 11, according to Manager John E. Raine.

To date the arena has scheduled some 40-odd games, an automobile show in March, a Golden Cloves tournament and a garden and flower show, with skating taking up all time not otherwise scheduled for the 5,446-seat structure.

The RSROA skating tournament in July has been approved by a committee of that organization for the Arena providing television facilities can be cleared, said Raine. Final decision will be made at a December meeting of the association in Detroit.

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UNDER THE MARQUEE

Continued from page 64

others on Ringling at Montgomery, RKO film called "Bow Tamely to Ring Circus," a Martin and Lewis tendent, closed early because of illness.

cludes an elephant, hippo and other a watch and Shirley an empty animals, parked the collection at purse. . . Performers passing thru Cole Bros.' quarters in Peru after closing with the Gem City Shows Green, former Polack Bros. Circus

bikes, wili play the Evansville, Ind., director for the new multi-dimen-Gray and Christie are planning to Andrews, Ken Maynard's manager; make the Chicago conventions.

the retirement of Grock, famous Dodgers unit operator; Jack Dickthe road after 60 years. The British

La est movie in which the Cole

While doing a performance at the Houston Shrine Circus, the trailer of Cecil and Shirley, of the Paul Kelly, whose menagerie in- Marvel Trio, was rifled, Cecil losing Detroit have been visiting Bill press agent, who is now press agent at Music Ha! Theater there and Lew Christie, clown and comedy Midwest advertising and publicity CFA official. Herb Georg, Springfield, Ill., and Roger Brown, Sioux World-wide attention focused on Falls, S. D.; Bill Reed, Death

Al Langdon, former elephant & Bailey years ago, now lives in Al Butler, now with "The King and

eyes after he completes engage- | Edinborough, Scotland. . . . Harry | I," is headquartered in Chicago. . Sam Ward, Polack promoter, is in Fort Wayne, Ind.

> Frank Braden, Ringling-Barnum press agent, will again be with Paramount Pictures this winter, doing press work ahead of "Three picture for which Clyde Beatty's equipment was used. . . . Chicago area members of CFA will see a screening of "Three Ring Circus" early in December. Movie will be released nationally on Christmas

The latest place at which Art Concello has been reported is Gainesville, Tex. . . . Vivienne Mars, of the San Antonio (Texas) Library's circus collection, reports that Leslie Fairchild, of Bridgeport, Conn., recently gave the library a photograph of a painting of P. T. Barnum's wife, Charity Barnum, It is the only photograph of the painting. He also has given the library numerous circus paintings. . . . Mrs. David Friedman has been a guest of the Halls on the Ringling show for several days,

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Walter Starnes Company, Los men, etc., at regular prices. There Angeles, specialists in ceramics, are 63 items listed, and for the has announced a new gravy set month of November, Goodier will consisting of an originally designed give you your choice of a man's hand-crafted gravy boat, which is or woman's Helbros watch which larger than the usual size offered, sells regularly at \$62.50, free with and a stand made of wrought iron, purchase of \$100 worth of products which firmly holds the boat in shown on the folder. The \$100 place. The stand conceals a small worth of items of your choice glass cup which holds a thick candle and long wick. This makes it possible to serve gravy and keep it hot. The set is offered in white and soft pastel colors. Dealers and distributors are invited to write for quantity prices. The firm reports wide acceptance of the item, and will send samples on request.

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Lady Arlene, Inc., Milford, Conn., is introducing a jewelry item which consists of a heart locket in simulated diamonds and earrings which are tiny duplicates of the locket. The set is authorized to-read white script by Western by Arlene Francis, of radio and television, and is a copy of the set she wears. Made available in response to many requests, the earrings are 59 cents and the locket \$1. The set has been pre-sold on redio and television so that demand for the product is already stimulated.

Gold barrel mugs are being brought out for the first time by The Goodier Company, Dallas, Silver Glass Company, Baltimore. will send on request its special These replica barrel mugs are promotion literature showing a made of glass, are 21/2 inches tall group of stock items such as co- and hold 1% ounces of liquid. The logue, perfumes, sachets, body lo- firm says they are excellent for prizes, gifts and souvenirs, and it will send sample for 50 cents. Priced at \$19 per gross, jobbers, distributors and quantity buyers are asked to write for even lower

Gift shops which have not taken advantage of the sales opportunity offered by Providence Ring Company, Providence, R. I., in its offerings of the miracle cross, should contact the firm if they want to increase their dollar volume for the holiday season. Frank Averbach, owner of the firm, says that even tho the item has been on the market for some time, orders continue in steady volume. The cross is set with 12 brilliant cut stones and comes with a chain which is finished in nickel silver with soldered links. When you place the center of the cross to your eye, you can see the Lord's Prayer clearly and distinctly. The silver-finished item is \$4.25 per dozen and \$48 per gross. In gold finish it is offered at \$6 per dozen and \$66 per gross.

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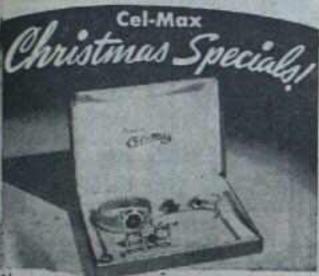
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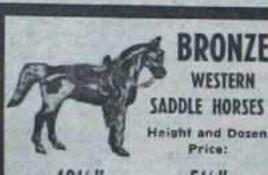
postmarked Tahlequah, Okla., Joe Blow Galbreath reports that the past three years he has been working as foreman on Cal Tunney's cattle ranch. He indicates that he was pretty well tied up during the summer so this year he took his vacation during the fair season. While snooping around Los Angeles he found Dr. Yoder living in his luxurious penthouse on Peco and Elm Drive. According to Joe, the old Doc just sits around the joint and collects a bundle in rentals every month. Joe also noticed that the tripes and keister business was a little quiet in L. A. except in the stores.

MAL BUCKLEY ...

the man with the camera, and his crew are back in Miami for the winter. Mal's "Gal Friday," Ruth Crofoot, underwent surgery in Orlando and Mal stayed at the hospital and waited for her recovery. He then went to Cincinnati and she went on to Cleveland to visit with her son. Now they are both back in Florida, and from the looks of things they will probably be married in December. Sissy Morgan drove down with the Hudson.

HAZZY HOLMES . . .

reports from Tarboro, N. C., that hair oil and straightner is going strong thru that territory. He says that since the tobacco-season money is rolling in, people are trying to spend it as fast as they get it.



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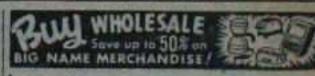
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Show, Nov. 26-Dec. L.
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Victorville-Elks Rodeo, Nov. 20-21

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Melbourne-Thanksgiving Reunion and Trailer Show, Tin Can Tourists of the World, Nov. 15-29, Mismi-Bird Show, Dec. 16-19. Miami-Flower Show, Jan. 7-19.
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Grand Rapids-Mich. Turkey Show, Dec.

St. Paul-St. Paul Winter Carnival, Jan. 28-Feb. 6. John Geisler, 356 Cedar. Missouri

St. Louis-Sports Show, Jan. 18-22.

New Jersey Elizabeth-Own Your Home Show, Nov. 17-22 New York

New York-International Winter Sports Show, Nov. 20-28. Ohio Cleveland-Sports Show, Jan. 1-9.

Oklahoma Oklahoma City-Okla. State Poultry Show, Nov. 30-Dec. 5.

Pennsylvania Harrisburg-Pa. Parm Show, Jan. 10-14. H. R. McCulloch. Nazareth-Farm Products Show, Nov. 18-20. Paul R. Seifert. Uniontown-Uniontown Poultry and Parm

Products Show, Jan. 4-8. Wilbur Cook.

South Dakota Slouz Palls-Auto Show, Nov. 24-28.

Texas Dallas-Natl. Pigeon Show, Jan. 19-22. Dallas-N. Texas Cat Club Show, Jan. El Paso-Southwestern Sun Carnival Pa-

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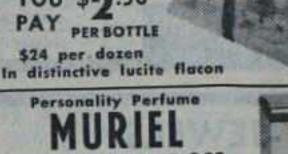
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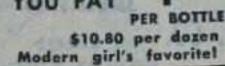
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UP TO 100% AND MORE! WHITE CHRISTMAS \$ 8.40 doz. MURIEL HASBROUCK 8.40 dot. DELTAH 3.60 doz. FELICITE 4.50 dat. 8.40 dot. 24.00 dez.

SABLES & PEARLS 39.00 doz.

3 COINS IN A FOUNTAIN . 9.60 doz. Lowest Prices in U.S.A. Ideal for Pitchmen and Hustlers. Send \$10.00 for Samples of Each

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893 Broadway, New York 3, N. Y.

Sell Tinseled Xmas Signs



To Stores, Homes, Offices and Clubs, Largest selection of Christmas and rear 'round ultra-blue signs, Metallic foll, metallic streamers and novelties. Marvelous full or spare-time velous full or spare-time

MAKE EXTRA CHRISTMAS MONEY

TERRIFIC SON TO \$2.00 SELLERS! Metallic Foil Xmas Streamers, 13z48 \$1.00 6 Metallic Foll Xman Streamers, 13248 \$1.00
6 Metallic Foll Xman Signs, 7/2x124 1.00
6 Ultra-Blue Tinseled Xman Signs, 11x14 1.00
15 Ultra-Blue Xman Signs, 7x11 1.00
15 Ultra-Blue Comedy Signs, 7x11 1.00
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Above Samples Mailed Postpaid. L LOWY SIZ Broadway, Dept. 825

PHOTO BOOTH OUTFITS CHEAP - ALL sizes; drop in and see them; latest purpoversames; real bargain. PIN Camera Co. Lini N. Cleveland Ave., Chicago, III, en-U

POSITIONS WANTED

DANISH TAP DANCER WANTS JOB IN night club, T.V., etc. Magic set, tap, comic songs by plane. Hulbilly by guitar. Martin, 673 O'Farrell, San Francisco.

PRINTING

ALWAYS QUALITY CARDS — FASTEST service Three-color leazy wiedow eards. In hundred, 17x25 size, \$12.50 hundred, Copy limit 50 words Tribune Press, Dept. ND, Earl Park, Ind. 6e23

ATTRACTIVE CALENDAR CARDS—YOUR advertisement raised printed an front, 1965 calendar on back, 1,000 only \$3.75 post-paid. Guaranteed. Executive Advertising, 1603 Kay, Washington S. D. C.

NAME PRINTED—CHRISTMAS GREETING cards; sircus, carnival cuts, 12, 51; 26, 52. Envelopes included. Hemphill, 3425 Sarah, Pittsburgh 3, Pa.

PERSONAL POCKET RUBBER STAMP with name, address, city, \$1, 1000 gummed, printed Labels, \$1.50, L Allen, 216 W. Jackson, Chicago. ch

PRINTED BEPRODUCTIONS OF thing handwritten, typewritten, printed, drawn. Also autograph music printing Kennedy Printing Co., 173 Washington St., Barre, Vt.

QUALITY PRINTING AT LOW COST— Stationery, Forms, Envelopes, Cards. Prompt service. Samples and price list free. Oren, Printer, Valliant, Okia. det SPECIAL — 1000 EMBOSSED BUSINESS Cards. \$2.50 postpaid; maximum six lines. Offer expires Dec. 31. John Peper, Box \$22, Chattannoga, Tenn. det

TATTOOING SUPPLIES

A-1 TATTOONG MACHINES - OUTFITS \$25 and up, designs, lak, onless, needles free catalog. Owen Jensen, 120 West Sir-St. Los Angeles E. no.2

THREE MACHINE ELECTRIC TATTOONG outfit with electronic unit, designs, lak, suiter, big saving. Description from Ecta, 108 Lenier Spectford, III.

WANTED TO BUY

ANTIQUE POSTERS-CIRCUS, CARNIVAL show, sports, gap ninties, slawery, military, confederacy, Robert E. Lee, or what have you? Describe and quate prices; dealers, mail list, Kassin, 931 Edgewood, Trenton, N. J.

FLAT KIDDIE RIDE-MUST BE REASON-shie and repairable, Send full particulars, photo. Ben Pupier, 2814 Toledo Ave., Lo-

MINIATURE TRAIN, ADULT SIZE, KID-die Auto, Tank or Sky Fighter Ride, Give age, cash price, Indiana Beach, Manticello,

TC POFCORN MACHINES-GIVE FULL particulars, price, condition, number. Cash, terma, trade Revco 300, Bice, 2534 Wallingford, Seattle 3, Wash. de4

WANTED-DIRECT POSITIVE ENLARGER. Robins, Box 64, Kankakee, 111. WINCHESTER MODEL 74 AUTOMATICS for 22 short only, State condition and price. Spencer Brockway, 2284 N.W. Ever-

ett, Portland, Ore. 2 20X30 USED TENTS, IN GOOD SHAPE, water and firepressed; preferably from Florida location, Box C-IZI, c/o Biliboard, Cincinnati 22, Ohio.

6 BABY BEAR CUBS-MUST BE ON BOTtie. State price, shipping charges first let-tie. State ages and price first letter. Box C-120, c/o Billboard, Cincinnati 22, Ohio. 1000 BUSINESS CARDS, \$1.98: 150 EACH
Letterheads, Envelopes, \$1.98. Price list,
samples. Bryan, E547H Fourth, San Diego,
Calif. de4 sas City, Mo.

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line-\$14 per inch.

Forms Close Thursday for the Following Week's Issue

ACCORDION OR TRUMPET MEN WANTED. HYPNOTIST, VENTRILOQUIST, CIRCUS Very good salary; year round job. On leams with cars immediately. Dependable location in the winter, home every night. Write or call in forenoon. Johnny Hider's zil, Ind. Sixty-forty deal. Very good salary; year round job. On location in the winter, home every night. Write or call in foresoon. Johnny Hider's Orchestra, Box 113, Mandan, N. D. Tel

LEAD ALTO AT ONCE-LOMBARDO HO-tel band; cut or no notice. Buddy Bair, Van Cleve Hotel, Dayton, Ohio.

WANTED-LEAD TRUMPET FOR MID-west Polks Band; steady, travel by bus. Contact Viking Band immediately, 214 N. Second Ave., W., Albert Les, Minn. no20

Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

A-1 PRESS AGENT AT LIBERTY AFTER Nov. 15. Expert publicity and promotion for any type show or band. Also double as business manager. Ex-journalist with over ten years booking and publicity experience. Tommy Bell, 513 Owings St., Longview.

MISCELLANEOUS

MAGICIAN STORE DEMONSTRATOR— Will handle lines on commission any-where Western Canada, Allison, 3751 Fran-ces St., North Burnaby, Vancouver, B. C. Canada.

MUSICIANS

ALTO SAX, CLARINET-AGE, II, SINGLE, with commercial experience. Would travel. Robert Sitler, Granby, Mo. no20

BASS MAN-READ, FAKE, VOCALS, O. Woodsey, 1118 First St., Chillicethe, Mo. Phone 2330-W.

DRUMMER, DOUBLE VOCALS - PLAY any style. Experienced; travel anywhere; age 26, single. Desires job with well established unit only. John Bonino, 934 Drake St., Madison, Wis. Phone 5-4044. no27

DRUMMER-VOCALIST — ANY STYLE.
Good shows; sing ballads and jazz. Experience in small or hig bands; 30 years old.
P. D. Alleman, 5025 W. 63 St., Los Angeles, Calif.

GUITAR-ELECTRIC LEAD OR RHYTHM; read or fake. Popular style; good voice; well experienced. Write. Florida or vicinity only. Alfred Bronson, General Delivery, Coral Gables, Fla.

PIANIST—CAN CUT BOOK; PREFER Florida, Clean habits, Wire Musician, c/o Western Union, Jacksonville, Fla.

PIANIST-READ, FAKE, VERY GOOD repertoire, Desires southern location, Will travel. Write Musician, 383 E. Brooks St., Apl. 5, Fort Walton Beach, Fla.

TENOR SAX-CLARINET, SOME VOCALS-Read anything, transpose, cut shows; name band experience. Have car. Prefer southern locations. Write, wire, phone Musician, DeSoto Hotel, Room 330, Tamps, TENOR SAX-READ, FAKE: NICE TONE, wishes to Join combo. Neat appearance. Weekends. Ben Rich, 965 Simpson St., Bronx, N. Y. Dayton 8-9856.

TRUMPET MAN — AVAILABLE IMMEDI-ately Read, fake, cut shows Desires work in South only, Sober and reliable, Danny Knowles, Box 52, St. Andrew Station, Panama City, Florids, Ph. SUnset 5-5435.

PARKS & FAIRS

AVAILABLE NOW AND FOR 1935-NOV-eity act; trick horse and two coach dogs. Can do three ten-minute acts. Dusty Rhodes, 733 S. Bywood, Clawson, Mich. Phone Lin-coin 1-4454.

AVAILABLE NOW-FOR INDOOR AND outdoor events, high-class Novelty Trapeze Act. For full particulars, literature, etc., address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana, Telephone Eastbrook 2312.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1941 S. Dennison, Indianapolia 21, Ind.

DEATH PLUNGE INTO SUICIDE POOL—
World Fair high-diving attraction; featured by Fux Movietones, Comprising ring
of spears, blazing gasoline, a complete
revolution high up in mid air, etc. Bad
weather or a competitive attraction can't
affect the powerful drawing power of this
act Cadillac quality; Ford priced, Capt.
McDonald, 456 Lamphier Place, Warren, O.
Tel. 45337.

delb

FOLLOWING ACTS AVAILABLE—FAST comedy acrobatic act, wonderful troupe white spitz dogs; fast foot juggling act. Miller Troupe, 1855 N. Kansas Ave., Springfield, Mo. Phone 44734.

VAUDEVILLE ARTISTS

AVAILABLE: OUTSTANDING PEATURE:
World's greatest singing, posing originality artist; the Modern Miracle, Marita
Delores, Capitol Hotel, Richmond, Vs.
Wants financially responsible M of C who
can play piano and assist in management having car.

VOCALISTS

ATTRACTIVE FEMALE SINGER — EXperienced; open dates for nite clubs,
hotels, etc. Photos, resume, recording
available to those sincerely interested. Full
cooperation with booking agencies. Write
personal representative: Joe Rosenstein,
100 West 42 St., New York 18, N. Y. no27 MALE AMATEUR VOCALIST (BARITONE), seeking employment with traveling erchestra. Write Musician, P. O. Box 28581, Los Angeles 38, Calif.

A TRIAL ORDER WILL CONVINCE YOU!



PRIZES TO

1955 Catalog

PREMIUMS AND MICESTRAL DESIRES.

Pakes

NAMED OF TAXABLE

CARDIN - STORE - BIDEL CARDIN - BY-AKEL

COLUMN TANADARES FEMALE

and MAIL TODAY!

COMPANY

708 Sansom Street

Philadelphia 6, Pa.

Phone: MA 7-7428

609 Spring Garden Street

Philodelphia 23, Pa.

Phone: LO 3-7866

Gift Guide

CONTRACTOR AND ADDRESS. SERVICE WALL STREET, STREET

BAKE COMPANY

Fill Out

Coupan

IS NEARER THAN YOU

Send today for



Gifts and Household Items

Merchandise Fully Illustrated

- * Appliances * Diamonds
- * Luggage * Housewares
- * Clocks
- * Jewelry * Sporting * Watches
- Goods * Cameras * Toys & Dolls
- * MANY OTHERS * Radios

Zone___ State_

Rake Company

708 Sansom St., Philadelphia 6, Pa. Gentlemen: Please send me your 1955

Name_

Business Address.

THE PITCH WITH A PROFIT \$ \$ \$

Catalog.



Light-weight . . . only 7 oz.l Easy to carry for demonstration. Sturdy die cast 3-piece tool uses old razor blades to do 101 planning jobs on wood, plastic, lineleum, etc. Edge is always sharp! Safe . . . foot-proof!

RUSH: \$1.00 only for sample demonstrator and profit

HANDI PRODUCTS MFG. CO. 1836 Euclid Ave. Cleveland 15, O.

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME - Write today for details on how to get yours -

EXPANSION IDENT RINGS Stainless steel shanks, highly polished aluminum fops SOMETHING DIFFERENT

FRISCO PETE

Hand Polished ALUMINUM IDENTS THE SHORE STEED FOR SHEET AND STREET AND ST

226 So. Wells Street, Chicago 6, Illinois

All Phones: FRanklin 2-2567

Per Gross

GRAB BAG RINGS

\$7.50

3 Assorted Styles No. 2479 Per Gross \$21.00 No. 2400. Per Gr. \$5.00

SEND FOR NEW 1954 CATALOG TODAY We pay postage on all prepaid orders except Air Mail.

No. 2000

TALKING BALLOONS

Big Talking Santa Claus Balloon with feet, TALKIE TAPE that says, "MERRY CHRISTMAS," instruction sheet, and adhesive piece—all packed in cellophane envelope—ready to sell. Your cost 17e—retail to \$1.00. You can make YOUR OWN balloons TALK—TALKIE TAPE, instruction sheet, and adhesive piece, to make any balloon a TALKING BALLOON—only Se each. TALKIE TAPES AVAILABLE—"HELLO SWEETHEART," "HAPPY BIRTHDAY" AND "MERRY CHRISTMAS." Send 500

TALKING DEVICES CO., 4447 IRVING PARK ROAD, CHICAGO 41, ILL.

WE MANUFACTURE A COMPLETE LINE TICKETS La-Ta-Do La-Ta-Do

BLUE BINGOS LOWEST PRICES-SEND US YOUR NEEDS! ORDER FROM YOUR JOBBER - OR WRITE DIRECT

7-11

COMBINA.

609 So. 10th St. TRIANGLE MFG. CO. Minneapolis 4, Minn. WORLD HEADQUARTERS Mille FOR . RINGS OF ALL KINDS

LUCKY

SEVEN



PHONE ADDRESS AND 1 44 E 2016 STREET COLUMNOS COM

RED.

WHITE &

least resistance with NAME BRAN THE HOUSE OF

Take the lines of

NUMERALS

AND



NAME BRANDS Continuous Supply.

DEALS

REG. OR

SEWED

All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP. 45-8 West 15th Street, New York II, N Y

Communications to 188 W. Randolph St., Chicago 1, III.

Miller Blueprints MOA-Young Set-Up on Juke Box Record Label

MOA to Receive 10c Per Disk Sold; No Minimum Orders Required of Ops

N. E. Ohio Switches

Akron, Warren Green Light Move

In what marked the most sudden chants Association suddenly

conversion to dime play to date, switched to dime play, three-for-a-

five operator associations, in as quarter on 500 of their best loca-

Northeastern portion of the State all of their music equipment.

ager of the national association. operators.

Miller, before explaining the program, emphasized that no contract had been negotiated between operators," Miller declared, "re-MOA and Young, and that this gardless of whether they are mem-First record would act only as a bers of MOA or not. Both members test for operator reaction.

OAKLAND, Calif., Nov.13.-The Young's plan, Miller said, is the same, at the usual distributor decision by the Music Operators simply this: Record a new song on price of 55 or 56 cents a disk." of America to support Barney his own label, NJB; keep the tune The reason for sending the Young's National luke Box Music license-free to operators in the orders thru MOA channels, rather program was outlined and blue- event a revision is made in the than dealing directly with Young, printed this week by George A. present Copyright Act, and sell Miller said, was set up to enable Miller, president and general man- the disks to the nation's music MOA to judge operator reaction.

Record Availability

and non-members will be charged an over ride on profits instead.

As reported last week (The Billboard, November 13), Young's "The record is available to all original plan, which called for all operators purchasing records to receive a share in toyalty profits, was superceded with MOA taking

This week, Miller reported that MOA would receive 10 cents on every record sold, regardless of who purchased the disks. The association will receive a payment on all sales to member operators, non-member operators, and to the retail level," said Miller.

"All monies collected will be (Continued on page 77)

To Dime Play, Five Op Groups Convert Cleveland, Massillon, Youngstown, AKRON, Nov. 13.-Ohio is going | many counties, amounced last

Starting in Cleveland, members MONTREAL, Nov. 13. - The of the Cleveland Phonograph Mer- first annual banquet of the Association of Amusement Machine Operators of Quebec will be held

Richard Dore, business manager of the organization, announced this week that operators at the last regular meeting voted to set up committees to make the arrange-

Meanwhile, the association (Continued on page 74)

Quebec Group **Plans Banquet** dime play. At least that's the picture in the of eliminating nickel chutes from For January

in January.

Further discussion was scheduled for the next meeting at the At the same time, operators of Cafe Minuit, November 29.

UMO's 4-Point Youth Program Gains Headway

and other sections are expected to

to dime play.

follow.

DETROIT, Nov. 13.-The fourpoint program of the United Music Operators of Michigan, which brings music actively to the fore in the fight to provide improved environment conditions for teenagers, took a major step forward at a special meeting Tuesday (9), when details of the program were ironed out and co-ordinated by the various groups.

The program, as it now stands, customary three. will cover:

tion, specifically thru juke boxes, taken by the United Music Operaat the local level (The Billboard, tors of Michigan. Results of the November 13).

Detroit Ops Approve 10c, 4-for-25c Play

DETROIT, Nov. 13.—The switch to juke box dime play in this area, scheduled for January 1, will according to Roy Small, conciliator probably offer music fans four tunes for a quarter, rather than the

The Summit County Music Op-

erators' Association, with headquar-

ters in Akron, moved next. Begin-

ning last Monday (8), the associa-

tion moved from one section of the

city to another, converting all ma-

the Retail Amusement Association

(Continued on page 77)

chines in its path to dime play.

This was indicated by early re-1. The 97% Clubs, with recreaturns on the post card survey underquestionnaire will be used as a 2. City-wide entertainment for guide by the association in making (Continued on page 77) the conversion.

of UMO. Small said that nonmembers indicated without a doubt their willingness to go along with change, even offering contributions to the joint promotional fund to acquaint the public with the facts necessitating the move.

Surprising was the number of

returns received by non-members,

Of all the returns, only two indicated opposition to the program, he

Previous feeling by some operators against the change was re-(Continued on page 77)

TORONTO

Distrib Aids Juke P-R With Gift to Coach

TORONTO, Nov. 13.-Public relations for the coin machine industry was given a boost this week when Reg Gilchrist, Seeburg distributor, presented a 200 Select-O-Matic unit to Gus Ryder. Ryder is the swimming coach of Marilyn Bell, the 16-year-old girl who recently swam Lake Ontario. Everyone presented gifts to the plucky girl, but only Gilchrist remembered Ryder as well.

The presentation was made at a luncheon of businessmen, held in honor of the girl.

EDITORIAL

Independent Test

The juke box commercials proposal is in the works. But it's along way from being set and the divisions it has caused within the industry are a long way from being settled.

The slowness with which the commercial project moves is understandable because the project requires an enormous amount of preparation and a sure-footed approach.

At this point no one knows the answer to the big question: How will commercials affect juke box earnings?

Recorded commercials mixed with music and played in New York's Grand Central Terminal flopped because of public resentment. Opponents of the juke commercial project point to the Terminal and similar instances to prove that they are right. But this argument ought not be allowed to prejudice the commercials idea.

A Fair Hearing

It is imperative that Music Operators of America and Rodney Pantages insure the commercials project a fair hearing. George A. Miller, as head of MOA, owes that to operators. Pantages owes that to the industry.

The only means of insuring the project a fair hearing is to determine in advance how the public is going to react. Both Pantages and Miller have agreed that field tests should be conducted. But either has yet released details of how they propose to make the test.

We believe that only an independent research firm is in a position to find the answers which will prove or disprove the merits of the project. Since the project is controversial, no parties to the controversy should have a hand in-let alone conduct - these important tests. The findings of any test conducted and measured by the project's advocates could and undoubtedly would be promptly challenged.

An independent research firm-whose sole interest is in recording public opinion-must conduct the tests if the best interests of music operators are to be served.

570 INSTALLATIONS

\$450,000 Deal Okayed For Background Music

· Continued from page 13

the greatest innovation in the new individual basis. Payne said that home today. Backing up his con- such installations had been going viction is the \$23 million project on for some time, but never with promoting background music as so much enthusiasm. standard equipment.

and 'fusic Systems, is a major cially is now pending. push in this new field opened to

recorded music.

background music comes out of the commercial field and into the home."

the tours thru the model homes, people were already asking for

FRANKFORT. Germany,

Nov. 13.-The 1955 German

Coin Machine Fair has been

skedded for March 6-10,

and will be held in co-opera-

tion with the International

quests should be sent to Mes-

seamt, Frankfort, Main, Platz

be by far the biggest coin

machine gathering to date in

Exhibit information re-

The event is expected to

GERMAN COIN

MACHINE FAIR

SET MARCH 6

Spring Fair.

der Republik.

the country.

thought background music was | placed in their homes on an

At least one other major deal The idea, introduced by Carling for multiple installations commer-

"As people become accustomed to the idea," Payne summarized, Neb. Op ASSN. Payne added that because of Meet Skedded information on having the unit December 11-12

OMAHA, Nov. 13.-Howard N. Ellis, secretary-treasurer of the Nebraska Automatic Phonograph Operators' Association, Inc., announced this week that the next State-wide meeting would be held December 11-12 at the Madison Hotel in Norfolk.

Host for the event will be Boyd Worley, who has already made arrangements for the banquet Saturday evening (11), Ellis said. One of the highlights of the

event will be a juke box donation to the YMCA Youth Center in Norfolk. The donation is a part of the association's public relations program, which calls for a gift of a juke at every meeting.

Ellis said that a large operator attendance was expected at the

two-day event.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of

The Billboard are: CHRISTMAS BATTLE IS ON as far as record manufacturers are concerned. Yearly struggle to put disks on the top of the list is already in full swing. Disks in the running

MEADOWBROOK BALLROOM, Cedar Grove, N. J., opened its doors to country & western music for the first time last week-pulled the largest crowd in many years. Hank Snow was the artist who played before 2,000 paid admissions-mostly teen-

agers. NEW DISKS BY WOOLWORTH announced in England. Oriole-Mercury to make the disks. Planned price is 52 cents per. BELL RECORDS FINDS EXPORTS a booming business. Surprisingly, the lower-priced disks are finding 331/2's the

current rage. Proves how fast the export market is growing. And many other informative news stories, as well as

the Honor Roll of Hits and pop charts.

COIN CALENDAR Following are dates of interest and importance to all coin

machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area. November 15-18--imerican Bottlers of Carbonated Bever-

ages, annual convention, Convention Hall, Philadelphia. November 22-Amusement Machine Operators' Association of Greater Baltimore, bi-weekly meeting, Mandell-Ballow Res-

November 27-United Music Operators of Michigan, joint distributor showing, Fort Wayne Hotel, Detroit.

November 28-December 1-National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

November 29-Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill. November 29-Association of Amusement Machine Opera-

tors of Quebec, monthly meeting. Cafe Minuit, Montreal. November 30-Los Angeles Division California Music Merchants' Association, regular meeting, Coral Room, Hotel Gaylord, Los Angeles.

December 2-Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron. December 11-Amusement Machine Operators' Associa-

tion of Dade County, annual banquet, Saxony Hotel, Miami, December 19-Associated Amusement Machine Operators of New York, annual banquet, Latin Quarter, New York:

Street, Chicago 1.)

(Send Calendar dates to The Billboard, 188 W. Randolph

Just What Is

sonoramic sound?

The AMI Model "F" is the only juke box capable of delivering SONORAMIC SOUND. Just what is SONORAMIC SOUND?

If you've seen and heard "Cinerama" movies with the wide screen picture that puts the viewer in the center of the scene, you may get some idea. Sonoramic Sound is sound that surrounds the listener.

How come? Multi-Horn High Fidelity is the answer. The Model "F's" flared treble horn is placed inside the cabinet at ear level so that all the fine, sweet highs can travel around the location without interference from furniture and other obstacles. The "F's" bass horn, equivalent to more than NINE 12 inch speakers, sends its beautiful bass notes out through the bottom of the cabinet from whence they proceed all around the room, using the very floors, yes even the walls, as extensions of the horn to produce an amazing "all-over-ness" of music, so intimate, so living and so realistic that you immediately come to a new appreciation of what music at its best really is. You are captivated with the feeling that you are right in the center of the orchestra.

The Model "F" inescapably seizes and holds the complete attention of its audience. The "F" sells its way as the top money-making juke box because perfect music is the best salesman of music there is. It's impossible to ignore its great quality, its new Sonoramic art. Consequently, by monopolizing the attention of its listeners, the "F" coaxes away their coins for more . . . more! The public's appetite for great music is truly insatiable.

8 Gorgeous New Color Presentations in the Most Distinctive Cabinet of the High Fidelity Era



AMI Model "F"

120, 80, 40 Selections

Originator of the Automatic Selective Juke Box in 1927 AHEAD THEN - AHEAD NOW



GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates-building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

COINMEN YOU KNOW

Milwaukee

Communications to: Benn Ollman UPtown 3-6018

Bob Puccio, of P. & P. Novelty Company, is now the owner of a 14-foot runabout boat. He and his of the United, Inc., Wurlitzer dis- reading like a "Who's Who" in the partner, Joe Pelligrino, have been spending a lot of their spare time sailing at the Lake Michigan har-

Doug Opitz, who has held down the secretary's post of the local Phonograph Operators' Association, reports that the group is dangerously mactive at present. Attempts to scare up a quorum for monthly meetings has failed, he says.

Bob Thompson, Capitol Records man, points out that one of his top sellers at the juke box trade is "Bazoom." Also moving fast is the Les Paul and Mary Ford version of "Whither Thou Goest." Al Latauska, regional vice-president of Capitol Récords, spent a couple of days in Milwaukee.

Still no word from the Milwaukee police department concerning the theft of vital tools and equipment from the George Schroeder Company. "It looks like a hopeless case," says George Schroeder, who adds that the missing tools have been hampering the work of his servicemen.

Walter Brown is the new route man at the Hilltop Coin Machine Company. He formerly worked for a coin firm in Louisiana prior to coming to Milwaukee.

Akron Ops Sked Dec. 2 Meet to Air Dime Play

AKRON. Nov. 13.-The progress. of dime play in this area will be aired by members of the Summit County Music Operators' Association at the Mayflower Hotel, December 2, according to Eddie Green, secretary-treasurer of the organization.

In a sudden move, operators the changeover to be completed by December 1 (see separate story).

would highlight this gathering. Operators are converting their equipment in one section of the city at a time. When the changeover is complete, approximately 98 per cent of the juke boxes here will have eliminated nickel chutes.

Tavern and restaurant owner reaction will be watched closely, and reported at the meeting. Green said. Also, he added, gross collections would be studied.

Op Warned on Dirty Records

NEWARK, N. J., Nov. 13 .- A New Jersey juke box operator who placed two allegedly obscene sides in a tavern location was warned by the New Jersey divison of Alcoholic Beverage Control and Order to remove the disk. The "loe's Toint."

In a letter to the operator, the ABC said, "Since we are sure that you would not in any way wish to jeopardize liquor licenses of your customers, may we have your assurance . . . that you will forthwith recall the recordings in ques- this number in stock. tion and refrain from placing them or any similar records in any liquor

licensed premises in the State." had previously warned its members son, Bryan Richard. Shaw and his Radio Center records might earn isn't worth the many commen among their clients, American Operating. . bad public relations that result.

sales director here, reports that and Gil has three girls. the new Rosemary Clooney "Mambo Italiano" is taking off among disk buyers like a smash hit.

tributors, is packing his bags for local industry. Among them are the trip be won to Bermuda for Taran Distributing, Bush Distributbeing among the top volume lead- ing, Stirling Amusement, Diamond ers in October, The United, Inc.'s, Amusement, A & T Vending, Adsales record for October exceeded vance Music, Marino Music, Neal S. 25th Street, also features a output since the firm was organ- tributing, Brooke Distributors, Fiized, according to Jacobs. He delity Music, North Dade Amuse- to Harold Lieberman, head of plans to fly to New York, where he ment, Arcade Amusement, Century and his wife will join with the Amusement and All-Coin Amuseother Wurlitzer distributors who ments. have qualified for the 10-day jaunt to balmy Bermuda.

Harold Reitz, the RCA Victor cigarette route. records sales manager for the Taylor Electric Company, announces that the new building being constructed for the wholesale firm is nearing completion. Plans call for moving into the new headquarters or N. Port Washington Road sometime between Christmas and New Years, reports Reitz.

Herb Wagner, the G. & W. Novelty partner, informs that cash box takes are currently in a decline in the southern parts of Milwaukee County. Cause for the slackness is attributed to the heavy layoffs in the basic industrial plants in that sector. Onset of the bowling season aided somewhat in brightening the coin machine picture, according to Wagner, but the big list of unemployed constitutes a heavy drag difficult to overcome.

Joe Robbins, the Seeburg salesman for the S. L. London organization, spent a big part of the week vacationing and enjoying a visit Dave Roth, Ace Saxon Cigarette building. with his parents who journeyed out from the East to visit with him.

With his health still definitely on the mend, Math Schaefer says he is able to put ir several days a week helping his routemen make

A big renovating and remodeling job is in progress at the Vic Manhardt headquarters. Result will be a lot more room to display used coin machine equipment and the new Evans music machines, according to Manhardt.

here began converting all music a big trade showing of its many equipment to dime play this week- lines of general holiday merchandise and premium goods. Sam Hastings says that he is expecting a Creen said that a special meet- bigger turnout than enjoyed last ing had been scheduled for Novem- year when hundreds of dealers and ber 18, but that city "sectioning" coin machine operators showed up for the Christmas wares show.

> Don Thorn, the Decca Records boss here, was in the limelight this week. Along with Fred Waring, appearing in a concert sponsored by B'nai B'rith, Don helped present the Milwaukee Boy's Club's singing group a complete library of Waring

Miami

Communications to: Al Denny

Chilly Days Hurt Cup Drink Sales . . .

Recent wave of chilly days hurt cup drink sales, according to Leon Hersh, of the J & M Vending Company. Hersh and his boss, weatherman predicts a cool snap for South Florida.

Lucky Skolnick, of Music Maksides were "Hawaiian Tale" and ers, has purchased a waterfront and Cohen are two of the outhome at Miami Beach.

> The Chordettes have a big hit in "Mr. Sandman," say the juke box operators. Marvin Lieber, of the Pan American Distributing Company, which handles the Cadence label, is having a time keeping

Accountant Mac Shaw and his Music Makers 15 wife, Belle, are receiving congratu- Ross Rock-Ola 12 The Music Guild of New Jersey lations on the birth of their third Acme Music 12 that the possible revenue dirty partner, Gil Gross, who number Marino Music

Bill Farr, the Columbia Records | baby swapping. Mac has three boys

larger quarters in the Congress Building and now boast a string Harry Jacobs Jr., sales manager of distributor and operator clients any previous month's music box Shuffleboard, Pan Amreican Dis-

> Bert Blatt, son of the AMOA president, is developing his own

X. Zeverly, Radio Center, took a bride not long ago. Ann Holubka. Zeverly's team in the AMOA Bowling League is improving steadily. Besides X, the team boasts such stalwarts as Dave

Gene Lane showed up at Monday's bowling session for the first time and is now waiting for an opening on one of the teams.

Dave Engel, Dade Vending on the boat, one of them for Negro months. patrons and both were on straight

Vending Company, paid a visit to the AMOA office.

Fred Green, Wilgreen Shuffleboard Company, says his boards are earning extra money since he turned the refinishing job over to Hobart Wilson,

Buster Railey, route man and mechanic for Deale Automatic Music, says that business is pick- the regular stock, the firm had ing up all along the route now that just received a new supply of the winter tourist season is getting records for Christmas. under way. Dinah Washington's "I Don't Hurt Anymore" (Mercury) is Hastings Distributing is planning doing the most business among Negro music patrons, he says.

> Two greatly improved bowlers in the AMOA league are Harry (Continued on page 76)

Miami Bowling Race Tightens

bowlers exploded against the compared to \$138,208 or 62 cents league-leading Music Makers in a share for the corresponding three out of four games this week, period last year (220,870 shares leaving the pacemakers in a tie for were outstanding at the end of choral arrangements and albums. first place with Advance Music.

Advance suprisingly took three out of four against Acme Music recent months were adversely afand Vending, while Marino Music feeted by the heavy expenses Company by the same margin, duction changeover and other costs All-Coin Amusements in four out new model. of four to jump into a tie for second

High game for the evening was Haddock said. Mort Simon, wince whenever the the 200 racked up by Leon Guss, Advance Music. Buddy Cohen, Acme Music and Vending, had a 531 set for the evening to top the keglers in that department. Guss standing maple crashers in the

high team set.

Standings follow: Won Lost day. Advance Music..... 15 14 15 should get together for a bit of All-Coin

Lieberman Buys Oomens Leads **Branch Office** The partners recently moved into Bldg. in Omaha

MINNEAPOLIS, Nov. 13 .-Lieberman Music Company, AMI distributor, expanded its operation this week with the purchase of a one-story office, salesroom and warehouse building in Omaha.

The building, located at 809 complete parts department and one-stop record outlet, according the firm.

Jerry Harris is manager of the new branch office, with Harold Klein, formerly of Milwaukee, assisting.

headquarters will be held later Lieberman said.

had been conducted from the firm's main headquarters here in Minneapolis.

Shedd, Lenny Baitler, Bill Rio and Fire Destroys Rosen Hatrs.

PHILADELPHIA, Nov. 13 .-Company, who is a stanch advo- The two-story phonograph warecate of 10-cent juke box play, house and coin machine headrecalls that during his recent trip quarters of Dave Rosen, Inc., AMI north he boarded the Cape distributor, 855 N. Broad Street, Charles, Va., ferry which plies be- were burned to the ground this tween that city and Norfolk. En- week. It was the second fire gel says there were two juke boxes experienced by the firm in 16 evenings at the G & L Bowling

Feeding on thousands of sheldime play. "And they were busy lacked records and lacquers and lacquer the flames spread rapidly thru the

> Firemen were unable to fight the fire inside the building because of the heavy acrid fumes and smoke. Traffic on Broad Street was rerouted for two hours.

The building was remodeled after the first fire June 23, 1953 at a cost of more than \$150,000.

company said that in addition to

9-Month Net Down at AMI

GRAND RAPIDS, Mich., Nov. 13.-John W. Haddock, president of AMI, Inc., announced this week that AMI net income for the nine months ended September 30 was MIAMI, Nov. 13.-Radio Center \$45,848 or 21 cents a share, both years).

Haddock said that results in rolled over American Operating incurred in connection with pro-Ross Rock-Ola Distributing blasted incident to the introduction of the

"Orders for the new model have place with Acme Music and been received in excess of manufacturing capacity for some time,

Sandler Holds Two Op Service Schools

MINNEAPOLIS, Nov. 13 .-Members of the Sandler Distrib-High team game for the season is uting Company, Wurlitzer outlet, phonograph to the Canadian Parathe 740 chalked up by Advance, held a service school for operators plegic Association. In addition, a while Ross Rock-Ola's 2,136 is the and their servicemen in Des Moines Tuesday (9), returning for given to the veterans at St. Anne's a similar event here the following Hospital.

firm, was on hand for both Federal Amusement, Lawrence sessions, along with Arnie Sandler, Novelty, Apex Phonograph Service, manager.

Harter, Sandler service chief,

Chi Keglers

CHICAGO, Nov. 13,-The Automatic Phonograph Bowling League of Chicago wrapped up its ninth week of competition Monday (8), with the team of Walter Oomens Sons holding down the coveted No. 1 spot.

Altho still early in the season, team members are watching two teams, the present leaders and Decca Records. Two other teams making a bid for the top spots are Mercury Records and ABC Music

The highest team score rolled te date is held by Mercury Records with 2419 pins. Highest single team game score is held by Star Music with 842 Individual hon-Formal opening of the new ors for a three-game series rests with B. Loob (609), of Mercury Records, while the single game Until now the Omaha operation high has been cornered by A. Evans (228), of Melody Music.

Following are team standings

after 24 games:

	won	1.05
Oòmens Sons	18	6
Decca Records	14	10
Mercury Records	14	10
ABC Music No. 2	14	10
Star Music Co.	13	11
Atlas Music	13	. 11
Melody Music	13	11
Western Music	13	11
Coral Records	12	12
B & B Novelty	12	12
Paschke Phono	11	13
ABC Music No. 1	9_	15
Gillette Distrib	6	18
Coven Music	6	18
The league me	ets M	onda
manufactures into the China China		200

Alleys.

Va. Ops at Rock-Ola Show

RICHMOND, Va., Nov. 13 .-Operators from all over the State converged at the headquarters of Wertz Music Supply Company here for the showing of the 1955 The assistant manager of the Rock-Ola phonographs. The model was first introduced to the trade October 16,

> Dan Wertz hosted the event, assisted by his entire organization. The showing was held all day Sunday, and both floors of the Wertz Music Company's building were devoted to the visiting operators.

Among the operators and their guests attending were John H. Cameron, Universal Music Service; J. C. Godsey; Ed T. Williams; Milton and Joe Sinsheimer, Allen Distributing Company; Donald Miles; Mr. and Mrs. R. Ralph Wilkins; Robert Minor and Mr. and Mrs. Tom Minor, Minor's Music; C. B. Corry and son; Fred Birdsong, Thomas H. Lacy; R. S. Jones; Mr. and Mrs. James A. Jones, and Nell V. Ruby, all of Richmond.

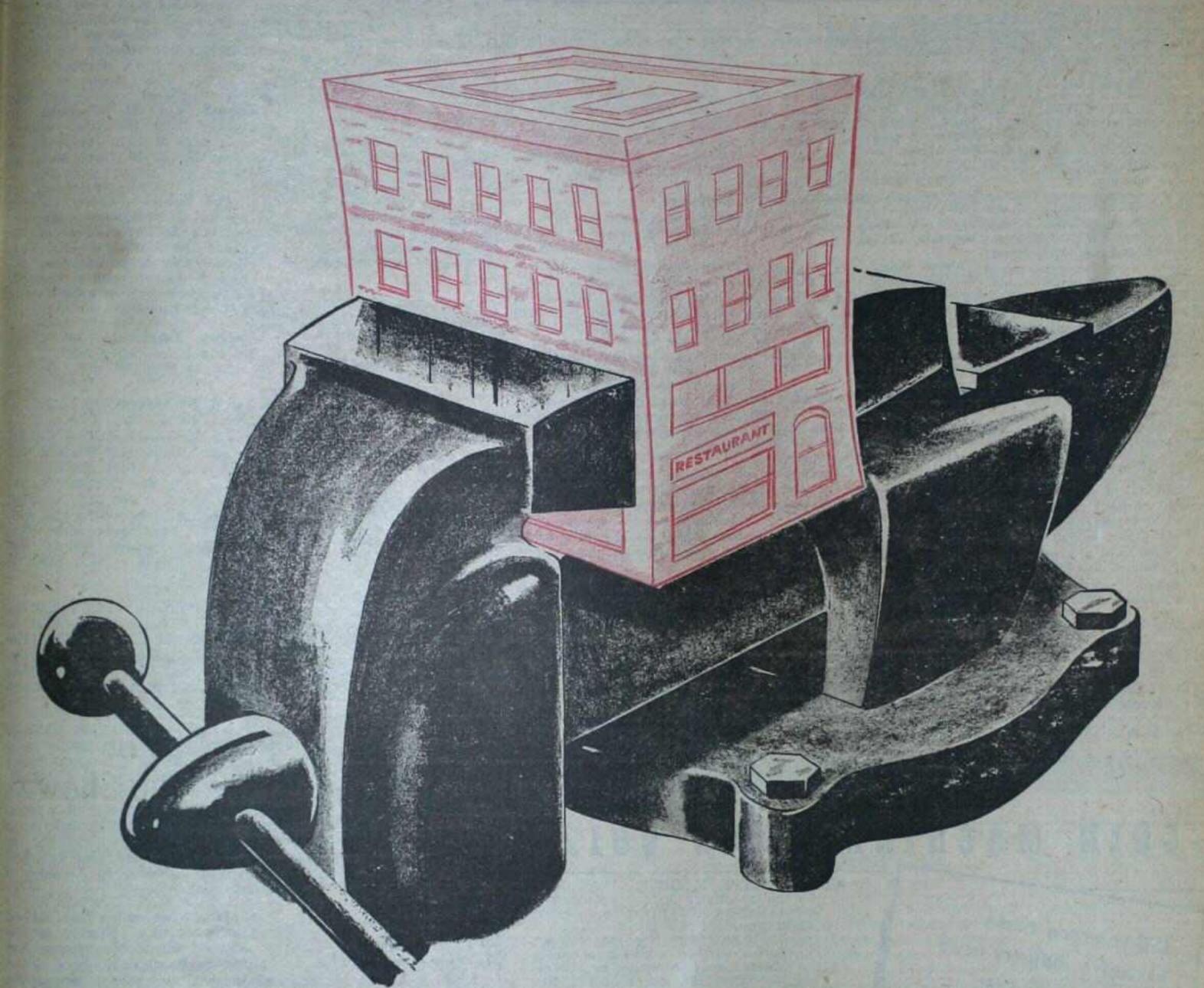
Norfolk representatives included Howard Barton, W. T. Campbell, and Charles Johnson, all of Walker Music Company; Mr. and Mrs. H. B. Akers, Akers Music Company; Mr. and Mrs. H. N. Smith, and Mr. and Mrs. O. N. Hilburn. Others in attendance included C. George, Phoebus, Va.; Phil Chess, Chess Record Company, Chicago, and M. B. Johnson, Rocky Mount,

Quebec Group

forged ahead with its recent public relations program. At the September 27 meeting, operators donated a shuffle game and a late large quantity of records was

Firms contributing in the dona-Irv Sandler, head of the tions included Maurice Sales and Kenneth Tom Amusement, Fro-Reid Whipple, regional service ment Phonograph, Laniel Amuse-manager of Wurlitzer, conducted ment, Inc.; Real Phonograph the schools, aided by Harold Amusement and Silver Amuse-

ment.



holds locations like a vise

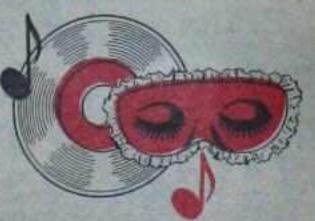
Once on location, the 104-selection, style leading Wurlitzer 1700HF STAYS IN! That's been the pattern right through the year. It has what it takes in appearance to attract more play, and its thrilling, true High Fidelity tone keeps that intriguing Carousel Record Changer in practically perpetual motion. If you want to lift your take in every top spot, take this tip...install a Wurlitzer 1700HF.

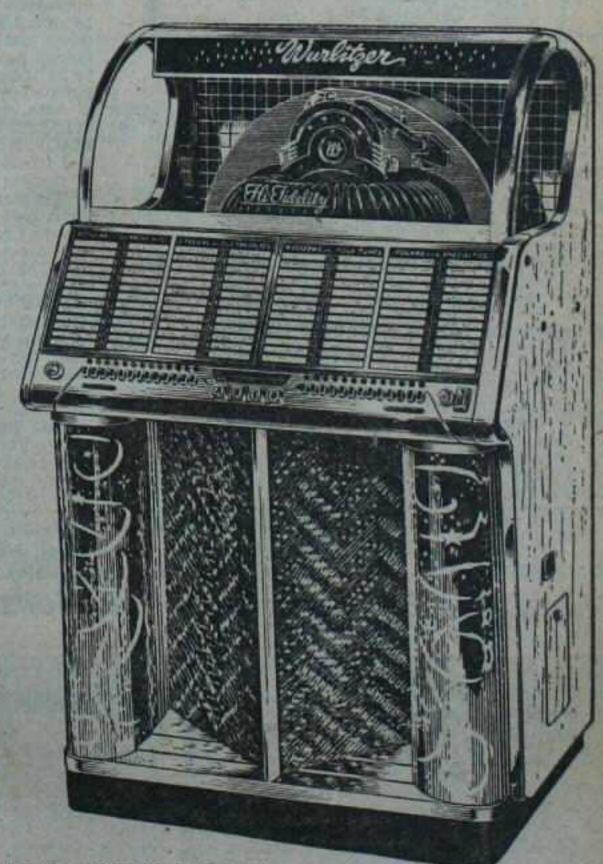
SEE IT-HEAR IT-BUY IT AT YOUR WURLITZER DISTRIBUTOR

THE HIGH EARNING, HIGH FIDELITY

/urlitzer 1700

TAKES THE MASK OFF





THE RUDOLPH WURLITZER COMPANY . N. TONAWANDA, NEW YORK Established 1856

Continued from page 74

and Barry Taran, teen-aged son of the machine easily. Sam Taran. Barry turned in a 432 total recently.

MUSIC MACHINES

Roy Gullo, who dreamed up the idea of having a bowling league, is now spending plenty of extra hours keeping records and overseeing the operation. Everybody says he is doing a terrific job.

In the AMOA election for the six posts on the executive board, it was decreed that the losers would serve as alternates, and that in the event the winners missed two consecutive board meetings, alternates would be named to step into their places for the rest of their terms. The alternates are Jack Kauffman, X. Zeverly, Ray (Frenchy) Hermetet, Murray Gross and Dave Engel.

A good barometer of business conditions in Florida are the periodic reports of sales tax collections. October's revenue increased 12.36 per cent, more than a half million dollars over the same month last year, according to State Comptroller C. M. Gay. October collections totaled \$4,936,000, compared to \$4,393,000 for October, 1953. Gay said that for the collections totaled \$20,489,000, or an increase of 10,76 per cent over the same period in 1953.

Dave Engel, Dade Vending Company, believes other juke box manufacturers should emulate AMI's simplified front glass window, consumption fell off 3.2 per cent which is straight and not curved, under the same month of 1953. therefore inexpensive to replace. feature in the AMI Model F which quite possibly top 1953. For all of door combination Arcade and kid-

Zimand, Acme Music and Vending | enables the .outeman to work on | 1954, sales probably won't be off

Jack Berling, AMI service representative, paid a call on Bob Norman at Southern Music, AMI outlet. Another visitor was Bill Rogers, Rogers Music Company, Fort Myers.

Harry Goldberg, H & G Vending Company, and his friends, Harold Tobin, both ardent fishermen, discussed the latter's vacation trip to Acapuleo, Mexico.

Morris Price, sales manager of Mercury records, was in town visiting Steve Brookmire at Mercury Record Distributors." Mrs. Jean Powers, record clerk at Mercury, believes Buddy Morrow's "Mr. Sandman" will pet heavy play in the jukes.

states that despite all the black company. headlines and panic-creating reports about the link between cigaat a near-record rate.

"In June," she writes, "the month first four months of this fiscal year the American Cancer Society's report on the alarming effects of smoking burst upon the nation, sales of cigarettes in our land Distributing Company, is back actually topped any previous June from a successful pheasant-hunt in () record.

But in July, she adds, eigarette

more than 3 per cent from last

Miss Porter quoted Harry M. Wooten, recognized as the top consultant to the tobacco industry, as saying: "Filter-tip cigarettes are selling at a 200 per cent higher rate than a year ago."

Detroit

Communications to: WOodward 2-1100

Evans Named Detroit Mgr., Miller-Newmark

Dan Evans, who has been with the Miller-Newmark Distributing Company, local distributors for AMI juke boxes and other coinoperated equipment, for the past four years, has been named manager of the Detroit branch by Bill In her syndicated column, which Miller, head of the company. He appears in The Miami Herald, succeeds Tony Sanders. Evans was Sylvia Porter, financial analyst, formerly service manager of the

Maurice J. Feldman, head of rette smoking and cancer, the Central Coin Machine Exchange, is American public is puffing away back from six weeks in Florida, where he sought relief from a seasonal allergy, and is busy working or, a new superior type of shuffleboard.

> J. R. Pieters, head of King-Pin North Dakota and made his first Detroit visit from his Kalamazoo headquarters in several months.

Joseph Auton, manager of Michi-"And it's likely that from now on gan Midget Movies, has moved his Engel also admires the front door sales of cigarettes will equal and unique Northland Kiddieland, out-

amusement center.

The Market Vending Company, Inc., is continuing operations on its cigarette vending route unchanged, following the death of Joseph Holtzman, a principal owner, several months ago. Mrs. Holtzman holds its next meeting November ha taken over his interest, with Jack Bushkin, the other principal owner, remaining in active charge of operations.

Nick Zlonkevicz and Charles Milewsky, formerly employed by a large cigarette vending company here, have recently gone into partnership on their own as the Southwestern Vending Company. They are concentrating on the cigarettes, but are also adding a few peanut and candy machine locations as

Your Music Company, established several months ago as an informal partnership, is being incorporated as part of a growth program, with Charles Liggons, Detroit restaurant operator, as president. Co-owners are Clark Moseley and Arnold Hooper, formerly employed by other juke box firms here for a number of years, who are in charge of the mechanical service department.

Fred Chlopan, executive secretary of the Detroit Shuffleboard Association, and his wife are returning from a short trip to Los Angeles.

The AAA Vending Company, which recently established a route of ice cream and cigarette vending, is temporarily suspending this department of operation with future celebrate the birth of a son. The plans open, meanwhile concentrat- sister of George Briggs, local oping under the management of Jack erator, died recently. Frank Broc-Orlando in the industrial catering coli, Braddock Music, is in the hos-

Three top executives of F. L. Jacobs Company-Thomas J. Riggs have set up a game service com-Ir., president; Joseph A. Keller Jr., pany to operate only in the Bronx general manager, and William J. and Manhattan. James Caggiano, Jensen, assistant to the president- head of the Com Machine Emjourney to Chicago for several days ployees' Union, reports that memthis week to consult with officials bership has hit the 150 mark, about of their new operating subsidiary, 95 per cent of coin workers. He Mills Industries.

Washington

Communications to. Delores Newcomb EMerson 3-7451

de La Viez Named To Variety Club Board . . .

Hirsh de La Viez, president of the Hirsh Coin Machine Company, by Runyon Sales. was elected to the board of governors of the Variety Club of Washington at the club's November 1 meeting in the Willard Hotel here. Hirsh says that his firm is doing a steady business.

Sid Lotenberg, owner of Westway Vending, reports that his changeover to fall and winter merchandise is just about complete. Sid looks forward to a better-thanaverage season.

Jim Bowen, head of Kwik Kafe 25 at Service School . . . of Washington, is pleased that cool weather has brought a substantial servicemen attended the Wurlitzer increase in coffee sales. Requests service school conducted Wednescontinue to pour in for his combin- day (10) at Sandler Distributing ation coffee-hot chocolate machine. Company here. Irv Sandler, head Installations at nearby Army and of the firm, came to Minneapolis Air Force bases have proved successful.

Pioneer Novelty, headed by Roger and Evan Griffith, is doing a slow but steady business,

Los Angeles

Communications to: Joel Friedman HOllywood 9-5831

Minthorne to Hold Open House Nov. 21-22 ...

holds open house here November of United Machines Company, 21-22, formally celebrating the Minneapolis, were buying new opening of its used music and music for their expanding operagames department, headed by tions in this area. Frank Mencuri, and the company's newly equipped high fidelthorne, Hank Tronick, Ed Wisler, Corps, is home on leave from Camp Pendleton, Calif., prior to the entire staff will be on hand to greet operators in the South California area.

in export manager Joe Duarte's for business in Chicago but was

die park at the world's largest shop- office at Badger Sales Company, ping center, into a lower level con- replacing Frank Dunkel, resigned. course room, creating a juvenile Bob Breither, Bally Manufacturing Company, Chicago, in town last week to conduct a service school at the Paul Laymon Company.

> Peggy and Russ Field are new members of the California Music Merchants' Association. Group 30 at the Hotel Caylord, Los Angeles. Lou Dunis in town again last week, visiting with Bill Hapell and Al Silberman at Badger Sales Company. Silberman takes of for a 10-day cruise with the U. S. Navy early in December.

Phil Robinson, Chicago Coin's regional representative, eagerly awaiting the first shipment of the firm's new Fireball bowler. Lyn Brown, Lyn Brown Company, reports he's doing a bit of research in preparation for a new surprise he's readying.

New York

Communications to: Aaron Sternfield PLaza 7-2800

AAMONY Banquet Near Sellout . . .

George Ponser, head of the Associated Amusement Machine Operators of New York, said that 425 tickets for the association's annual dinner at the Latin Quarter, December 19, have been sold, with only 25 left. Ponser added that this year's souvenir journal will be the biggest ever-at least 64

Bob Luttman, Long Island operator, is passing out cigars to

Al Gilbert and Henry Schwartz added that the union has launched a drive to round up the other 5

loe Lederman has been named to the board of directors of the Music Guild of New Jersey. Nat Gutkin, Hartford, has been named Connecticut service representative

Al Schlesinger and Sam Schlesinger, Poughkeepsie, N. Y., operators, were on 10th Avenue last week, as was Mrs. Gertrude Browne, Paramount Vending, Beacon, N. Y.

Twin Cities

Communications to: Jack Weinberg HYland 2896

Sandler Hosts

Twenty-five operators and for the school after conducting a similar study period the day before at his Des Moines offices (see story in Music section).

With elections out of the way, distributors here report that business has picked up unusually well. Incoming State officials, headed by Gov. Orville Freeman, apparently augur well for business in Minnesota.

Minthorne Music Company Harry Atkins and Jack Ravine

Al Gardner, Mayflower Distrib-Mahlum heading the latter de happy this week because his son, partment. Jean and Dolores Min- Marvin, member of the Marine serve as an interpreter for his branch of the service.

Harold Lieberman, Lieberman Ruth Schmidt shares the desk Music, left Wednesday afternoon

COIN MACHINE NEWS QUIZ

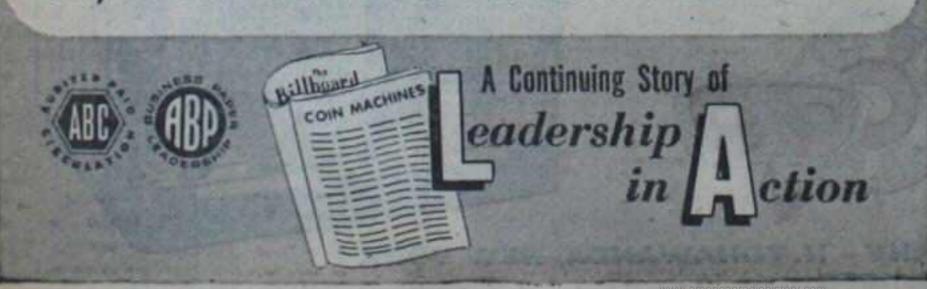
Did you read these exclusive industry news items published in The Billboardand only in The Billboard -last week?

- JUKE DISK LABEL GETS GOING. MOA-sponsored recording and music publishing venture gets underway. George Miller, president of Music Operators of America, to send letter to 11,000 route owners urging support for new record carrying National Juke Box label. Plan to release first record in several weeks. Pressing to be done by custom division of Columbia Records. (Page 13, The Billboard, November 13.)
- JUKE OPS GET DISK SAMPLE BO-NANZA. Juke box operators receive over 200,000 free records annually from major manufacturers and top independents seeking to capitalize on quick exposure of their tunes thru sampling. Manufacturers supplying this audition service shell out an estimated total of better than \$50,000 annually for this purpose. (Page 13, The Billboard, November 13.)

- MOA PREPS '55 SHOW. Preparations for the 1955 Music Operators of America convention got off to flying start. George Miller, president of group, names operators for 10 key committees that will put convention together. Application blanks for exhibit space to be mailed by November 15. (Page 126, The Billboard, November 13.)
- EASIER FINANCING FOR OPS, Standard Factors Corporation, major financing firm for vending and music machines, announces new, more liberal terms for operators. Instead of 25 per cent down payment, operators need only 15 per cent down under new plan. Instead of 18month payments, maturity is lengthened to 24 months. Page 133, The Billboard, November 13.)
- THEATERMEN APPLAUD NEW CUP MACHINES. Cup beverage machines and ice cream venders draw top attention of theater owners at final forum session of Theater Owners of America and International Popcorn Association convention in Chicago. Major portion of attention directed toward self-operation. (Page 133, The Billboard, November 13.)
- 14 COIN MFRS. TO SHOW AT NAAPPB. At least 14 manufacturers of coin-operated equipment will exhibit at 36th annual convention of the National Association of Amusement Parks, Pools & Beaches, to be held November 28 thru December at Chicago's Hotel Sherman. Kiddie rides, amusement games, scales, photo machines, movie machines and coin rejectors will play a big role at the show. (Page 137, The Billboard, November 13.)

IF YOU MISSED READING THE NOVEMBER 13 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



due back in town in time to take

Reports from LaBeau Novelty Sales Company, St. Paul, where Archie LaBeau is in charge, are that the firm has about completed installation of its new and large was in this territory buying juke retail record department. Sales boxes for his expanding route. reports on Rock-Ola phonos is encouraging from that base, too.

Distributing Company both here pany offices in Minneapolis. He's and in Des Moines, will play host from North Tonawanda, N. Y. to a group of Iowa coinmen for the Minnesota-Iowa football game this weekend. Party will start with dinner Friday night (18) in Nicollet Hotel, Minneapolis.

Bob Wenzel, of Automatic Games Company, St. Paul, according to reports, is enjoying favorable business these days.

Herb Sandel, of Lieberman's wholesale record department, said operators are hot after Billy Vaughn's new Dot recording, "Melody of Love." Demand for the tune, Sandel said, is tremendous.

Lu Welch, of F. C. Haver Company, said operator demand Charter New for the Ames Bros.' version of "Naughty Lady of Shady Lane" on RCA Victor is such that the tune is destined to soar.

was in the Twin Cities market Maximum capital authorized was this week shopping. Doing the listed at \$100,000 and Abie S. Farsame thing were Les Bruns, of rah and Florence P. Fazino as co-Fargo, N. D.; Mr. and Mrs. Hugh incorporators. May, of Eau Claire, Wis., and Mr. and Mrs. Cecil Terveer, of Winona, Minn.

N. E. Ohio

Continued from page 72

of Massillon, the Youngstown Phonograph Merchants' Association, and the Eastern Ohio Phonograph
The administrative purposes," he added. operators that the disks were available in both 45's and 78's, Miller Operators Association of Warren, announced they too were in the process of switching to dime play.

In each instance, the aid of newspapers were sought to inform the public of the change. The papers carried stories, pointing out high costs of the operator as the reason. All compared present record and equipment prices with those of a few years ago, emphasing that the extra nickel would keep the operators from going into the red.

In Akron, the Summit County Association received co-operation from the local radio station. Spot commercials were made thruout the week on disk jockey programs.

Change Wide-Spread

Eddie Green, secretary-treasurer of the Akron association, said that with the change already so widespread, other sections of the State were expected to follow in the near future.

He added that the change in Akron would account for approximately 98 per cent of all music equipment. Special meetings have been scheduled every week until the conversion is complete, he said. The next meeting will be held in the Mayflower Hotel, November

taurant owner co-operation was far radio. better than expected. In fact, he said, we have only encountered disk jockeys. one or two isolated cases of opposi-

In Massillon, Youngstown and Warren the associations scheduled conversions of their equipment to start within the next 30 days.



Lew Ruben, of Lieberman | Company, Emporia, was in town in the Minnesota-Iowa football Music Company, is back from a purchasing new amusement maoperators there optimistic about Virginia. business prospects for the winter

Roy Stone, of Rice Lake, Wis.,

Jim Hunter, of the Wurlitzer phono credit department, visited Irv Sandler, head of Sandler at the Sandler Distributing Com-

> Frank Phillips, of Winona, Minn, added new music to his route on a visit to the Twin Cities market this week.

operator, came to town for a little shopping tour. So did Bob Cross, of Jackson, Minn.

Twin Cities this week.

Richmond, Va.

Communications to: Ban Eddington 3-7290

Vending Firm . . .

I. A. Redding, of LaCrosse, Wis., the State Corporation Commission.

R. C. Slate, Electric Phonograph | heavy business.

trip into North Dakota and reports chines for his routes in Southern

Dan Wertz reports much operator interest in his showings of the 1955 120-selection Rockola at his Wertz Music Supply. He says that the hi-fi quality and compact size of the machine is drawing favorable comment.

M. F. Frye, Frye Amusement Company, Martinsburg, is expanding his routes via the purchase of several new AMI machines which he ordered at the trade showing at weeks ago.

Curley Raines has added 30 new Dan Thraen, New Ulm, Minn., tissue venders to his already extensive route.

Berlo Vending's Polly Matthers reports several new installations in Ben Weis, of Bemidji, Minn., the District Theaters, Inc., chain. bought new music for his expand- Theater outfit operates about 40 ing operation on his trip to the houses in Washington, Maryland and Virginia.

> Slick Cottrell is adding to his route of popcorn venders.

> O. D. Kelley has placed several kiddie rides in Richmond and Petersburg department stores.

Harman Corvino has started a Vincent Fazino has obtained a one-stop service at his Globe Reccharter for his new Cycle Bar ord Shop. Corvino was formerly Vending Company, Warwick, from manager of the local Decca branch.

> Rueben Scher has added about 900 additional feet of floor space to his new Arcade in the Trailways bus terminal.

With bowling season now in full swing, operators are reporting

Blueprints MOA-Young Set-Up

Continued from page 72

originally initiated for the purpose said. of supporting the juke box industry in its fight against legislative bills aimed at removing juke box exemption from the Copyright Act. With a new bill already rumored under way, the fund will undoubtably be used for the same purpose during the coming year.

Altho Young said that he hoped for an initial order of 100,000 disks, and possibly twice that amount, Miller said that there were no minimum order restrictions being placed on operators. "It is strictly up to each operator as to the amount of the purchase," he said.

He added that this week letters had been mailed to approximately 11,000 operators thruout the letters, he said, announced that MOA was supporting Young's program, told the names of the songs

UMO's 4-Point

youngsters, keynoted by the first

3. A planned talent outlet for

4. Close co-ordination with local

prepare further plans was named. Included are Mary Ball, represent-

ative of the Parks and Recreation

Commission; a representative of

the Youth Committee; Larry Gen-

Disk jockeys, now members of

Newspaper reception of the proj-

The joint meeting of leaders of

teen-agers with showmanship abili-

Ocntinued from page 72

Hotel, November 29.

put into MOA's general fund for to be released, and informed

The first two tunes to be promoted on the new NJB label are Early, Early in the Morning" and "Daddy From Georgia Way." They have been cut by an orchestra fronted by Bob Chester, a popular swing band leader in the 1940's, and will be pressed by the custom division of Columbia Records. Actual release is not expected for several weeks.

Stressing the fact that no contract between MOA and Young existed, Miller remarked that a West Coast publishing company, similar to Young's, was still dickering for MOA's support.

In concluding, Miller said that country urging their support. The no future plans were being made, nor would be made, until operator reaction was reviewed.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously Roanoke Vending Exchange several depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of	Nov. 6	Oct. 30	Oct. 23
AMI	Nov. 13		\$99.00 129.00	\$129.00
Model A	\$129.00 165.00	599.00 129.00	175.00	
Model W	The state of the s	150.00 165.00	113.00	
		175.00		
Model B	195.00	225.00		
Model C		235.00	329.00	300.00 329.00
Model 0-40	325.00 329.00	325.00(2)	227.00	
The state of the s	THE PARTY OF THE PARTY.	329.00	469.00 475.00	469.00 475.00
Model 0-80	450.00 469.00	445.00 450.00	403.00 413.00	The second second
	475.00	469.00 475.00		
				100000
EVANS	240.00	150.00 240.00	240.00	240.00
Constellation	210,00	ATTACK CO.		
				William Control
MILLS	175.00	65.00 175.00	175.00	175.00
Constellation	21311			
diameter .				
ROCK-OLA	110.00	59:50 110:00		A CONTRACTOR OF THE PARTY OF TH
1422		150.00	175.00	150.00 175.00
1428	325.00	325.00	325.00	325.00
1434	375.00	375.00	375.00	395.00(2)
1436 Firebull 45 RPM		395,00(2)	395.00(3)	10000 O
-				
SEEBURG	375.00 495.00	395.00	445.00	
M 100-A (78 RPM)	213,00 113,00	425.00(2)		
		495.00	The same of	
			625.00	A THE PARTY
M 100 B	99.00 110.00	99.00 110.00	99.00	99.00
146	The second secon	40.30		60.00
H 145 M		75.00 119.00	119.00	119.00
H 147 M		13/20/20/20		75.00
148 M		149.00	149.00	149.00
148 ML	210.00	169.00	169.00	150.00 169.00
H 246 M				60.00
M 146			95.00	
M 147	- 98 STOLE OF		95.00	
- Ann				
WURLITZER				85.00 89.50
1015	89.50 130.00	65.00 89.50(2)	65.00 75.00	85.00 89.50 125.00
		125.00 130.00	89.50 125.00	99.00
1080			99.00	THE RESERVE THE PARTY OF THE PA
1100	225.00			225.00
	ALL THE PARTY OF	225,00(2)		200
г н 1217	159.00	12011		
1250		265.00	265.00	175.00
1250 Hideaway		1	0 0 0000	
- 1400	. 395.00(2)		395.00	373.00 375.00
e 1450	. 395.00			
8	NAME OF STREET	The same of the sa	The second second	

Detroit Ops

· Continued from page 72

moved when UMO announced plans for a large-scale public relations program, now in the preliminary planning stage.

equipment to dime play is sched- Record Shop.

uled to start November 29, two days after the educational exhibit to be held jointly by juke box distributors at the Fort Wayne Hotel. (The Billboard, November 6.)

Viola Bess reports the tunes from Brigadoon" are among the best Actual mechanical conversion of sellers to operators at her Roanoke

IMPORTERS...Only the Best in Used Phonographs Thoroughly reconditioned Rock-Ola Models 1432, 1434, 1436; Seeburg M110 A, B, BL, C; AMI Models B and C; Wurlitzer 1100, 1400, 1500. Send today for catalogue and prices.

MUSIC AND TELEVISION CORP. BOSTON, MASS. 1119 COMMONWEALTH AVENUE

Exclusive New England Distributors for Rock-Ola Mfg. Corp. Since 1941.

How Was Your Timing on . . .

66MAMBO ITALIANO? party for 1,400 at the Fort Wayne

ROSEMARY CLOONEY COLUMBIA 40361

Now on Billboard's "Best Selling Singles" Chart

Green said that tavern and res- ity, via records played over the Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title A special working committee to strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding

Spotted as a Billboard BEST BUY

Title Strips

Juke Profits

Ready for Top

NOVEMBER 2, 1954

NOVEMBER 2, 1954

There are 20 title strips on each card-10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records -20 cards) delivered weekly for a period of 2 months.

(Cost | (Cards

er.	for 3	per	for 3
resk)	monthsi	Week)	months?
	stripΩ\$ 9.00	70 (1400	strips)\$29.00
	10 psl 13.00	80 (1600	stripal 33.00
	strips) 17.00	90 (1800	strips) 36.00
	strips) 25.00	100 (2000	strips) 39.00
and the second	A TABLES OF STREET	The state of the s	

Sterling Title Strip Co. 2 E. 45th St., New York 17

State. Zone_ City_

only the winners for top play the year around!

Date_ Address

Please start sending me. cards of Billboard's "Best Buys" to cost for 3 full months. Payment is enclosed.



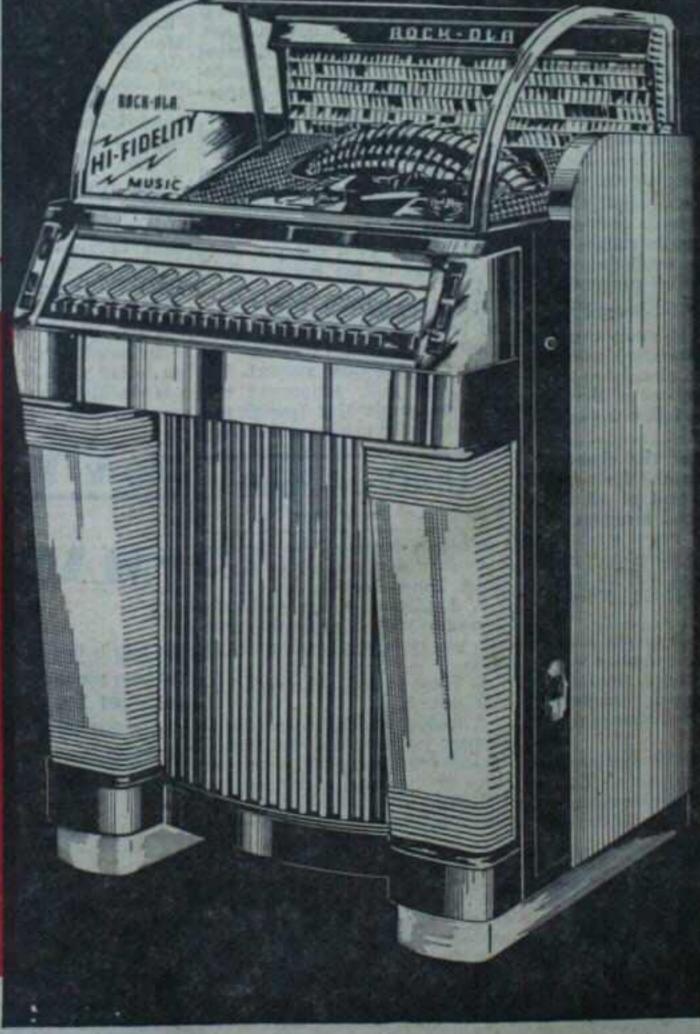


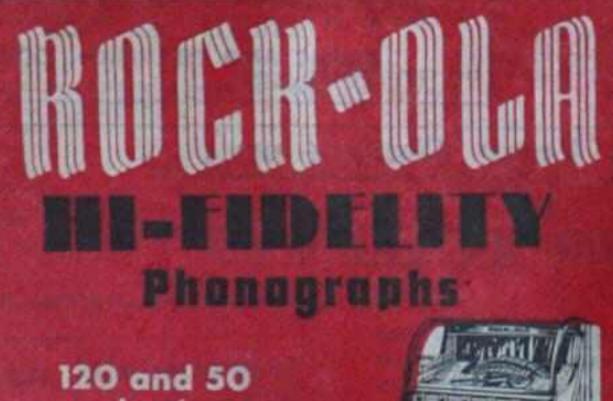
accessibility!

- EASY to reach records and needles without moving phonograph from wall.
- Greater visibility of EASY to change standard title strips means more music sales.
- * * * Three-way safety catch on dome makes for EASY record changing.

Model 1446







so easy to service

selection Models

Model 1442

50 SELECTIONS



ROCK-OLA MANUFACTURING CORP.

Apco to Exhibit at Amuse. Park Show

Firm to Show Coffee, Soda, Cigarette Line In Effort to Bolster Location Interest

NEW YORK, Nov. 13.-Apco, The firm will show its new Inc., manufacturer of cup drink, CoffeeShoppe, SodaShoppe, comcoffee, hot chocolate and cigarette bination CoffeeShoppe-SodaShoppe venders, will exhibit for the first and Smokeshop line. All these units time at the annual convention of were displayed for the first time at the National Association of Amuse- the National Automatic Merchanment Parks, Pools and Beaches dising Association convention last which opens its four-day run in month. Chicago November 28.

Area Meetings Replace Dad's Nat'l Confab

CHICAGO, Nov. 13. - Dad's Root Beer Company will hold a series of five regional meetings for franchised bottlers this year instead of a national convention at its headquarters here.

Walter Sala, advertising manager, said that the new meeting plan marks a departure from the former policy; if successful in drawing more bottlers than in a single gathering, it will be continued.

The first regional meet will be held Sunday (14) at the Bellevue Stratford Hotel in Philadelphia, one day prior to the opening of the American Bottlers of Carbonated area to 85,000 square feet. Most Beverages convention (15-18) in the same city.

There will be a two-day meeting at Dad's Chicago plant January 28-29. Three other regionals to follow: Los Angeles, February 6; Portland, Ore., February 10; Yakima, Wash., February 12.

held to 12 and 32-ounce cans only. warrant its volume output.

Glascock Signs Reburn to Aid Pre-Mix Plans

MUNCIE, Ind., Nov. 13.-Glascock Bros. Manufacturing Company announced the appointment operates 8,000 vending machines, this week of Charles E. Reburn as assistant to John Drum, executive vice-president.

Reburn was formerly vicepresident of engineering with Selmix Dispensers, Inc. (purchased by F. L. Jacobs Company last month). (The Billboard, November 6.) Earlier, he was chief engineer for the Pepsi-Cola Company.

Glascock in forwarding (our) premarketing stage.

Steam Cleaner Mfr.

Eyes Vending Market

Mel Rapp, Apco executive vicepresident, emphasized that Apco is not going into the show with the intention of making direct sales to amusement park operators, and, in any event, will sell its equipment only to vending operators.

However, he explained that an increasing number of operators are finding amusement parks excellent locations, and the Apco exhibit is calculated to stimulate interest among park owners and thus pave the way for the placement for operators of Apco equipment.

Gould, Kirschke

Meanwhile, Rapp disclosed that a revamping program is under way in the firm's Minneapolis plant, the 000. He said about 22,000 square feet would be added to the part of the plant devoted to vending equipment (Apco also makes automotive parts), bringing the total vending of CoffeeShoppes.

Rapp also said the RKO theater Super-Coola drinks. chain is running tests to bolster the Suppliers exhibiting will include of particular interest to ver (Continued on page 87) the Birely's Division of the General

Milk Group's Vender Plan Gets Results

ducers' Association, which bought 50 milk venders for their dealers to operate on a rental basis, enlisted three of the four largest milk distributors in this area in the new co-operative plan.

one distributor had placed eight Company signed a contract machines on the University of Maryland campus on an experimental basis.

Under the association's plan, milk dealers rent machines from the group on a pro rata basis according September 18.)

Canteen Awarded **Exclusive Contract** WASHINGTON, Nov. 13.—The Maryland and Virginia Milk Producers' Association, which bought By Chicago Transit

1-Year Cost-Plus Agreement Gives Canteen Complete Vender Coverage

the group, reported this week that Transit Authority and Canteen | Chandising Company, Transit Sales, Wednesday (10) giving Canteen exclusive right to operate all present types of vending equip-ment in CTA subway and el

The new contract becomes efto volume of sales. (The Billboard, fective January 1, 1955, following expiration of present five-year

CHICAGO, Nov. 13.-Chicago contracts with Automatic Mer-

The new CTA vending contract is for one year, with termination rights extended to both parties. It is also a departure from former CTA practice in another respect: it is on a cost-plus basis.

Net Income

Canteen will deduct its gross expenses (figured at 5 per cent) from net income for the year before taking 15 per cent of such income. Remaining or 80 per cent of net income will be paid to CTA.

Canteen acquired the beverage vender contract for public loca-tions (stations) held by Mechanical Merchants earlier this year when it purchased that operation. Also

under the present 5-year contract, (Continued on page 89)

Venders to Be Shown At Soft Drink Exhibit

poration, Chicago; the Ideal Disand Mills Industries, Inc., Chicago. Company of America. of the added space, he explained, The Central Tool Company, Hartdrink vender it designed for C&C

PHILADELPHIA, Nov. 13. - Foods Corporation, Canada Dry Assisting Rapp at the Apco booth Four manufacturers of bottle drink Ginger Ale, Can-A-Pop, the Cocawill be Dan Gould, Midwestern venders and one canned carbon- Cola Company, Dad's Root Beer division manager, and Bill Kirsch- ated beverage vender manufac- Company, the Doctor Pepper ke, Chicago sales representative, turer are scheduled to be among Company, Dr. Swett's Root Beer, the exhibitors at the International the Double Cola Company, the Soft Drink Industry Exposition Grapette Company, the Charles E. which opens its four-day run Mon- Hires Company, Mason and Mason, estimated cost to run about \$140,- day (15) in Convention Hall here. the Mission Dry Corporation, My Bottle drink venders to be shown Pop's Root Beer Company, Nainclude those of the Champion tional NuGrape Company, the Nehi Vender Company, Hopkins, Minn.; Corporation, the Orange Crush the General Vending Machine Cor-Company, the Pepsi-Cola Company, the Seven-Up Company, the penser Company, Bloomington, Ill., Squirt Company and the Sun-Spot

National Rejectors

operators will be the Thursday (18) now on location in the area, most session devoted to the relative of them installed during the last merits of cans and bottles as con- three months. tainers for carbonated beverages.

manager of sales for the American here, which started its coin opera-Can Company, New York, will present the case for cans, while R. L. Cheney, director, market research and promotion, Glass Container Manufacturers Association, Inc., New York, will give the glass side

The convention is sponsored by the American Bottlers of Carbon-

ated Beverages.

Sala added: While Dad's will Spotlight Milk Vending Six-ounce cans, he said, is not in Sufficient demand at present to At Maryland Dairy Meet

vending is playing an increasingly pick up new sales and increase important role in both the vending and dairy business, according to which automatically dispense halfspeakers at the vending session of pints for a dime, mostly industrial the University of Maryland's 10th and office locations, and now is annual dairy conference at Col- testing a manual machine. lege Park, Md., this week.

the Macke Corporation, which including some 120 milk venders, declared that "milk vending is a growing part of our business" and urged dairymen to co-operate with established operators in setting up milk vending routes in their areas.

operator's point of view milk venders increased total income from most locations even when they According to Drum, Reburn's most locations even when they background "well fits him to assist were put alongside soft drink, cigarette and candy machines. He mix program which is entering the said the introduction of milk venders usually caused a drop in

WASHINGTON, Nov. 13.-Milk soft drink sales but that "milk will over-all sales in a location." He said he has been using venders of the discussion.

ilk vending routes in their areas. Gelfand said that from the Coffee Machine

OMAHA, Nov. 13.-S & L Sales, Inc., has introduced a smaller version of its fresh-brew coffee vender bowed at the National Restaurant Association convention in Chicago early this year.

The unit, priced at \$500, has a 115-cup capacity. It vends from a heated urn-type container which in turn is filled from a portable unit carried to the location by the routeman. An automatic cup drop is standard. Small cabinet makes the unit suitable for counter place-

S & L's larger fresh-coffee vender, with 250-cup capacity, lists for \$995. It has the same cabinet used by the SerVit single-flavor cup machine and which is also used on the Dr. Pepper non-selective cup

unit in that area.

Offices and small factories,

VendFilm Bows Photo Pkg. of NAMA Show

ELGIN, Ill., Nov. 13.-VendFilm, Inc., motion picture arm of Automatic Merchandising Company, this week announced a set of 65 photographs of the 1954 National Automatic Merchandising Association convention.

The set, called PPR (Permanent Photographic Record), consists of 65 photographs divided into two sections: A, which contains 34 pictures of meetings, personalities and workshop sessions; B, 31 pictures taken in the Armory, showing exhibit-time activities and booths. The complete package is priced at

H. Jay Bullen, managing director of VendFilm, stated that mailings had been sent to all firms, which exhibited at the show, informing them about the VendFilm-a-Month Club and the motion pictures the firm now has available.

Bullen said that 2,800 feet of motion picture film and 125 photographs were taken at the NAMA

With introduction of the small Coffee Instants V-P

nit in that area.

Location target of the new unit: is an owner and vice-president of The Andico flow control device the firm.

Outdoor Milk Vending Booms In No. Jersey

MIDLAND PARK, N. J., Nov. will be devoted to the manufacture ford, Conn., will show the canned National Rejectors, Inc., manufacturer of coin mechanisms, will booming in the three North Jersey counties of Passaic, Bergen and Of particular interest to vending Essex, with an estimated 130 units

Typical of the new automatic E. K. Walsh, assistant general milkmen is Garden States Farms tion late last spring and now has 25 Rowe milk units in gas station and highway locations, adding machines at the rate of one a week.

John Kuyper, treasurer of the firm, figures a vender must average 400 quarts a week to show a profit. He added that all locations have been operating in the black.

Weekend Business

Kuyper said that 80 per cent of the volume is done weekends and after business hours, with the great majority of sales plus sales. He feels that automatic milk merchandising is not cutting deeply into retail milk sales.

Milk is vended for 25 cents, the same as store prices and 1.5 less than the home delivery price, Most of the Garden State units vend only homogenized milk, but chocolate milk has been tried as a second selection on some locations and has met with varying degrees of success.

Andico Rolls On Improved Coffee Vender

LANSDALE, Pa., Nov. 13.-An improved coffee vender was announced this week by American National Dispensing Company. Features include a new timing mechanism to assure mixing of ingredients in right proportion and right order, and a flow control to assure stabilized cup level in spite of water pressure fluctuations.

Leroy Lewis Jr., executive vicepresident, stated the timing "brain" polices ingredient mixing during the five seconds between insertion of a coin and delivery of the

(Continued on page 89)

ter currently sells to Apeo, Inc.; berg felt this unit could be used Vending, Philadelphia; Coffee too successful. While the portable H H Hisson & Company Inc. Vending Philadelphia; Coffee too successful. While the portable With Coffee Instants, Inc., was in- wrong direction to bring in the Chicago was named to handle the correctly adjustment of the vender in the

drink equipment.

and Union News. Ben Steinman, Steamaster head, first began thinking of vending in

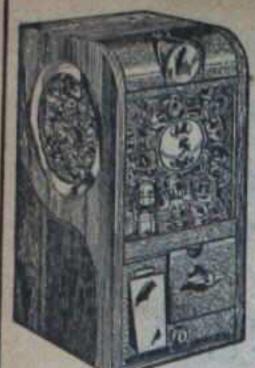
NEW YORK, Nov. 13.-The 1951 when he was doing business Steamaster Company, Inc., maker with Sam Kresberg, head of Apco. of electric steam cleaners, is di- Kresberg has bought some Steamasrecting its sales effort toward the ter units for an automotive parts vending industry, particularly to business in which he had an interoperators and distributors of cup est.

Vender Test

The only a small portion of the Steamaster was making-and still firm's production is ticketed for does make-a portable unit for ice automatic merchandising, Steamas- cream and custard freezers. Krestional Cigarette Company, Buffalo, job on location, it wasn't quite capable of doing a thoro shop job. At that time, the Navy was in-

(Continued on page 87)

Gefand added that dairymen Meyer Gelfand, sales manager of had a great deal to gain from (Continued on page 88)



VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at Ic, Sc or 10c Play.

Cabinet of two-tone solid ook - trimmed in chrame with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity - 350 copsules or 800 100-count ball gum. Packed and sald 4 to the case.

Less than 25 cases. ... \$71.80 per case 25 cases or more.... 67.80 per case

The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duramite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass plabe.

Packed and Sold 4 to the Case.

Less than 25 cents\$50.00 per case of 4 25 or more cases 48.00 per case of 4

Place Your Orders With Your **Nearest VICTOR Distributor**

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois



SAMETER

READINGS

FOUR

FRIDRE

There's a SMALL in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

2 Machines . . Fortune

Yours for Only

Mail coupon to-

day for immediate

delivery or further

details, monthly

terms as low as \$10.

Fully Automatic & Potented

No Knobs No Handles, No Trouble

3206 Grace St., N. W., Washington 7, D. C. Check one of the following:

Attached find check for \$25 payment on one model 403 scale. Ship of once. Ploase send further details immediately.

ADDRESS



SUPER JET

SENSATIONAL NEW CAPSULE VENDOR # 325 capsule capacity

Simple, foolproof mecha-

VARIETY IS THE SPICE OF LIFE! Rake's Jet Capsule asso.

Bives you a variety mix.

Sure of feeture items

Enlected from all \$10.50

Try

mixtural For 500

Write for Catalog of New & Used Vendors, Accessories & Supplies 1/2 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

109A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.



VICTOR'S SUPER V

CAPSULE VENDOR

- · Greater earning power
- Smart cabinet design
- 350 capsule capacity
- 100 OR MORE..... 16.95 Ea.

2137 5th Ave., Pittsburgh 19, Pa. ATlantic 1-2540

RINGING DOORBELLS

Op Brings Coffee Vending to Plants

ST. LOUIS, Nov. 13. - Coffee | began getting unsolicited calls for

ing supply distributor, and Deibel, opening stages." who was formerly a real estate Aware that quality is essential

Comfort and Deibel set up an ef- every other day, depending upon fective selling program, consisting the volume of coffee sold. simply of "ringing doorbells" with the offer of a demonstration and ing facts about service frequency," a request for a test.

going down one side of the street repair call every five weeks on each and up the other, carrying folders machine. Since it is usually the on he equipment used and invit- customer himself who is responsiing the plant superintendent or ble, thru misuse or mishandling of ownership to allow him to test a the machine, we feel that the vendmachine.

The usual "demonstration" is job." carried out over the period of one day, with Deibel standing by, explaining the machine and the qual- tions which the firm is operating ity of the coffee, and seaving it for over its four routes include such a test period of two weeks to a huge plants as Reynolds Alumimonth.

115 Locations

ing system, Kwik-Kafe of St. Louis route of 115 locations.

"We were slow getting started, Deibel said, "primarily because of the large amount of effort which which had to be done.

ceptance has definitely arrived, inasmuch as during August, we

IMMEDIATE DELIVERY!



CASE OF 4.....\$71.80 25 CASES OR MORE \$67.80

We have the finest selection of captules in the country at the lowest market price at time of shipping. Send us your order for machines and captules and we guarantee you'll be

Deposit required with all orders. CHAMPION NUT CO. 1194 Tremont St., Boston 20, Mass.

BALL and VENDING GUMS **New LOW Factory** Prices

> BUBBLE . CHICLE CHLOROPHYLL and TAB

Bubble Ball Cum, 140-170 &

Bubble Chicks, 320 & 520 et. 30¢ lb. Tab (short stick), 100 et. 38¢ box F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS Ith & Mt. Pleasant * Newark & N.

vending in industrial locations has installations. We are currently definitely "arrived in the St. Louis picking and choosing our locations, area, according to Fred W. Deibel, setting up a system of preferred partner in Kwik-Kafe of St. Louis. accounts, and have found that we Kwik-Kafe of St. Louis was will be able to install venders as formed some 19 months ago by received without the exhaustive C. Henri Comfort, St. Louis build- sales effort which characterized the

operator. Both felt that machine- for success in coffee vending, Comvended coffee had an excellent fort and Deibel have rigged a opportunity in the St. Louis area, thoroly competent service program. with its thousands of factories and A service record is made on every concentrations of working people. call and all of the 115 machines In order to "crack the market," are serviced once per day r once

"We've uncovered some interest-Deibel said. "For example, we Deibel is out "prospecting daily," have found that we average one ers are doing a rugged, dependable

Servicing

Some of the outstanding locanum Company and American Lithofold Company. All of these lo-Thru this straight-forward sell- cations are serviced by one of four panel delivery trucks, which mainhas so far built up an imposing tain a complete inventory of replacement parts, or replacement machines, where required.

Naturally, despite the fact that machine-vended coffee has won went into obtaining each location, the seal of acceptance from the and the educational selling job average customer, there is still a lot of competition from the "box "Now, however, we feel that ac- lunch" type of caterer, Deibel has found.

> There are several organizations in St. Louis which set up "coffee break bars in factories, with the use of portable 10-gallon coffee urns, boxes of doughnuts and other pastries, as well as "canteen wagons" which roll thru the yards of large factories, selling coffee in paper cups. Deibel has been able to meet such competition or sheer convenience, and in many instances, his machines are replacing caterer-supplied coffee service.

Supplementary Units

As has been expected, there has been a call for corrollary machines over all of the four industrial routes. Recognizing that "coffee alone is not enough," the firm has equipped many of its machines for vending orange juice and popular hot chocolate as well as coffee. Plans call for setting up pastry venders next to the coffee ma-

An unusual co-operative plan was worked out to test the soundness of this type of vending. When Comfort and Deibel ound that ; new pastry vender operator-Art Hults-had started up in St. Louis, the partners located him and offered him many of their locations as a convenience. Hults, in turn, has provided many coffee locations in installing his machines. Now around one-third of the Kwik-Kafe locations include a pastry vender.

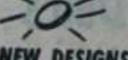
Some surprising facts on vending have turned up in the first year and a half of operation, Deibel said. Probably the most unusual was the fact that the type of location is no barometer as to how many cups of coffee it will sell.

For example, the most unusual of Deibel's spots is a large hardware store, which sells upward of 75 cups of coffee per day, entirely to employees. "This is a completely captive location," Deibel said. "The coffee vender is back in the employees locker room, where the store's customers do not enter into the picture at all. With 38 employees, we sell 75 cups of coffee per day, which, of course, averages out to better than two cups per employee daily."

Currently, Kwik-Kafe of St. Louis is energetically spotting each new machine as it is received and with unsolicited calls providing a steady list of prospects, the firm can foresee nothing but a "glowing future," according to Deibel.



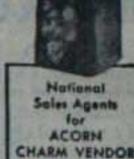
CHARMS!



- NEW DESIGNS **NEW IDEAS**
- . NEW FINISHES

send 35c

Complete Sample Kit Quality filled Capsules, F.I.B. Badges, Flicker Action Pictures, Ini-tial, Military, Cameo and Jewel Rings.

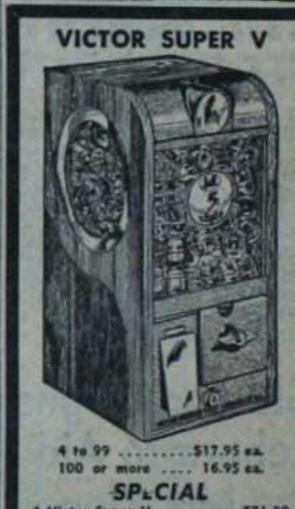


parts and

accessories

COMPANY

2538 Mission Street Pittsburgh 3, Pa.



4 Victor Super V \$71.80 1000 Filled Capsules 21.15 Cash with order.

Time payment in lots of 20 or over.

ROY TORR - LANSDOWNE, PA.

* SPECIAL! * SUPER MIXTURE (10 ITEMS) \$20.00 per M

KEEP ON OUR ACTIVE LIST FOR NEW CAPSULE and BALL GUM ITEMS!

WRITE, WIRE, PHONE YOUR ORDERS

PAUL A. PRICE CO 55 Leonard St., New York 13



MCPHAIL VENDING SERVICE 1218 Eglington Avenue West Torento, Ontario, Canada

vent 100 ct. ball gum if desired.



NEW CAPSULE ITEMS

Football Press On Emblems, 19.00

We will mix any 2 items (500 each) to make 1900 filled capsules. Time payment plan available. Tradeins accepted. Prices subject to
change without notice. All Victor
models available. Write for our filled
capsule list for Victor Baby Grand
Capsule Machines.

Pioneer Vending Service 570 Albany Ave., Brooklyn 3, N. Y Phone: PResident 4-5358

ELECTRIC MONEY MAKER!

Famous ACME ELECTRIC MACHINE



10 11.... 19.50 12 to 49... 18.25 Brackel 1.00 Floor Stand. 5.00

1/2 deposit, bal. C.O.D. F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer en dial.

Also one of the best amusement dovices. Uses only one dry battery, usually good for 1500 to 3000 plays.

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THE BILLBOARD INDEX

THE BILLBOARD

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard tasues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other

TO THE REAL PROPERTY.				MISS NO.
	Issue of Nov. 13	Issue of Nov. 6	Issue of Oct. 30	Issue of
Acorn Tab Gum (10 col.)	1116 1216	nor. o	S21.95	Oct. 23 \$21.95
Acorn Vender, 1c			14.95	14.95
Advance Model D Ball Gum	\$6.45	** **	14.95	14.95
Advance No. 11 Mdse Advance Stick Gum, 1c	5.95	\$6,45 5,95	6.45 5.95	6.45 5.95
Andico Enfree Vendors	395.00		10.00	10.00
Atlas Ace 1c Mdse	373.00	395,00	\$95.00 6.50	395.00 6.50
Bradley Seniors (2 sel.) 25e Ball Point Vendor	200.00	200.00	200.00 49.50	225.00 49.50
Columbus 1c Craig Tce Cream Bar	6.50	6.50	6.50	6.50
Daval Roll Stamp (3 col.).	125.00	125.00	125.00	125.00
DuGrenier Champion (9 col.).	100.00	100.00	25.00 100.00	25.00 100.00
DuGrenier Cigar (7 col.) DuGrenier Cigar (9 col.)	75.00	75.00	75.00	75.00
DuGrenier Madel W. (9 cal.)	95.00 82.50 125.00	95.00	95.00	95.00 125.00
DuGrenier Model 5 (7 cal.)	85.00	85.00	85.00	85.00
DuGreoier Model V (7 col.)	99.00	90.00	90.00	90.00
Eastern Electric (8 col.) Exhibit Card Vendor, le	115.09 15.00	115.00 15.00	115.00 15.00	115.00 15.00
Foot Ease	129.50(late)	95.00	129.50(late)	129:50(late)
Hupp Single Orink	110.00	129.50(late) 110.00	110.00	110.00
Kleenix Sc or 10c			49.50	49.50
Keeney Electric (9 col.)	145.00	145.00	145.00	145.00
Master 1c & 5c	6.95	6.95	6.95 8.50	6.95 8.50
Master 1c	6.50	6.50	6.50	6.50
Mills Candy (8 cal.)	6.50	6.50	6.50 198.50	6.50 198.50
Mills Single Drink	150.00	150.00	150.00	150.00
Mills Tab Gum	185.00	185.00	15.00 185.00	15.00 185.00
A STATE OF THE PARTY OF THE PAR	- Indiana	27711170		A STATE OF THE PARTY OF THE PAR
National 930	95.00 130.00		95.00 130.00	95.00 130.00
National Candy (6 col.)	110.00 145.00	110.00 145.00	110.00 145.00	69.50
National Candy (9 cpt.)		100000	95.00	95.00
Northwestern 33 Ball Gum Northwestern Deluxe	6.50	6.50	6.50	6.50
lc and 5c	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c	7.95	7.95	7.95 17.35	7.95 17.35
Northwestern 49, Sc			17.35	17.35
Northwestern 40, 1c Mdse			6,50	69.00
Northwestern Stamp			69.00 25.95	25.95
N. W. 39, 1c Mdse			6.50	6.50
Pop Corn Set	69.00	69.00	69.00	69.00
PX Electric (8 col.1	75.00	75.00	75.00	
Revco Ice Cream Cup 25c Rator Blade	125.00	125.00	125.00 119.50	125.00
Rowe Candy Merchant				
(7 col.)	165.00	165.00	75.00	165.00 75.00
Rowe Candy (8 col.)	145.00	145.00	145.00	145.00
Rowe Diplomat Electric		24.5.00	155.00	165.00
(8 col.)	165.00 95.00	165.00 95.00	165.00 95.00	95.00
Rowe Electric (B cal.)	85.00	85.00	85.00	85.00
Rows Imperial (8 col.)	90.00	90.00	130.00 155.00	130.00 155.00
Rowe President 48 col.)	130.00 155.00	130.00 155.00	155.00	155.00
Rowe Royal (8 col.)	100.00	100.00	100.00	100.00
Silver King	STATE OF THE PARTY	135 15 15	13,95 7.45	13.9
Silver King Ic Ball Gum	7.45 7.45	7.45	7.45	7.4
Silver King Ic Mdst	7,45	7.45	7.45	7.4
Silver King Marshey, 5c			25.00 15.00 29.95	15.00 29.9
Silver King Hot Nut	125.00	125.00	125.00	125.0
Stamp (2 col.1,		110.00	12.50 135.00	12.5 135.0
Stoner Candy (6 cot.) Super-Vends (3 sel.)	135.00 200.00	135.00 200.00	200.00	265.0
	65,00(2)	65.00(2)	59.50 65.00(2)	59.50 65.00(2
Unceda Condy (5 col.) Unceda Model E (6 col.)	75.00	75,00	75.00	75.0
Unerda Model E (12 col.)	90.00	100.00	90.00	100.0
Unenda Model 500 (9 col.).,	100.00			B & J. B
Unerdapak Model 500 (9 col.)	135.00	135.00	135.00 110.00	135.0 110.0
Unceda Model 500 (15 col.).	110.00 52.50	110.00 32.50	49.50	49.5
U-Select-lt	1		and the same	

GIVE TO DAMON RUNYON CANCER FUND



liboam

SALEN CITIES INC

GARDNER

MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

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Occupation

Name ---------

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City State Zone State In Philadelphia or Anywhere FILLED

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VICTOR'S

5c Baby Grand Deluxe

Immediate Delivery

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Coffee Machs. Ring Up \$\$ at **Tobacco Stands**

DENVER, Nov. 13. - Tobacco stands in public buildings are ideal locations for coffee venders here according to Russ Kramer, head of Russ Kramer, Inc.

Most of the public-building stands in the Denver area are operated by the Colorado Association for the Blind, as in other Colorado cities. When he first entered the coffee vending field, Kramer noticed that the handicapped operators of such stands, altho they are able to sell candy, cigarettes, magazines, and similar merchandise without difficulty, were not able to handle coffee sales or any poured

Kramer contacted the association and suggested that the installation of a coffee vender at each stand would not only add substantially to the stand's popularity, but likewise, would win favor from government offices, inasmuch as it would no longer be necessary for employees to leave the building for their morning and afternoon "coffee breaks."

Kramer received warm co-operation. Most of the stands promptly went into the sale of doughnuts, sweet rolls, coffee cake and other ideal "coffee break" pastries as well.

As a result, Kramer's locations in Denver public buildings are among the busiest in the city.

The No. I location is in the basement of the U.S. government Customs House with more than 2.000 employees. Here, where coffee breaks had formerly meant a substantial loss of time, since there were no restaurants nearby, a coffee vender is serviced two to four times a day, and does a continuous business from 8 a.m. to 5 p.m.

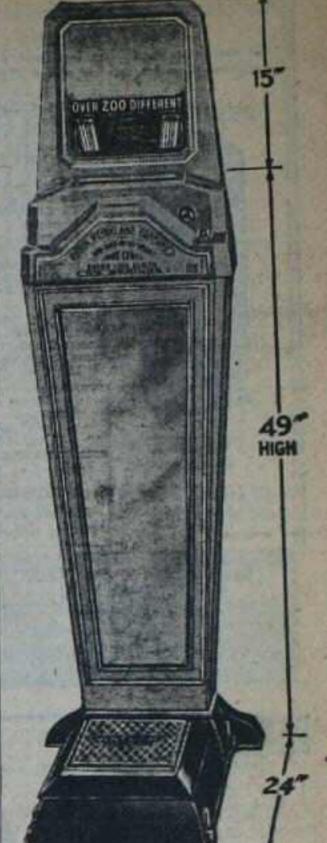
The blind caretaker of the tobacco stand adjacent offers half dozen varieties of pastries for selfservice. Since no additional workload is placed on the handicapped operator, the coffee vending machine has added substantially to profits.

Tootsie Holiday Float

HOBOKEN, N. J., Nov. 13 .-The Sweets Company of America, Inc., has entered a "Tootsie Land" float in Macy's Thanksgiving Day parade.

The float features the complete line of Sweets' candies.

The candy firm will sponsor on Thanksgiving Day a TV program on NBC from 11 a.m. to 12 noon. GIVE TO DAMON RUNYON CANCER FUND



WEIGHT 165 LBS.

13" WIDE ---

Balance \$10 Monthly 400 DE LUXE

PENNY FORTUNE SCALE

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ONLY 375 CIGARETTE VENDING MACHINES BELOW MANUFACTURER'S COST

(IMMEDIATE DELIVERY)

We have 375 brand-new agarette vending machines, 65" high, 21" wide, 8" deep, finished in mahagany with chrome trim. Equipped with ABT slug rejectors for 25c cain only (no change at this low price). Designed and engineered by seasoned vending mer with over 50 years' operating experience. Simple, rugged machine, completely mechanical (non-electric), bas minimum moving parts. No installation or service experience ever required.

As trustee, I am not in the vending machine business. I have these machines because of a contract default. Will sell only in minimum lots of 20 machines. Sample machines at \$150.00 much, delivered in the U.S.A. by fast motor freight. (Cash with order.)

Tools, jigs, and dies on hand. Additional production can be negotiated in minimum lots of 500

machines at \$199.50 each. \$249.50 VALUE ONLY \$129.00

Lawest possible price. No counter offers entertgined.

PHONE, WIRE OR WRITE

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PRospect 1355 or PRospect 2210

118 COLE STREET

DALLAS, TEXAS

VENDING MACHINES

ROWE CIGARETTE VENDORS U-Select-It. 74 Cap., Wall Model 5 52.50 Unceda Candy, Wall Model, 5 Cols., 102 Cap. 65.00 Stoner Candy, Prewar, 8 Cols., 160 Cap. 135.00 Rowe Candy Merchant, Late Model, 7 Cols. 158 Cap. 165.00 SODA and COFFEE MACHINES

DU GRENIER Model W. 9 Cols., 270 Cap., \$82.50

Coca-Cola Bettle Venders-Cup Drink Venders-Coffee Venders. WRITE FOR INFORMATION

Our Paints Are VENDERIZED Prevents Peeling.

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All Equipment Unconditionally Cuaranteed Trade Prices. Bal. C.O.D.

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YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRACEDY STRIKES

SERVICE PROPERTY AND THE PARTY OF THE PERSON OF THE PERSON

Am. Tobacco Net Up 6%, But | Sales Off by \$15 Million

cent increase in net income for the first nine months of 1954, compared with a similar period last year, was reported by the American Tobacco Company.

was \$31,735,000, compared with mon share for the third quarter \$30,010,000 a year ago. The 1954 last year. figure was determined after deducting \$1,640,000 to amortize three quarters of the "brands, Juice Venders trademarks, patents, good will, etc.," item taken into assets as a result of the merger with the American Cigarette and Cigar Company last year.

The earnings are equal to \$4.51 a share on 6,512,315 common shares and compares with \$4.28 last year. Federal taxes were \$36,-283,000, compared with \$42,481,-000 a year ago.

Sales Off

Sales for the nine-month period. tho, were off by more than \$15,-000,000 from the previous period -\$801,759,000 compared with \$815,891,000 in 1953.

Third quarter sales were \$283, 496,000, against \$291,111,000 for the similar three months in 1953. Estimated net income for the

MANDELL GUARANTEED **USED MACHINES**

N.W.	DeL	UNE I		Se Ce	emb.	 51	2.00
N.W.	229	te Pe	arz.			 	7.95
N,W.	#32	Te: Po	ore. I	S.G.		 	6.50
Mash	er. le	Bulk	Por	E		 	6.30
Mash	er St	BUIN	Por	E		 	8.50
Mash	mr. VE	& 5¢	BUIL	E Por	re	 	6.95
Colu	mibus	le B	utle .			 	6.50
Silve	r Kin	2 10	B.G.	ar M	idse.	 	7.45
Silve	r Kin	19 56					7.45
Exital	bit It	OUT C	ard	125541	(In	 	5.00
Adva	ince i	D N	B.G			 	8.45
Adva	mcs .	= 31 /	Middle.			 	3.95

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THE SMALLEST IN THE WORLD!

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In Capsules \$22.50 per

from distributor or uggenheim

33 UNION SQUARE

N. Y. C. 3, N. Y. . AL. 5.839

NEW YORK, Nov. 13 .- A 6 per third quarter was \$11,786,000 after \$13,340,000 in taxes. The net, which is after deducting \$550,000 or 8.4 cents a share for amortizing the good-will item referred to, is equal to \$1.69 a share of common stock. The adjusted net income Net income for the 1954 period was \$12,228,000 or \$1.77 a com-

To Highlight Citrus Meet

WINTER HAVEN, Fla., Nov. 13.-Juice venders will play a big each on 6,454,100 common shares role in the 1955 Florida Citrus Exposition here January 15-22, Jack M. Berry, association president, announced this week.

Berry said that both coin-operated and manual models of juice machines would be shown at the

Berry explained that in the last nine, years there have been many mechanical and scientific developments in juice machines which are credited with creating a plus business for millions of boxes of fruit. Berry said that today, juice venders can be found side-by-side with soft drink and hot beverage venders in many high traffic locations throout the country.

New A.B.T. Coin Changer

CHICAGO, Nov. 13 .- The A.B.T. Manufacturing Corporation announced a new electric coin changer equipped with the new Sentry multiple slug rejector.

Called the EMC-4, it is designed for vending machines which operate on a nickel or dime. It features just four moving parts, one midget solenoid which operates the payout

Automatic Canteen In St. Louis Moves Into New Building

ST. LOUIS, Nov. 13.-Automatic Canteen of St. Louis moved into new quarters in University City this week.

The new one-story building, which contains 15,000 square feet, has storage space for inventories that may include as many as one million candy bars and a million paper cups besides many other

In addition to warehouse and materials handling facilities, the building provides office and shop

Provision is made for gravity roller-track delivery of stock to the outgoing department, where truck loads are assembled for the company's routemen. The building is constructed of brick, concrete block, glass and aluminum.

Conn. Cig Sales Dip 10% for Oct.

BRIDGEPORT, Conn., Nov. 13. -Connecticut smokers puffed 2,430,000 fewer packs of eigarettes during October, compared to the same month in 1953-a decrease of 10 per cent.

The continued decline in cigarette sales was reflected this week in the latest State tax department figures which point to a drop of a quarter-million dollars in cigarette tax revenue during the past four months, compared to July-October of last year. The State tax is 3 cents a pack.

October cigarette sales, as reflected in tax yield, represented some 23,200,000 packs against about 25,630,000 a year ago.

Cigarette tax revenue for the July-October period was \$2,992,-000, down \$254,000.

Cigarette sales have gone down during the past 18 months.

1c-5c Play Great

IWG Oak: Cabinet apacit

-350

800-100 Count Ball Gum.

to 99-S17.95 each 100 or more-\$16.95 each

CAPSULES (FILLED) All \$10.00 per 500 All

Specialty Mix Police Whistle Disney Charms With Key Chains Press-On Emblems Spide Rubber Noise Makers Magne Police Whistles Magnets Colorful Iridescent Boad Bracelets Silver Flashlights Baby Chicks Lizards

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Get a better tight-fit, stayclosed Capsule, get 'om in clear, tinted and opaque colored assortment.

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In 25,000 lets, packed in bulk,

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F.O.B. Jamaica, H. T. Prompt Shipment

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in 25,000 lots and up \$6.00 In 5,000 lots and up \$6.25 In 2,000 lots, minimum \$6.50

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& CO., INC. 101-15 144th Place

AGAIN!!! HERE



The world's finost bulk and charm vender

100 er mere \$12.50 euch

Less than 100 acked and sold in cartons of 4, Write for low prices on Ball Gum and Charms.

Loaded Capsules, \$20.00 per 1000

840 North Ave., N.E. Atlenta & Ga.



T. T. VENDING SALES CO. 2659 North Racine Avenue Chicago 14, Illinois

Communications to 188 W. Randolph St., Chicago 1, Ill. Pa, Ma and Kids Are Gottlieb Bows Totin' Shootin' Irons New Five-Ball,

Coin-Operated Guns Crack Across U. S., Turn Public Into Boones, Annie Oakleys

Continued from page 1

targets as scurrying ducks or scam- of the new units, a pistol device plays, a player making numbers 1 at the annual convention of the tific president, the price will be plays, a player making numbers 1 at the annual convention of the below \$400. The unit is primarily pering rabbits, and to score a called Bull's Eye, developed by thru 6 on the playfield lights up National Association of Amusement thru 6 on the playfield lights up National Association of Amusement for a score.

The majority of the new gun moving target. games are rifle units operating on

Rental Plans For Ops Grow In Milwaukee

both operators and distributors in Wisconsin deplore the practice of distributors renting equipment to operators, they agree that such operator rentals are on the increase, a survey by The Billboard revealed were designed with the player in

The growth of the rental plan here is accepted as one of the current facts of economic life in the State's coin machine industry.

the industry in the long run by Show Line at rental practices are bound to hurt giving distributors an unfair advantage dollar-wise.

the operating phase of the business in direct competition with his own customers, operators contend.

A long-time Milwaukee coinman (Continued on page 86)

Keeney Signs For NAAPPB

CHICAGO, Nov. 13 .- J. H. Keeney & Company will exhibit at the annual convention of the National Association of Amusement Parks, Pools & Beaches, Paul Huebsch, general sales manager, announced this week.

It is the 15th coin manufacturer so far to sign up for the show.

Keeney will occupy booths 124 and 125 at the meet which will get underway November 28 and run thru December 1 at the Hotel Sherman. The firm is planning to show its coffee vender as well as its new

scene. Moving targets are the most direct electrical contact. Other popular. The player is required types of gun games, however, add Gottlieb & Company. to follow thru the gun sight such a spice of variety to the field. One direct hit before his quarry falls Willie Blatt, Miami, shoots bullets one of the six numbers for possible Parks, Pools and Beaches, in Chi-(ball bearings) at a constantly replays.

> New York, has a pistol which award replays also. A mystery fea- signed by Henry Grauf, operator shoots a high-pressured stream of ture spots holes. water at a field of floating ducks.

Jet Fighter, an electrical contact, machine gun-type game produced by Williams Manufacturing Company, Chicago, has a target with a colorful stagecoach scene. of jet planes that climb, dip and soar in 15 flights across a screen MILWAUKEE, Nov. 13.-Altho in front of the gunner. When hit, SHORT-TERM AID the jets flash from white to red.

Art Weinand, vice-president of Exhibit Supply, the company that produced the first of the new units using .22 rifles, explains how they

Exhibit Supply, according to (Continued on page 89)

Operators take the stand that Mutoscope to Rentals place the distributor in Park Confab

ternational Mutoscope Corporation will debut its new Voice-O-Graph at the NAAPPB convention in Chicago, November 28-December 1. price.

Mutoscope will also display its new Drive-Mobile at the show for the first time, and it will also exhibit the Multi-Pose Photomat, which takes two, four or six poses.

Other Mutoscope exhibits will include 3-D machines, Mutoscope Movies and post-card venders. He added that two new amusement devices will also be exhibited, but added that no announcement would be made prior to the show.

On hand at the Mutoscope booth will be Bill Rabkin, Mutoscope president; Klein, and Larry Calante, Klein's assistant.

Game Location Set Up At Newark, N. J., Airport

NEWARK N. J., Nov. 13.-One identification venders at Idlewild of the lushest game locations in and La Guardia airports in New the State has been landed by the York, but this is the firm's first C. O. Vending Company, Corona, major game installation. N. Y., firm. The installation, representing a \$60,000 equipment in- thru the concessions department vestment, is at Newark Airport, of the Port of New York Authority, one of the busiest air terminals in and the PNYA must approve every the nation.

Nat Cohen, C. O. executive, tion. figures the location must net a minimum of \$900 a week to make it pay, and be said that takes for the first five weeks of operation have been topping that figure.

The games include four shuffleboards, 10 pinballs, 2 Exhibit gun games, a Pistol Pete and a Night Fighter. Kiddie rides include two horses, a Sea Queen and a Space

Other Machines

mat. Voice-O-Graph and Drive- at the airport, is the busiest time. sists of two Carousel types, two not set, but will probably be be- and \$40.

and stamping machines. C. O. has been operating stamp location.

The contract was negotiated game before it is placed on loca-

Attendant on Hand

Cames are housed in a 23 by 48-foot room in the terminal building. The space had been occupied held in Chicago November 28-Depreviously by a retail store. While cember 1. a changemaker is on the location, an attendant is on hand at all times to make change manually and trouble shoot. To date, there has been no vandalism.

or valleys of activity, but Sunday pictures will be displayed. International Mutoscope's Photo- afternoons, when many visitors are

man, 10th Avenue com distributors, contains will man the Capitol Mardi-Gras units. The viewer sees its own cabinets as well as pre-

Stagecoach'

CHICAGO, Nov. 13 .- A new

Roll-over buttons light for re-

The player attempts to squirt the ple-point targets. The game has Skeeball. Grauf has had a pilot ducks up onto a "beach" in the three "pop bumpers," two "flip- model of Bingo-o-Reno in his Arpers" and two "cyclonic kickers."

Scores, running up as high as has never been mass produced. 7,000,000, are registered on the backglass. Backglass is decorated game is based on bingo, with the

Scientific Preems 3 Games at Show

Bing-O-Reno, Aqua Duck, Carousel to Make Debuts at NAAPPB; 3 Others to Be Shown

booths to be occupied by the Scien-Featuring rotation scoring for re- tific Machine Corporation's exhibit cago, November 28-December 1.

Hydro-Duck, another new gun plays after a player has made all on the Scientific Bing-o-Reno, a game made by Blendow & Wilson, four rollovers. Five drop-thru holes rolldown, Pokerino-type game deof Henry's Playland, Seaside Super point scoring uses multi- Heights, N. J., and inventor of cade for five years, but the unit

Instead of poker play, the new player having the option of buying

BROOKLYN, Nov. 13. - Three one, two or three cards at 10 cents five-ball novelty game, Stagecoach, new coin amusement machines and each. Dimensions are seven feet was announced this week by D. three old standbys will fill the four long and two feet wide, with shipping weight 200 pounds.

According to Max Levine, Scienbelow \$400. The unit is primarily (Continued on page 85

Heaviest emphasis will be placed heaviest emphasis will be placed the Scientific Bing-o-Reno, a the Scientific Bing-o-Reno, a To Be Shown At Park Meet

NEW YORK, Nov. 13.-The first public showing of the IQ Baseball Machine Corporation's new coinoperated batting range will be at the NAAPPB convention in Chicago, November 28-December 1.

According to Charles F. Henderson, general manager at IQ, the most radical departure from last vear's model will be the pricenow \$800 and formerly \$1,475.

Actually, the mechanical principle of the unit has been completely revised, with one cam now doing the work of four springs, six working parts and shock absorbers. Instead of operating as a cata-(Continued on page 87)

The rental practice has served Denounces Op Rental Plans

DETROIT, Nov. 13. - In the wake of reports that rental plans offered by distributors to operators were starting up in several major U. S. cities, Roy Small, conciliator for United Music Operators of Michigan, this week denounced the move.

Speaking for UMO, Small said, We think that is a bad thing for the distributor to be doing anything that is detrimental to his sales to operators as this is, because he is setting up a person, who is not an operator as ve recognize him, and he's taking locations away from the operator. It can result The ordinance stipulates that ap- in reduced terms, percentages and

(Continued on page 84)

Ore. Coin Industry Finds Rentals Help

PORTLAND, Ore., Nov. 13 .- music, altho both phases of the Operator rentals of games and pho- industry have benefited from the nographs is helping to carry the opportunity to put equipment on coin machine industry over a rough locations without the commitment of total investment. Exact figures period in the Portland area.

Upset conditions have stemmed are lacking, but one estimate put from litigation arising from a 1951 the amount of new business as becity ordinance that threw a cloud ing 20 per cent in the rental field. UMO's Small over legality of pinball operation in Portland, an issue being taken NEW YORK, Nov. 13.-The In- to the Supreme Court of the United States.

Altho games have operated pending outcome of court tests, the effect has been to cast an uncer-Herb Klein, Mutoscope sales man- tainty over game operation that has ager, is withholding the description had an over-all depressing influof the unit until the convention, at ence on business here. Tho music which time he will announce the is not concerned in the litigation, juke box operation has shared the unsettled conditions to the extent that dual operation is the practice

Rental activity is considerably heavier in the game field than in

Keeney Ships **New Gun Unit**

CHICAGO, Nov. 13. - A new gun game, the Keeney Sportsman, began moving out to distributors this week.

The new unit, made by J. H. Keeney & Company, is equipped with a .22-type rifle and all moving targets.

Complete details of the game were not available, but it is known the gun will include bird and animal targets, an outdoor sportsman decorative theme and a timing de-

The Sportsman is the first gun game made by Keeney this year.

Capitol to Display Rides, 3-D Movies At Outdoor Show

NEW YORK, Nov. 13.-Capitol Projectors will show its entire line of 3-D Movies, 3-D Pix and kiddle rides at the NAAPPB show to be

While no new models will be exhibited, Sam Goldsmith, Capitol sales executive, said that new cabinets have been designed for all Capitol 3-D equipment, with no Cohen said there are few peaks price changes. Adult and kiddle

Mike Munves and Barney Suger- Horse Rides and a Midget Racer, tween \$700 and \$900. booth

Florida City Okays Stiff Coin License HIALEAH, Fla., Nov. 13,-The

both the interests of the distributor

and operator in this area. The dis-

tributor has been able to obtain a

(Continued on page 84)

Hialeah City Council Tuesday (9) approved on first reading a stringent license ordinance for coin-operated games and music machines.

Highlight of the bill is a provision for a complete investigation by police of all new applicants for

plicants must be free of any convic- conditions." (Continued on page 87)

Munves to Show Hindu, Bike Racer at Chicago

line) will be displayed for the first players. time at the NAAPPB show by the Another in the series is True or Mike Munves Corporation.

Players stand side by side, with insertion of a coin. rotating wheels controling the progress of miniature bicycle racers on an upright backboard. Dimensions are 36 inches wide, 24 inches deep and 70 inches high. Play is set for 5 cents.

The Hindu consists of a turbaned Oriental who places his hands on a crystal ball, looks up at the patron, runs his hands over the ball and passes out a fortunetelling card. As the Hindo looks up, his eyes change from white to amber.

Pagoda Top

The Capitol kiddie ride line con- sembles a pagoda. List price is ly takes averaging between \$30

a simulated hurricane in action, mium furniture.

NEW YORK, Nov. 13. - The then receives a gust of wind at an Hindu Fortune Teller, Bike Racer unexpected moment. The unit is and Mardi-Gras Follies (a six-game designed primarily for female

False, showing a model of an am-The Bike Racer is a two-player ply-endowed young lady. The game which will list for \$395. viewer's question is answered by

Others in Series

So You Think You Have Troubles shows a cow in an unenviable predicament. Others in the series are How to Reduce, 3-Ring Circus and Worry. The games sell for \$195 each, with play set for 5

The Grandma Fortune-Teller will also be shown. Manning the booth will be Mike and Joe Munves and William Gaines.

Joe Munves said that Grandma is now on location in subway stops at Times Square and at Eighth Top of the Hindu cabinet re- Avenue and 42d Street, with week-

The firm has purchased its own Mobile are also part of the instal
Mike Munves and Barney Suger
Horicane Sal is one of the woodworking shop and is doing the Capital Mardi-Cross units. The firm has purchased its own woodworking shop and is doing

Short-Term Aid

· Continued from page 83

return on equipment that otherwise might remain idle, while the operater has been encouraged to try out new equipment and new locations without undue risk.

In a number of cases, the operator has purchased the equipment after a period of rental. Both parties to rental practices here find it satisfactory, altho as a long-range policy, sale and outright ownership are preferable to both.

Confidential Set-Up

Rental rates are considered a confidential agreement between the distributor and renter. Equipment renters prefer to remain unidentified as a means of insuring sounder relationship between operator and location owner.

From the distributor's viewpoint, however, the rental rate will be established fairly close to installment purchase figures. The distributor will expect the equipment to pay out in about the same period that

In that the operator seldom takes | conducted on the normal basis,

VOTE MACHINE 'TILT' CLAIMED

NEW YORK, Nov. 13.-H. I. Phillips, New York World-Telegram columnist, was in a playful mood in his Wednesday (10) comment on the role of the voting machine in the election recounts. Phillips told how, in one New York election district, if you pressed the Harriman lever you got the racing results at Jamaica, while if you pressed the Ives lever you got salted peanuts. In Illinois, he claimed, a voter was found inside a machine exhausted from a violent struggle. He was angry because he had racked up a score of 456,000 and no lights had flashed. The voter claimed a

the location owner into his confidence as to whether the equipment is leased or owned outright, the installment payments would cover. sharing of equipment earnings is

UMO's Small

Continued from page 83

Other Detroit coinmen raised objections to such plans. Joseph Auton, manager of the Michigan Midget Movies and King-Pin Distributing Company, reported that a trial operation he conducted with kiddie rides "did not -un out profitably for either party." Auton said the average take on a kiddie ride was about \$20 a week. Of that sum, the location owner would get about 35 per cent and King-Pin charged \$10 a week rental, which left a small margin for the operator. One service call would eat up the profit.

Auton said that he considered a rental plan for games and juke boxes, but that he gave it up "because we would have to have a credit man chase the renters."

But the type of equipment and the location determine the success of a rental plan, operators here

A typical comment came from one operator. "It depends on the territory the plan is tried and the kind of equipment," he said.

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handling replies.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The Mational Exchange for Coln Machine Personnel, Products, Services and Opportunities

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REGULAR CLASSIFIED ADS

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RATE: 15¢ a word-Minimum \$3,00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1.00 a line-\$14.00 per inch. CASH WITH ORDER

(unless Credit has been established)

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THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities Parts, Supplies & Services

COIN BADIOS AND TELEVISION—BUY direct from manufactures and save; steel sabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duans St., New York City.

DISTRIBUTORS-OPPORTUNITY TO HAN-die the new 5 or 10c Kleenex Pocket Pack Tissue Machine, Write Standard Ma-chine Mfg. Co., Box 11, Hubbard Woods, III

DISTRIBUTORS. OPERATORS—A LOW-priced comb vendor. Get in on ground floor. No territorial restrictions. Box M-93, e/e Billheard, Ciocinnati 22, Ohio. ch-no27

EXCELLENT MONEY-MAKING OPPORTU nilles for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-dell

SOUTHERN OPERATORS—300 AIR COn-ditioners, ideal motels, etc. Brand new, eriginal excions, List \$88.50; price, \$39.50. 25e coin timers, \$4.75. W. R. Slack, Box 1371, Clearwater, Fig.

Help Wanted ******************

MUSIC AND PINBALL MECHANIC-FINE working conditions. Must be sober and reliable. Moss Amusement Co., Sanford, Fla. Phone 102.

WANTED-BINGO AND SHUFFLE ME-chanics; good pay and good working conditions Persons must be sober and fur-nish reference. Write Box 733, The Bill-beard, Chicago, III. jal

Rare opportunity for experienced vending machine engineer capable of assuming full responsibility for special projects. Minimum of four years' experience in design-styling of sheet-metal cabinet work, and electromechanics required. Must be a competent draftsman. Educational background in addition to practical experience in vending manufacture should include a minimum of three years of mechanical engineering.

Compensation commensurate with ability. All replies and information furnished will be held in strict confidence. Address Box 737, The Billboard Single Up. R. Westmoreland, Box 1018, Jackson, Tenn. WANTED: DESIGN ENGINEER

COIN OPERATED TIMERS-ELECTRONIC. automatic, no buttons to gusb or mechani-cal levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, froners, typewriters, sewing ma-chines, etc. Write for prices. Coin Radio Co. 1904 Duane St., New York City, nu27

STAMP FOLDERS DIRECT FROM MANU-facturer; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 2, Pa Locust 7,1448

Routes for Sale

MUSIC. PIN, BINGO AND SHUFFLE GAME Routs, North Western Pennsylvania. Cash or terms. Rich's Amusement Co., Green

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL

2952 Milwaukee Ave. ADVANCE 25c MACHINES—NEW AND used; rock bottom merchandise prices on request, McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. 8027

CIGARETTE MACHINES JUST OFF LOCA-tion; 25e or 30e operation, Central Vend-ing Machine Service Co., 3967 Parrish St., Phila, Pa. Evergreen 6-4244. ch

LAST PRICES FOR PENNY AMUSEMENT games, Send quick for list, Atlas, 1200 Madeline Place, Fort Worth, Tex.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV rame blade venders, 21F's, Advance 23C's, National \$5, National \$15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributers.

Dept, 8-11, 4307 W. Lawrence Av., Chicago 30

USED AND RECONDITIONED VENDORS— Nat. 9 coi. Camdy, 205; Nat. 6 col. Candy, 269.50; Unecda Candy, 5 coi., 259.50; S. R. Se Hershew, 225; 10 Atlas Ace 1c Mdae, 26.50; 15 N. W. 540 Le mdse., 56.50; 15 N. W. 239 Le mdse., 26.50; 15 Advance Le Stick Gum, \$10; 10 S. R. Se Hot Nut, \$15; 3-3 coi. Davai Hell Stamps, \$25; 25 Masters, \$8.50; 50-8 cot. 1c Tab Gum, \$12.50. Cleve-land Coin, 2025 Prospect Ave., Cleveland 13, Ohio. 2025

66 MERCURY GRIP MACHINES FIRST class. Sacrifice at \$15 each, cash f.o.b. Agent: Spindle City Vendors, Box 521, Gastonia, N. C.

180 ACORN 1s ALL PURPOSE VENDORS.

Many still in original cartons, others on location three months. Cash only, \$750.

1/3 deposit, balance c.o.d. A. M. Perry, 2238 N. Richland, Phoenix, Aris.

220 le GUM CHARM MACHINES, 480 Se Acors Charm Machines; off or on loca-tion in Texas. Sell, trade for 25c Advance Machines. Box M-54, c.o Biliboard, Cin-cinnati 22, Ohio.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Bux 673, The Billboard, Chi-cago 1, Ill.

LATE MODEL SKEE BALLS AND ARcade machines, guns and novelty pieces.
Will also buy Mills Panorams regardless of condition, H. E. Loebsack, 1438 N. Emporia, Wichita, Kan. 8020

VICTOR TOPPERS WANTED-ANY QUAN-tity, Give full information, Box M-90, c/s Billboard, Cincinnati 22, Ohio. ded

WANTED TO BUY-10e ELEENEX VEND-ing machine. Vend-Brite or others. In vington Paper Co., 20 Camden St., Newark 7, N. J.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All a vertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Issue of

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Army & Navy	\$45.00 50.00	\$45.00 50.00	345.00 60.00	\$20.00 60.00
Atlantic City (Bally)	115.00 125.00	115.00 125.00	130.06	125.00(2)
	135.00(2)	145.00(6)	145.00(4)	140.00(2) 145.00(4)
	145.00(4)		150.00(2)	160.00
Backethall Champ	150.00			
(Chicage Coin)	129.50	109.50	175.00	175.00 195.00
Batting Practice	195,00(4) 65.00 80.00	195.00(2) 65.00 80.00	195.00(2) 65.00 80.00	65.00 89.50
Brack Club (Bafly)	95.00 295.00	310.00	89.50 325.00(3)	325.00(2)
	315.00(3) 320.00 325.00	315.00(2) 325.00(2)	335.00	335.00 339.00 373.00
	335.00(2)	335.00(2)		
Seasty (Bally)	350,00(2) 220,00	350.00(2) 220.00 245.00	240.00 245.00	******
	225.00(2)	250.00(3)	240.00 245.00 250.00(2)	175.00 190.00 245.00 250.00
	245,00(2) 250,00(2)	275.00(2)	275.00(2)	259.00 275.00 84.50
de Bop (Exhibit)	275.00(2) 84.50	*84.50	84.50	
Bolero	49.50	49.50	49.50	49.50
Boston (Williams)	65.00	65.00	65.00	25.00 69.50
Bowling Champ (Gottfleb) Bright Lights (Bally)	59.50 65.00 75.00	59.50	59.50	59.50
The same of the sa	85.00 90.00	75.00 90.00	65.00 75.00 90.00	42.50 45.00 40.50
Bright Spot (Bally)	55.00 90.00 95.00 125.00	90.00 95.00	90.00 95.00(2)	85,00 95,00(2)
Cabana (United)	59.50 165.00(2)	59.50	THE RESERVE ASSESSMENT	59.50
*************************	175.00 185.00	165.00 175.00 185.00	165.00 175.00 195.00(2)	175.00 165.00
Campus (Exhibit)	200.00	A STORY	84.50	84.50
Caravan (Williams)	59.50	59.50	59.50	59.50 75.00
China Town (Gottliet)	95.00 119.50	95.00	75.00	75.00 55.00
Citation (Bally) Conry Island (Bally)	15,00 79.50 55.00 75.00	15.00 79.50 75.00 80.00	75.00 80.00	15.00 79.50 42.50 95.00(2)
	80.00 85.00(2) 95.00(2)	95.00(2)	85.00 95.00(2)	115.00
Marie Edward	300.00			1
Circus (United)	75.00 150.00 175.00	75.00 175.00	150.00 175.00	75.00
Cross Hoad (Gattileb) Cyclone (Gottlieb)	75.00	65.00		110.00
Daffy Derby (Williams)	350.00	350.00		
Dailas (Williams)		195.00	69.50	67.39
De-lose (Williams)	150.00	12 10	195.00	75.00
Deluxe Baseball (Williams)	325.00 358.00	250.00 350.00	325.00	325.00 356.00
Dew-Wa-Disty (Williams)	49.50	49.30	49.50	49.50
	69:00	-		
Double Feature (Gottlieb)	79.50	79.50	79.50	79.50 59.50
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams)	79.50 59.50 79.50	79.50 59.50 79.50	79.50 59.50 79.50	79.50 59.50 79.50
Double Feature (Gottlieb)	79.50 59.50 79.50 310.00 315.00 325.00	79.50 59.50 79.50 315.00 325.00(2)	79.50 59.50 79.50 335.00 345.00(2)	79.50 59.50
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00	79.50 59.50 79.50 335.00	79.50 59.50 79.50 530.00 346.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3)	79.50 59.50 79.50 315.00 325.00(2) 335.00(2)	79.50 59.50 79.50 335.00 545.00(2) 350.00(2)	79.50 59.50 79.50 530.00 346.00
Double Shuffle Double Shuffle Dreamy (Williams) Dude Ranch (Baily) El Pase (Williams)	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 355.00 375.00	79.50 59.50 79.50 530.00 346.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 95.00 49.50	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 353.00 375.00 59.50 95.00 49.50	79.50 59.50 79.50 530.00 346.00 355.00 365.06
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Figing High (Gottlieb)	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 79.00 49.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 95.00 49.50 110.00	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 355.00 375.00 59.50 95.00 49.50 125.00 45.00(2)	79.50 59.50 79.50 530.00 346.00 355.00 365.06 49.50 125.00 65.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Fire Star (United)	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 79.00 49.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 95.00 49.50	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 353.00 375.00 59.50 95.00 49.50 125.00	79.50 59.50 79.50 530.00 346.60 355.00 365.06 49.58 125.00 65.60 50.00 50.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dode Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Five Star (United) Football (Chicago Coin) Four Horsemen (Gottlieb)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 49.50 49.50 59.50 45.00(2) 50.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 95.00 49.50 110.00 59.50 65.00(2) 50.00	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 355.00 375.00 59.50 49.50 125.00 49.50 125.00 59.50 99.50	79.50 59.50 79.50 530.00 346.00 355.00 365.06 49.50 125.00 65.00 50.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dode Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Fire Star (United) Football (Chicago Coin)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 49.50 49.50 59.50 45.00(2) 50.00 39.00 99.50 175.00(2) 185.00 190.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 355.00 375.00 59.50 49.50 125.00 49.50 125.00 59.50	79.50 59.50 79.50 530.00 346.60 355.00 365.06 49.58 125.00 65.60 50.00 50.00 99.56
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) Four Horseman (Gottlieb) Four Horseman (Gottlieb) Froic (Baily) Futurity	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 49.50 49.50 59.50 45.00(2) 50.00 39.00 99.50 175.00(2)	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 49.50 49.50 110.00 59.50 65.00(2) 50.00	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 350.00(2) 353.00 375.00 59.50 49.50 125.00 49.50 125.00 99.50 185.00 190.00 225.00	79.50 59.50 79.50 530.00 340.00 355.00 365.06 555.00 365.06 65.00 65.00 50.00 59.50 99.56 145.00 165.00 190.00 195.00 225.00(2) 65.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Five Star (United) Football (Chicago Coin) Four Homemen (Gottlieb) Frolic (Baily) Futurity Globe Trotter (Gottlieb) Golden Nuspet	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 79.00 49.50 59.50 65.00(2) 50.00 39.00 99.50 175.00(2) 185.00 190.00 195.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 49.50 110.00 59.50 65.00(2) 50.00 190.00 195.00(2)	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 353.00 375.00 59.50 99.50 125.00 49.50 125.00 99.50 99.50	79.50 59.50 79.50 530.00 340.00 355.00 365.06 49.50 125.00 65.00 50.00 50.00 50.00 190.00 195.00 190.00 195.00 225.00(2) 65.00 109.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) Four Horseman (Gottlieb) Four Horseman (Gottlieb) Froic (Baily) Fiturity Giobe Trotter (Gottlieb)	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 79.00 49.50 59.50 65.00(2) 50.00 39.00 99.50 175.00(2) 185.00 190.00 195.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2)	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 350.00(2) 355.00 375.00 59.50 49.50 125.00 49.50 125.00 59.50 185.00 190.00 225.00	79.50 59.50 79.50 530.00 340.00 355.00 365.06 555.00 365.06 65.00 65.00 50.00 59.50 99.56 145.00 165.00 190.00 195.00 225.00(2) 65.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Fire Star (United) Football (Chicago Coin) Four Homeonen (Gottlieb) Frolic (Baily) Finder Rusget Gold Cup (Bally) Golden Rusget Gold Cup (Bally)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 49.50 59.50 45.00(2) 50.00 39.00 99.50 175.00(2) 185.00 190.00 195.00 90.00 99.50 59.50 69.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 49.50 110.00 59.50 65.00(2) 50.00 190.00 195.00(2)	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 350.00(2) 355.00 375.00 59.50 49.50 125.00 49.50 125.00 59.50 185.00 190.00 79.50	79.50 59.50 79.50 530.00 340.00 355.00 365.06 49.50 125.00 65.00 50.00 50.00 50.00 190.00 195.00 190.00 190.00 190.00 199.00
Double Feature (Gottlieb) Double Shuffle Greamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Five Star (United) Four Horsemen (Gottlieb) Four Horsemen (Gottlieb) Frolic (Baily) Golden Number Gold Cop (Bally) Guys-Dolls (Gottlieb) J avana J avana	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 79.00 49.50 59.50 49.50 175.00(2) 185.00 195.00 90.00 99.50 195.00 275.00 325.00 345.00 330.00 395.00(2)	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 40.00 99.50 195.00(2) 345.00 350.00 395.00 435.00	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 350.00(2) 355.00 375.00 59.50 49.50 125.00 49.50 185.00 190.00 225.00 45.00 135.00	79.50 59.50 79.50 530.00 346.60 355.00 365.06 49.50 125.00 65.00 50.00 59.50 99.56 145.00 165.00 190.00 195.00 225.00(2) 65.00 109.00
Double Feature (Gottlieb) Double Shuffle Greamy (Williams) Dude Ranch (Bally) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Five Star (United) Football (Chicago Coin) Four Horsemen (Gottlieb) Froic (Bally) Golden Number Gold Cup (Bally) Guys-Dolls (Gottlieb) I avana Hawaii (United)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 49.50 59.50 45.00(2) 50.00 175.00(2) 185.00 190.00 195.00 90.00 99.50 59.50 69.50 59.50 59.50 69.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 90.00 195.00(2) 90.00 345.00 350.00 345.00 350.00 345.00 350.00 345.00 350.00	79.50 59.50 79.50 335.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 49.50 125.00 49.50 125.00 109.00 99.50 109.00 90.00 40.00 40.00 40.00 75.00 75.00	79.50 59.50 79.50 530.00 340.00 355.00 365.06 59.50 145.00 165.00 190.00 195.00 225.00(2) 65.00 109.00 355.00 350.00 355.00 350.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Five Star (United) Football (Chicago Coin) Four Homemen (Gottlieb) Frolic (Baily) Frolic (Baily) Guys-Doils (Gottlieb) I avana Hawaii (United) Hayburner Hit 'n' Run (Gottlieb) Hayburner Hit 'n' Run (Gottlieb)	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 79.00 49.50 59.50 69.50 175.00(2) 185.00 195.00 90.00 99.50 195.00 275.00 325.00 345.00 350.00 395.00(2) 445.00 475.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 99.50 195.00(2) 90.00 99.50 345.00 350.00 395.00 435.00 445.00	79.50 59.50 395.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 49.50 125.00 49.50 125.00 109.00 90.00 90.00 445.00 75.00 109.50	79.50 59.50 79.50 530.00 340.00 355.00 365.06 355.00 365.06 49.50 49.50 65.00 50.00 59.50 99.50 145.00 165.00 190.00 195.00 225.00(2) 65.00 109.00 59.50 135.00 355.00 350.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Five Star (United) Football (Chicago Coin) Four Horseman (Gottlieb) Frolic (Baily) Gold Cup (Baily) Guys-Dolls (Gottlieb) I avana Hawaii (United) Hayburner	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 79.00 49.50 59.50 69.50 175.00(2) 185.00 190.00 195.00 90.00 99.50 59.50 69.50 275.00 325.00 345.00 375.00 395.00(2) 445.00 475.00 75.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 90.00 195.00(2) 90.00 345.00 350.00 345.00 350.00 345.00 350.00 345.00 350.00	79.50 59.50 335.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 375.00 59.50 49.50 125.00 49.50 185.00 190.00 99.50 109.00 95.00 135.00 445.00 75.00 109.50 75.00	79.50 59.50 79.50 530.00 346.60 355.00 365.06 355.00 365.06 49.50 125.00 65.00 50.00 59.50 99.50 145.00 165.00 190.00 195.00 225.00(2) 65.00 109.00 59.50 135.00 355.00 350.00 355.00 350.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Five Star (United) Football (Chicago Coin) Four Horsemen (Gottlieb) Frolic (Baily) Giobe Trotter (Gottlieb) Golden Numbert Gold Cop (Bally) Guys-Dolls (Gottlieb) I avana Hawaii (United) Hockey (Chicago Coin) Hayburner Hit 'n' Run (Gottlieb) Hockey (Chicago Coin)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 69.50 69.50 175.00(2) 185.00 190.00 195.00 195.00 275.00 325.00 345.00 375.00 395.00(2) 445.00 475.00 75.00 109.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 90.00 195.00(2) 90.00 345.00 350.00 345.00 350.00 345.00 350.00 345.00 350.00	79.50 59.50 395.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 49.50 125.00 49.50 125.00 109.00 90.00 90.00 445.00 75.00 109.50	79.50 59.50 79.50 530.00 340.00 355.00 365.06 355.00 365.06 49.50 49.50 65.00 50.00 59.50 99.50 145.00 165.00 190.00 195.00 225.00(2) 65.00 109.00 59.50 135.00 355.00 350.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dode Ranch (Bally) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Fire Star (United) Football (Chicago Coin) Four Horsemen (Gottlieb) Frolic (Bally) Golden Nusget Gold Cup (Bally) Golden Nusget Gold Cup (Bally) Gays-Dolis (Gottlieb) Hawaii (United) Hawaii (United) Hockey (Chicago Coin) Hockey (Chicago Coin) Hong Kong (Gottlieb)	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 79.00 49.50 59.50 69.50 175.00(2) 185.00 195.00 195.00 275.00 325.00 345.00 350.00 395.00(3) 395.00(3) 390.00 345.00 109.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 40.00 99.50 195.00(2) 40.00 99.50 345.00 350.00 395.00 435.00 75.00 109.50 75.00 109.50 390.00 395.00	79.50 59.50 395.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 375.00 59.50 49.50 125.00 49.50 185.00 190.00 90.00 45.00 135.00 345.00 350.00 445.00 75.00 109.50 75.00	79.50 59.50 79.50 530.00 346.60 355.00 365.06 55.50 65.60 50.00 59.50 99.56 145.00 165.00 190.00 195.60 225.00(2) 65.60 109.00 59.50 109.00 35.00 350.00 35.00 350.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Double Ranch (Bally) Fairway Floating Power (Genco) Flying High (Gottlieb) Football (Chicago Coin) Four Horsenen (Gottlieb) Frolic (Bally) Gold Cup (Bally) Gold Cup (Bally) Guys-Dolls (Gottlieb) I avana Hawail (United) Hayburner Hit 'n' Run (Gottlieb) Hockey (Chicago Coin) Hong Kong (Gottlieb) Ice Frolics	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 69.50 69.50 175.00(2) 185.00 190.00 195.00 75.00 395.00(2) 445.00 475.00 75.00 109.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 90.00 195.00(2) 90.00 395.00 435.00 445.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00	79.50 59.50 395.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 375.00 59.50 49.50 125.00 49.50 185.00 190.00 90.00 45.00 135.00 75.00 109.50 75.00 75.00 385.00 390.00 385.00 390.00 385.00 390.00	79.50 59.50 79.50 530.00 346.60 355.00 365.06 49.50 125.00 65.60 50.00 59.50 99.56 145.00 165.00 190.00 195.60 225.00(2) 65.60 109.00 59.50 135.00 35.00 350.00 35.00 350.00 375.00 365.00 375.00 365.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dode Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) Football (Chicago Coin) Four Horsemen (Gottlieb) Frolic (Baily) Gold Cup (Baily) Gold Cup (Baily) Guys-Dolls (Gottlieb) Javana Hawail (United) Hockey (Chicago Coin) Hory Kong (Gottlieb) Jockey Chicago Coin) Hong Kong (Gottlieb) Jockey Specials (Baily)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 69.50 69.50 175.00(2) 185.00 190.00 195.00 195.00 275.00 325.00 345.00 350.00 395.00(2) 445.00 475.00 75.00 109.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 90.00 195.00(2) 90.00 195.00(2) 345.00 350.00 395.00 435.00 75.00 75.00 109.50 365.00(2) 390.00 395.00 400.00 425.00 54.50	79.50 59.50 335.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 375.00 59.50 125.00 49.50 125.00 63.00(2) 50.00 59.50 109.00 90.00 445.00 75.00 75.00 75.00 75.00 385.00 390.00 395.00 425.00	79.50 59.50 79.50 530.00 346.00 355.00 365.06 59.50 145.00 165.00 190.00 195.60 225.00(2) 65.00 109.00 59.50 109.00 355.00 350.00 355.00 350.00 375.00 365.00 375.00 365.00 375.00 365.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Dude Ranch (Bally) Fairway Floating Power (Genco) Flying High (Gottlieb) Football (Chicago Coin) Four Horsemen (Gottlieb) Froic (Bally) Golden Nuspet Gold Cup (Bally) Golden Nuspet Gold Cup (Bally) Gryn-Dolls (Gottlieb) Hawail (United) Hockey (Chicago Coin) Horg Kong (Gottlieb) Ice Froilis Jockey Club	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 39.50 49.50 39.60 39.60 175.00(2) 185.00 195.00 275.00 395.00 395.00 395.00(3) 395.00 395.00 109.50 199.50 354.50 356.00 335.00(3) 390.00 395.00 109.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 400.00 99.50 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 400.00 425.00	79.50 59.50 395.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 49.50 125.00 49.50 125.00 59.50 99.50 109.00 90.00 45.00 135.00 45.00 75.00 109.50 75.00 75.00 395.00 400.00 395.00 425.00	79.50 59.50 79.50 530.00 346.60 355.00 365.06 49.50 125.00 65.60 50.00 59.50 99.56 145.00 165.00 190.00 195.60 225.00(2) 65.60 109.00 59.50 135.00 35.00 75.00 95.00 395.00 375.00 365.00 375.00 350.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Oude Ranck (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Five Star (United) Four Homemen (Gottlieb) Frolic (Baily) Frolic (Baily) Golden Numbert Gold Cup (Baily) Golden Numbert Gold Cup (Baily) Hawaii (United) Howaii (United) Howaii (United) Hordey (Chicago Coin) Hordey (Chicago Coin) Hordey (Gottlieb) Jockey Club Jockey Club Jockey Specials (Baily) Jockey Gottlieb) Jockey Gottlieb) Jockey Gottlieb) Jockey Gottlieb) Jockey Gottlieb) Jockey Club Jockey Gottlieb)	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 39.50 49.50 39.50 49.50 175.00(2) 59.50 49.50 175.00(2) 185.00 190.00 195.00 395.00(2) 445.00 475.00 395.00(2) 445.00 475.00 75.00 109.50 300.00 345.00 395.00(3) 390.00 395.00 109.50 354.50 35.00(3)	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 40.00 99.50 59.50 345.00 350.00 395.00 435.00 445.00 75.00 75.00 109.50 365.00(2) 390.00 395.00 400.00 425.00 54.50 89.50 65.00 90.00	79.50 59.50 335.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 375.00 49.50 125.00 49.50 185.00 190.00 90.00 45.00 135.00 465.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00	79.50 59.50 79.50 530.00 346.60 355.00 365.00 49.50 125.00 65.60 50.00 59.50 99.50 190.00 195.60 225.00(2) 65.00 109.00 59.50 109.00 35.00 75.00 75.00 375.00 350.00 375.00 365.00 375.00 350.00
Double Feature (Gottlieb) Double Shuffle Dreamy (Williams) Double Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) Football (Chicago Coin) Four Horseman (Gottlieb) Frolic (Baily) Gold Cup (Baily) Gold Cup (Baily) Guys-Dolls (Gottlieb) Favana Hawaii (United) Hockey (Chicago Coin) Horg Kong (Gottlieb) Ice Frolics Jockey Chicago Coin) Horg Kong (Gottlieb) Ice Frolics Jockey Chicago Coin) Horg Kong (Gottlieb) Jockey (Chicago Coin) Horg Kong (Gottlieb) Jockey Chicago Coin) Horg Kong (Gottlieb) Jockey (Gottlieb) Jockey Chicago Coin) Jockey (Gottlieb) Jockey Chicago Coin) Horg Kong (Gottlieb) Jockey Chicago Coin) Jockey Chicago Coin) Jockey (Gottlieb) Jockey Chicago Coin) Jockey Chicago Coin) Jockey (Gottlieb) Jockey Chicago Coin) Jockey Chicago Coin) Jockey Chicago Coin)	79.50 59.50 79.50 310.60 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 39.50 49.50 39.60 39.60 175.00(2) 185.00 195.00 275.00 395.00 395.00 395.00(3) 395.00 395.00 109.50 199.50 354.50 356.00 335.00(3) 390.00 395.00 109.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 90.00 195.00(2) 90.00 395.00 345.00 395.00 395.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2) 390.00 385.00(2)	79.50 59.50 335.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 375.00 59.50 125.00 49.50 125.00 109.00 90.00 405.00 109.00 405.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00	79.50 59.50 79.50 530.00 346.00 355.00 365.06 355.00 365.06 49.50 65.00 50.00 59.50 99.50 145.00 165.00 190.00 195.00 225.00(2) 65.00 109.00 59.50 135.00 355.00 350.00 355.00 350.00 355.00 350.00 355.00 350.00 355.00 350.00
Double Shuffle Dreamy (Williams) Dude Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gettlieb) 400 (Genco) Five Star (United) Four Horsemen (Gottlieb) Frolic (Baily) Futurity Globe Trotter (Gottlieb) Gold Cup (Baily) Guya-Dolls (Gottlieb) Hawaii (United) Hawaii (United) Howay (Chicago Coin) Horny Kong (Gottlieb) Jockey (Chicago Coin) Horny Kong (Gottlieb) Jockey (Gottlieb)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 69.50 69.50 175.00(2) 185.00 190.00 195.00 195.00 395.00(2) 445.00 475.00 75.00 109.50 300.00 345.00 395.00(3) 396.00 345.00 395.00(3) 396.00 345.00 109.50 350.00 109.50 109.50	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 59.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 40.00 99.50 59.50 345.00 350.00 395.00 445.00 75.00 75.00 109.50 390.00 395.00 400.00 425.00 59.50 65.00 90.00 89.50 100.00 79.50	79.50 59.50 335.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 375.00 59.50 49.50 125.00 49.50 185.00 190.00 90.00 45.00 135.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00 75.00	79.50 59.50 79.50 530.00 340.00 355.00 365.00 65.00 65.00 65.00 65.00 65.00 190.00 195.00 225.00(2) 65.00 109.00 59.50 135.00 355.00 350.00 375.00 350.00 375.00 350.00
Double Feature (Gottlieb) Double Shuffle Greamy (Williams) Dode Ranch (Baily) Fairway Floating Power (Genco) Flying High (Gottlieb) 400 (Genco) Five Star (United) Four Horsemen (Gottlieb) Four Horsemen (Gottlieb) Frolic (Baily) Futurity Globe Trotter (Gottlieb) Gold Cup (Baily) Gold Cup (Baily) Gold Cup (Baily) Hawaii (United) Howaii (United) Horne Kong (Gottlieb) Ice Frolics Jockey Chicago Coin) Horne Kong (Gottlieb) Jockey Chicago Coin) Horne Kong (Gottlieb) Jockey Chicago Coin) King Pin (Chicago Coin) King Pin (Gottlieb) Jockey Chicago Coin) King Pin (Gottlieb) Jockey Chicago Coin) King Pin (Chicago Coin) King Pin (Gottlieb) Jockey Chicago Coin)	79.50 59.50 79.50 310.00 315.00 325.00 335.00(3) 345.00 350.00(3) 375.00 59.50 69.50 69.50 175.00(2) 185.00 190.00 195.00 195.00 395.00(3) 395.00(3) 396.00 345.00 395.00(3) 396.00 345.00 109.50 35.00 109.50 199.00 54.50 35.00 199.00 54.50 35.00 199.00 54.50 35.00 350.00	79.50 59.50 79.50 315.00 325.00(2) 335.00(2) 345.00 350.00 365.00 375.00 49.50 49.50 110.00 59.50 65.00(2) 50.00 195.00(2) 40.00 99.50 59.50 345.00 350.00 395.00 435.00 445.00 75.00 109.50 395.00 435.00 445.00 75.00 109.50 395.00 425.00 54.50 89.50 65.00 90.00	79.50 59.50 335.00 345.00(2) 350.00(2) 350.00(2) 350.00(2) 350.00 375.00 49.50 125.00 49.50 125.00 190.00 90.00 45.00 135.00 445.00 75.00 109.50 75.00 75.00 395.00 400.00 425.00 215.00 89.50	79.50 59.50 79.50 530.00 346.00 355.00 365.06 59.50 49.50 65.00 50.00 59.50 99.50 145.00 165.00 190.00 195.00 225.00(2) 65.00 109.00 59.50 135.00 325.00 350.00 375.00 350.00 375.00 350.00 375.00 350.00

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- 1. Clip your ad to this form.
- 2. Check classification you want your ad to appear under.
- Business Opportunities Heip Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale Used Cain-Operated Equipment
- Wanied To Buy
- 3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your od the words you want emphasized. Rates

above. Sarry, no illustrations or cuts.

- Regular
- Display.

4. Count all wards, then enclase check or maney order. Insufficient remittance will delay your ad. Prampt refunds made in event of averpayment. To figure charges when hox number is used, read "Important Information" above.

The Billboard Coin Market Place 2160 Patterson St.

Cincinnuti 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Mext 6 issues Mext 4 issues Mext 3 issues Next issue only

Payment enclosed

Address.

City_

Zone

Lucky Inning (Williams)

ONLY THE BILLBOARD -

nong ever-all entertainment weakling-is a member of the AUDIT BUREAU OF CIRCULATIONS.

Scientific

for battery installations, with initial deliveries set for spring.

Scientific will also exhibit the Aqua Duck, which had previously been produced by the now defunct Meteor Machine Corporation. The enables an operator to rent games firm has bought the rights for the game from the inventor, Jack Gray, and is currently producing its own version. First deliveries are set for

Two models are available, the uting Company executive. de luxe for \$349.50 and the standard for \$249.50. The de luxe model has a cabinet 42 inches long, 22 inches wide and 61/2 inches high, with a light-up backboard. The standard model is smaller and has an unlit backboard.

Water Pistol

Object of the game is to fire a water pistol at floating ducks, with the force of the water stream pushing the ducks on an island. Water tanks are stainless steel, and the game is guaranteed for five years.

displayed for the first time will be rough, he bounces the equipment personnel. the two-horse Carousel. The unit back to the distributor who then has two Fibreglas horses operating has used machines on his hands. town among the operators, Joe breakdowns occur during weekon an up-and-down motion. The What is the distributor to do then Pelligrino was an expert cabinet ends. On such an occasion, when base is steel and the top striped but put them out indiscriminately canvass. The operator has a music in an effort to salvage what he can selection which plays while the of a bad situation?" ride is in operation. List price is

Other Scientific machines to be displayed will be the 1955 Pokerinos, with slight cabinet changes; the 3-in-Line game, and the Ocean Liner.

In addition to Levine, the booth will be manned by Jack Firestone, chief engineer; Robert Marcus, saler manager; John Marino, assistter, hostess.

Scientific is currently celebrating promotion on this event.

Fla. Distrib **Brands Rentals** 'Impractical'

MIAMI, Nov. 13 .- A plan which and juke boxes from a distributor was branded as impractical from a distributor's viewpoint this week

Said Truppman: "It lets the operator make too many mistakes and ultimately forces the distributor to music and games in this area. become an operator himself."

He said he felt that under such an arrangement, the operator would be inclined to rent more equipment than he would buy if he had to pay for it.

"The operator doesn't have necessary stake in his equipment to cause him to operate as efficiently buying the machines outright," Another Scientific machine to be said Truppman. "If things get

> in turn would cause a foul-up on average operator. the production line and impair relations between the factory and the distributor.

ant sales manager, and Diane Hun- the 25th anniversary of its founding Electrical test equipment to check

			December 1	
Issue of	Issue fo	Issue of	Issue of	
Oct. 23	Oct. 30	Nov. 6	Nov. 13	
\$150.00	\$150.00 69.50	****	The same	Marble Queen (Gottfieb)
69.50	410.00	\$69,50 410.00 435.00	\$69.50	Maryland (Williams)
to make the	710.00	410.00 433.00	375.00 410.00 435.00	desics (United)
49.50	49.50	49.50	49.50	Conterrey (United)
			195.00	Systic Marvel (Gottlieb)
70.00	***			
79.50	79.50	79.50	79.50	Wifty (Williams)
69.50	69.50	69.50	69.50	Minkson Others
75.00		65.00	97.50	Oklahoma (United)
		STREET, STREET		Diprodes
305 00 345 00	Vac 00		79.00	Palitades
125.00 145.00 175.00	135.00	125.00 135.00	125.00	Palm Brath (Bally)
	150.00	145.00(4) 165.00	135.00(2)	
		103,00	145.00(3)	
CHARLES TO SERVICE	15 12 31		150.00	
370.00 375.00	385.00	350,00(2)	345.00 350.00	falm Springs (Bally)
395.00(2)	395.00(3)	355.00 375.00	355.00 365.00	
		385.00	375.00 385.00	
49.50	49.50	395.00(3) 49.50	395.00(2)	and a Helen
59.50	59.50	59.50	49.50 59.50	Paradise (United)
79.50	79.50	79.50	79.50	Pinky (Williams)
****	Ship and the		165,00	Pis Wheel (Gottlieb)
125.00 165.00 54.50	125.00 165.00	165.00	160.00 165.00	Poker Face (Gottlieb)
54.30	54.50	54.50	ST. CHENCE	Pundin' Head (Genco)
75.00	75.00	69.50	75.00	Constitute Parish
110.00	110.00	37.30	75.00	Quarterback (Williams)
145.00	145.00	145.00	145.00	buintette
89.50	00.00			
325.00 335.00	295.00 325.00		MAN TO STATE OF THE PARTY OF TH	Tag Mog (Williams)
263140 222149	213.00 323.00	295.00(2) 325.00	295.00(3)	tis (United)
35.00 75.00	35.00	323.00	325.00 49.00	Rockettes (Gottlieb)
49,50	49.50	49.50	49.50	Ronderyse (United)
	65.00		43.50	Apre Bowl (Gottlieb)
49.50	49.50			
49.50	49.50	49.50 49.50	49.50	Sally (Chicago Coin)
49.50	49.50	49.50	49.50 49.50	Screwball (Genco)
59.50	59.50	59.50	59.50	Sharp Shooter (Gottlieb)
			170.00	Shindle
100.00		150.00		Show Boat (United)
65.00		85.00		Skill Pool (Gottlieb)
			54.50	South Pacific (Gence)
49.50		49.50	49.50	Special Entry (Bally)
42.50 65.00	75.00(2) 85.00	85.00(3)	55.00 75.00(2)	Spot-Lite (Bally)
75.00 85.00	95.00(3)	95,00(2)	85.00 95.00	A STATE OF THE PARTY OF THE PAR
95.00(3) 50.00 85.00	100.00	100.00	100.00	The second second
135.00	83.00	85.00		Stars (United)
49.50	49.50	49.50	49.50	Struggle Buggy (Williams) Summertime (United)
		-	47.30	Super World Series
195.00	150.00 195.00	150.00 195.00	150.00 195.00	(Williams)
69.50	69.50		- State of the sta	
195.00	64.50	69.50	69.50	Tampico (United)
	49.50	225.00 265.00 49.50	195,00 49,50	Tahiti (United)
54.50	54.40	4104	47.50	Texas Leaguer (Keesey) Three Feathers (Genco)
18.50	18.50	18.50	18.50	Three-of-a-Kind
69.50	69.50	69.50	69.50	Three Musketeers (Gottlieb).
250.00 275.00	105 00 005 00	75.00		Times Square (Williams)
230.00 273.00	195.00 235.00 245.00 275.00	225.00 235.00	225,00(2)	Teopics
	213.00 213.00	245.00 250.00	235.00(2)	Blancon appropria
74.50	74.50	74.50	245.00 74.50	Tuestiened (F-bank)
25.00 35.00	25.00	25.00 99.50	25.00 99.50	Tumblewood (Exhibit) Turf King (Bally)
99.50		Trans.	AND INVESTIGATION	
		75.00		Twenty Grand
49.50	49.50	49.50	THE PARTY NAMED IN	1
	The second	-	49.50	Virginia (Williams)
25.00				Winner
	200000			***************************************
160.00 165.00 200.00 210.00	175.00	150.00	160.00(2)	Yache Club (Bally)
225.00(3)	195.00(2) 225.00(4)	160.00(2)	165.00	
A CORPORATION OF THE PARTY OF T	223,777(4)	165.00 175.00	175.00(3)	THE RESERVE OF THE PARTY OF THE
		215.00	225.00(2)	The table of the same of the s
For The Land		225.00(2)	225 00123	SHOW THE RESIDENCE OF THE PERSON OF THE PERS
65.00	SO OTTORS			
	65.00	65.00	65.00	AND DESCRIPTION OF THE PARTY OF

ROUTE SUCCESS

Partners Divide Work, Cut Costs

ping down overhead costs-the goal quick and easy access to loading of operators all over the industry- facilities, also is a prime factor in is one of the main factors behind saving time and money, according by Ozzie Truppman, Bush Distrib- the success of P. & P. Distributing to Pelligrino. Company, Partners Joe Pelligrino and Bob Puccio have built the firm into a solid organization operating

tinuous operation now behind them, both partners agree that they have developed a system of team- happen again. So we purchase sevwork and planning that gets top results for them. The division of tory. We would much rather have labor usually finds Bob Puccio a part in our bins and not use it. handling the bulk of the route than to need it some day and spend management, solicitation and office chores, while Joe Pelligrino is the trying to locate a replacement, as he would if he knew he was firm's expert on equipment maintenance, plant problems and supervision and training of the service

maker prior to entering the coin supply houses are normally closed, machine field. While his forte is everyone at P. & P. can afford to coin machine cabinet refinishing, breathe easy because the firm's Truppman pointed out that when Pelligrino has also acquired a large foresighted policy provides them machines are rented to operators fund of knowledge and practical rather than sold, the distributor is experience in solving the many unable to maintain an even flow of electrical and mechanical problems purchases from the factory. This that can pop up to plague the

Do Own Repair

"We try to repair everything by ourselves that we can possibly do in our own shop," says Pelligrino. and plans to peg its exhibit and many of the parts of juke boxes and pinball games are owned by P. & P. Distributing. Simple jobs, like testing tubes have long been performed in their St. Paul Avenue vorkshop, rather than at their supolier firms.

Cabinet refinishing, one of the nost expensive items on the cost heets of operating firms which ake a pride in their equipment's appearance, has always been perormed here. Refinishing charges are so high, says Pelligrino, because of the heavy amount of time and hand work required to turn out good work. Handling refinishing work on cabinets of coin machines to spruce them up and thereby extend their profitable lifetime is performed at much lower costs when done "at home," says Pelligrino, who adds, "if you know how to do it properly."

P. & P. route men and maintenance employees are expected to develop into versatile "jacks of all trades," according to Pelligrino. When any goes to work for us, they learn everything about coin machines from electronics to refinishing." Teaching their help how to handle most of the repair and maintenance work arising while making the rounds of stops pays big dividends, they have found. Pelligrino takes considerable pride in the report that his men are becoming quite expert at their work under his tutelage.

Cutting Costs

What are some of the guiding principles in attempting to cut operating and shop costs?

According to Pelligrino, one of the main things to strive for is an efficient shop layout. Ownership of the proper tools and equipment for moving and aiding the orderly flow of machines thru the shop saves hundreds of dollars in hourly wages paid out each year.

"Arrange your floor plan in the shop so that machines aren't haphazardly strewn all over the premises. Keep tools that are used on repair jobs near the equipment being processed. Figure out ways of saving steps in your shop work."

Obviously, a location for the shop which is unhampered by traffic jams and parking problems, and

COBRA CARTRIDGES

Realiened and Resurfaced, 73¢ each. Compare them with new carridges. Cartridges returned within 10 days. **ELECTRONIC INDUSTRIES** P. O. BOX 2008 Masa, Arizona

MILWAUKEE, Nov. 13.-Chop- where company trucks can gain

Parts Stock

Keeping a proper level of stock parts on hand at all times also makes for greater efficiency and With close to a decade of con- lower overhead. "When any particular part fails on a coin machine, we automatically assume that it can eral of them for our parts invencostly hours chasing around town meanwhile suffering a shutdown on an important location."

The value of keeping a sufficient supply of parts on hand at all times with almost any part the situation calls for.

Used Equipment

Another principle which P. & P. finds profitable is the disposal of obsolete equipment as quickly as possible. A disorderly, jumbled collection of used equipment in a coin machine shop can do a lot to slow up the pace of work being performed there, they insist. Keeping a shop neat and orderly requires a strict policy of either selling old machines promptly thru various channels or dismantling them for salvagable parts.

No interest is shown by either Bob Puccio or Joe Pelligrino in taking in repair work for other operators as a source of revenue.

"We are too busy taking care of our own headaches," says Pelligrino. "All we're trying constantly to do is keep down our overhead and make ourselves as self-sufficient as we possibly can."

SOUTH BEND, INDIANA, **OPERATORS** and THOSE OF SURROUNDING TOWNS

The Sensational New

MODEL

WILL BE ON DISPLAY at OLIVER HOTEL SOUTH BEND, INDIANA, on SATURDAY and SUNDAY, NOVEMBER 20th and 21st

From 10 a.m. to 10 p.m. IN SAMPLE ROOMS 335 and 336

Also on Displaythe Newest Games

MUSIC CO., Inc.



PLA-POOL-A low-cost, profitable coin-operated pool table. Here's a competitve game of skill (not a gambling device) that will never suffer from fading player appeal. Ideal for group or individual play. High returns on this low-cost investment insure good profits in any location. Handsome and sturdy unit never requires service other than collections-no complicated mechanism. Write for descriptive literature and price.

2845 W. Fullerton Ave., Chicago 47, III. Tel.: Dickens 2-2424

Trans-World Trading Corp., 55 E. Washington Chicago 2, Ill. - Cable: Transtrade STREET, STREET



Mr. Operator of

SPEED UP YOUR LOADING OPERATION! Buy Your ALUMINUM DISCS in Rolls of 100.

Small Extra Charge. Bulk Also Available.

STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22, III.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!



Exclusive Distributors for ROCK-OLA . KEENEY . CHICAGO COIN

NEW EQUIPMENT-Now Delivering

Rock-Ola 1442 Hi Fidelity, 50 Selection Rock-Ola 1446 Hi Fidelity, 120 Selection Bally Variety **Bally Jet Bowler**

Bally Rocket Bowler Bally Kiddy Rides Complete Line of Binyo Parts

USED EQUIPMENT—Ready for Location

MUSIC	SHUFFLE ALLEYS	BINGOS
AMI D-40	Keeney Pacemaker. 250,00 Keeney Bonus Bowler 300.00 Chicago Coin Criss Cross Bowler 365,00	Spot Lights \$ 75,00 Ice Frolics 385,00 Yacht Clubs 225,00 Surf Clubs 425,00 Atlantic City 125,00
Seebury Model C 650.00 Seebury Model B 515.00 Seebury Mod. M-100-A 375.00 1015 Wurlifter (while they last) 89.30	Bally Victory	Hi Fi 425.00 Dude Ranch 325.00 Variety Write

CALDERON DISTRIBUTING CO

450 Mossochusetts Avenue

Indianopolis, Indiana



PURVEYOR PURVEYOR 4

Keeney's Latest and

SPORTSMAN

Rifle Gellery, something dif-ferent in a provent money-maker. Good in any type ferritory. Competitive scor-ing—fiming device—moving

targets - with or without match features.

Best . . .

SHUFFLE GAMES Keeney Century, Match, 3/25¢ \$423 Match, 2/254 ... 375 Kenney Bonus, Keeney Carnival . 173 Keeney 10 Pt.

Un. Banner, Match 430 Un. Ace, Match ... 295 Un. Leader, Match 343 Un. Team, Match. 250 Un. Classic, March 210 Un. Clover, Match 171 Un Laegue ... 258 Un Olympic ... 190 Un Cescade ... 173 Un 18th Frame C. C. Deuble Score 175 Gence Shuffle Pool 163

PURVEYOR .

BINGOS-Write for complete list and last minute

PURVEYOR

prices.

SHUFFLEBOARD

3.30

PURVEYOR DISTRIBUTING COMPANY 4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS

PHONE: JUNIPER B-1814

Shuffleboard Supplies

Shuffleboard Game Wax, Case (12) \$ 3.58 Pucks (Set of 8), 12.00 Fast Wax, Case

(12) 4.50
Score Sheets, 7.50
Fluorescent Liebts, Pr. . . . 22.50
Used Rock-Ole

Lites, Pr. 12.50 Adjusters 18.55

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

ciated factors.	- North			
	Issue of Nov. 13	Issue of	Inne of	Issue of
ST Challenger	20.00 25.00	Nov. 6 520.00 25.00	920.00 25.00	0tt. 23 \$20.00
dvance Roll (Gence)	75.00			25.00
ir Ralder (Keeney) Lomic Bomber (Mutoscope).	90.00 150.00	90.00 150.00	96.00 150.00	
arrel Roll (Jennings)	125.00	125,00	125.00	125.00
aseball (Scientific)	79.50 165.00 175.00	79.50 125.00 165.00	79.50 125.00 165.00	79.50 165.00 195.00
at-a-Score St	195.00	195.00 65.00	195.00	65.00
g Bronco (Eshibit)		295.00 350.00 395.00 495.00	295.00 350.00 395.00 495.00	395.00
ig Inning (Bally)	150.00	550.00 150.00	150.00	150.00
				150.00
and Vendor (Exhibit)	395.00	395.00	395.00	395.00
icken Sam (Seeburg)	99,50 15.00	15.00	15.00	75.00 15.00
ale Gun (Exhibit)	35.00 65.00(2)	55.00 45.00(2)	55.00 65.00(2)	29.50 55.00
riuse Card Vendor	09.50	89.50(2) 95.00	89.50	65.00 89.50
(Exhibit)	50.00	50.00	50.00	50.00
erby, 4 Player (Chi. Coin)	1/5.00 195.00	175.00 195.00 165.00	175.00 195.00 165.00	195.00 165.00
lash Hockey (Colnes)		55.00 75.00		75.0
ying Saucer (Mutoscope)	149.50	149.50	149.50	149.50
sales (Chicago Coin)	100.00	100.00		50.00 99.5 100.0
randma Fortune Teller	125,00	125.00 115.00	125.00	125.0
un Patrol (Exhibit)	175.00 185.00	175.00 165.00	160.00 175.00	145.00 165.0
			185.00	185.0
eavy Hitter (Bafly)	40.00	40.00 69.50	40.00 69.50	40.00 69.5
-Ball (Exhibit)	75.00	75.00	75,00	75.0 35.0
orsefeathers (Williams)	1000	145 00 105 00	135.00 145.00	
et Gun (Exhibit)	129.00 145.00	145.00 195.00	135.00 145.00	135.00 155.0
	-	75.00 89.50	75.00 69.50	75.00 89.5
te League	75.00	75.00 84.50	20.00	20.0
ercury Conoter Gripper	20.00 150.00	150.00 275.00	150.00	150.0
etal Typer (Standard)	265.00 275.00	275.00	275.00(2)	195.0 275.0
lidges Mevies	125.00 165.00 185.00(2)	165.00 185.00(2)	165.00 185.00(2)	155.00 185.0 195.0
Indian Co. Sand	195.00	195.00(2)	195.00	
fusical Merry-Go-Round (Lee)		495.00 165.00	495.00	495.0
flidget Shee Ball (Chi. Coin).	165.00	100000	TO THE WAY	a the same
light Bumber (Kirk)	150.00 225.00	150.00 225.00	150.00 225.00	250.0
ee Wee (Genta)	20.00	20.00	20.00	20.0
botamatic (Mutercepe)	250.00 425.00 650.00(late)	250.00 425.00 575.00	250.00 425.00 650.00(late)	250.0 650.00(lat
	GOV. COLINERS	595.00(late)		
Pistol Pete (Chicago Cole)	75.00 90.00	650.00(late) 75.00 90.00	75.00 90.00	50.00 85.0
Then 'Em & Est 'Em	95.00 99.30 145.00	95.00(2) 99.50 185.00(2)	95.00 99.50 185.00(2)	95.00 99.3 165.0
May Poker	185.00(2)	19.00	19.00	
op Up	22.00 24.00	22.00 24.00	22.00 24.00	
Ball Pool Table	125.00	125.00 95.00(2)	125.00 95.00(2)	125.0 95.0
ulmer	95.00(2)		95.00	
tapld Fire (Bally)	95.00	95.00	45,00	75.0
				- 11
coring Units (Gence)	24.50	24.50	95.00	95.1
hocker (Acme)	150.00(3)	150,00(4) 175,00(2)	150.00(4) 175.00 195.00	150.00 155.0
	175.00(3) 195.00	195.00		195.000
Gilver Buffets (Exhibit)	100.00 125.00	125.00 185.00	125.00 185.00	18 11/4
ilver Skates	59.00 550.00	75.00 550.00	75.00 550.00	100.0 550.0
ix Gun Rifle Range (ABT).	99.00 125.00(2)	125.00(2) 135.00(2)	125,00(2) 135,00 145,00	75.00 125.0 135.00 145.0
	255.00	145.00		3
Skee Ball (Gence)	275.00 150.00	150.00	150.00 95.00	95.0
Skill Gun (ABT)	95.00 20.00	95.00 20.00	20.00	20,0
Sky Fighter (Mutoccope)	125,00	125.00 175.00(2)	125,00 175,00(2)	175.00 195.0
Sky Gunner	189.50	195.00(2) 210.00(2)	185.00 190.00 210.00 215.00	225,000
	195.00(2) 210.00			
Space Gum		125.00	195.00 125.00	125.0
Space Ship (Bally)		444	295.00 295.00	
Space Ship (Deco)	59.00 89.50		89.50	89.5
Sub. Gon (Kenney) Super Bumber (Evans)	110.00		110.00 150.00	
Target Skill Gum	18.00	18.00	18.00	18.6
Telequiz	-115.00(2) 125.00(2)	69.50 115.00 125.00(2)	110.00 115.00 125.00(2)	110.00 125.0
Three Way Gripper (Gottlieb)			18.50 24.50	18.50 24.5
13-Way Athletic Scale	79.50 80.00	79.50 80.00	79.50 80.00	85.00 89.5

18.50

SHUT BUSINESS TO THE PROPERTY SEE

125.00(3)

495.00 525.00

125.00(2)

495.00(2)

595.00(late)

525.00

(Mercury)

Twin Shoe-Shine

Undersen Raider

Velce-a-Graph (Mutoccape)...

Wignerd J. b.

Atlantic Starts **Op Rental Plan** In Connecticut

HARTFORD, Conn., Nov. 13 .-Mac Perlman, of Atlantic-New York Corporation's Hartford branch has started a coin machine rental plan for Connecticut, covering Seeburg juke boxes as well as pinball games and bowling games.

Thus far, the plan has extended to upward of half a dozen smaller perators, with the latter paying ental for the units on a weekly asis, the fees worked between erlman and the operators.

It is understood that Perlman is stilizing a sliding scale on the renals. For example, one machine would be charged \$10 per week for irst 10 weeks, \$8 per week for econd 10 weeks.

As for trade reaction, opinions ange from enthusiasm to middleof-the-road observations.

Abe Fish, president of the Music Operators of Connecticut, sums up he local trade viewpoint: "This coin machine rental plan is ideal or the smaller operator who doesn't want to make a large initial investment. He has to realize, however, that he must furnish parts himself, and another thing to be considered is that after the rental plan is concluded he still has had only use, not ownership of the machine. This, of course, is up to the individual. If the plan can help a small fellow along, I'm very much in favor."

Rental Plans

· Continued from page 83

said that rental agreements have their strongest appeal among those operators who are in shaky financial condition.

When a distributor supplies such a marginal operator with equipment on a rental basis, it often leads to lowering commission rates which can spread to other routes run on more businesslike levels, one distributor said.

Most of the trouble begins, a pioneer coinman said, because the renters feel that since their initial investment is practically nil, they can afford to line up some choice locations via commission shopping methods.

Distributors, cautious to comment felt they were being pulled into a situation beyond their contrel. "All you do is put yourself in the operating business if you go in for rentals. If the word gets around that you are renting, you become unpopular with the very people upon whom your business depends."

One distributor outspokenly stated, however, that he would be compelled to either operate equipment himself or branch out into rentals unless conditions brighten for his business. He explained that because he had been unable to stir up interest in certain areas where his coverage is low, he was considering working with operators on a percentage basis.

Current rental rates being charged in this area, according to reports, are usually 21/2 per cent of the list price of the game or juke game per week. Game rentals average \$12 to \$15 per week; music rental fees run higher, up to as much as \$20 a week. Operators pay all expenses.

Rental fees, in most instances, can be applied toward the eventual purchase of the equipment if the operator so desires.

NEW UNITED 11th FRAME BOWLER COMET-SHUFFLE SKEE BINGO-SINGAPORE Sensational-New

CARNIVAL GUN-MOVING TARGET USED SHUFFLES

150.00

525.00

18.50

125.00(2)

595.00(late)

525.00

18.50

Chi Cain Triple Score 245.06 Chi Cain Special Frame 227.58 GUNS

CENTRAL OHIO COIN MACHINE EXCH. SIS & HIGH ST. COLUMBUS IS, OHIO

Steam Cleaner

erested in a steam cleaner, and steinman went ahead with plans to build one for ship use. The order never materialized, but Steinman ecalling his Apco experience, felthat the unit could be designed primarily for food vending equip-

The current vending unit has been on the market eight months. Selling for about \$500, the Steamaster cleans, sterilizes and degreases with a finger-tip release controlling dry or wet steam. Maximum working pressure is 85 pounds. Engine is single phase, with a boiler capacity of five gallons and a detergent capacity of three gallons. Other units with three-phase motors and higher capacities are available at higher

Steinman feels the electric steam. cleaner has a distinct edge over gas or oil-fired units because it can be used in an indoor operation without extensive fireproofing and with little or no trouble in regard to fire department regulations.

While the market in the coin machine field will be primarily large vending operators, and distributors doing conversion and rebuilding work, Steinman will also attempt to sell the unit to juke box firms which refurbish their own machines and sell second-hand units to operators.

New IQ Range

· Continued from page 83

pult, the new unit has a mechanical hand which picks up the ball, actually winds up and delivers. The operator may set nine or 10 balls for 25-cent play.

As a safety measure, the machine will not throw at the plate until the batter depresses a release on the platter. This will eliminate the possibility of a left-handed batter catching one on the noggin as he crosses the plate.

The IQ machine is currently used by the Brooklyn Dodgers. Pittsburgh Pirates and Chicago Cubs. An order for the new model has been placed by the Dodgers.

In addition to Henderson, Albert Emelian, inventor of the device and former PT engine designer during World War II, will be at the IQ

Florida City

Continued from page 83

tions on gambling charges for the previous five years and must be residents of Hialeah for at least one year. All members of the applicant's family, firm or corporation also must be free of gambling violations.

The ordinance specifies violations, a \$500 fine and six months in jail or both for violations.

Under Hialeah procedure, the ordinance will come up for a second reading in two weeks and if passed, it faces possible final passage two weeks later. After that it must be advertised for 30 days before it becomes law.

Hialeah is one of 26 municipalities which ring the city of Miami. The town's economy reaches its peak during the 40 days, beginning in mid-January, when Hialeah Race Track is in operation.

Apco Exhibit

ontinued from page 79

and beverages.

after-show volume in vending machines.

The plan consists of roping off a section of the lobby after the show, placing tables in the area and using venders to provide the food

The RKO management reasons that the usual custom for a couple is to drop in to a neighboring restaurant or soda fountain after the show, wait in line for a seat, get

pushed around, eat, then pay the check and leave a tip. By eating in the lobby, the thea-

ter patrons can save time and dine in comfort. The theater would be saved the expense of a manual operation. At any rate, that's the theory, and RKO is giving it a

GIVE TO DAMON RUNYON CANCER FUND

A STATE OF THE PARTY OF THE PAR	SH	UFFL	E GA	MES	
1		Inor of	Issue of	Issue of	Issue of
1	Advance Bowler (Chicago Coins	Not. 13	Nov. 6	0ct. 30 \$310.00 325.00	0et 23 \$275.00 300.00 325.00 350.00
1000	dig League Sowier, 4 player (Keeney) donus Bowler (Keeney)	\$65.00 N/3 295.00	365.00w/p 300.00(2)	65.00w/p 300.00 350.00	65.00w/s
6	Bowl-a-Ball (Chicago Coin) Bowl-a-Matic (Universal) Carnival Bowler (Keeney) Cascade Shuffle Alle		325.00 340.00 54.00 125.00 325.00	325.00	100.00(2)
	6 player (United)	150.00 175.00(2) 185.00 195.00	185.00 190.00 150.00 180.00 184.00 185.00	195.00(2) 175.00 190.00 195.00(2)	195.00(2) 185.00 190.00 195.00(3)
	Champion Speier (Bally) Classic Shuffle Altey, 6 player (United)	210.00(2) 225.00(4)	195.00(2) 475.00 194.00	225.00(3)	200.00 475.00 225.00(2)
	Clover Shuffle Alley, 6 player (United)	235.00 269.50 175.00 189.50	235.00 154.00	235.00 239.00 240.00 145.00 185.00	235.00 239.00 239.50 250.00 145.00 185.00
	Club Bowler, 10 player (Keeney)	195.00(3) 210.00 215.00	210.00(2) 215.00 245.00	195.00(2) 210.00 225.00 245.00	195.00 219.50 225.00 245.00
	Criss-Cross Bowler (Chicago Coin)	345 00 365 00	135.00 365.00 395.00	145.00	145.00
	Crown Bawler (Chicago Cale) Damino Bowler (Keeney)	215.00 235.00 255.00(2)	144.00 195.00 235.00 245.00 255.00(2)	365.00 195.00 225.00 235.00 255.00 265.00	365.00 155.00 225.00(2) 255.00 265.00
	Double Score Bowler	195.00(2)	195.00(2)	210.00	210.00
	10th Frame (Chicago Cala) Five Player Shuffle Alley	150 00 165.00 175.00(3) 225.00	104.00 150.00 165.00 175.00 185.00 225.00	150.00 175.00(2) 185.00(2)	95.00 175.00(2) 185.00 195.00
	(United) Four Player (Keeney) Four Player Shuffle Alley	79 50 45.00	69.50	50.00(2) 69.50	50,00(2) 69.50
	(United)	59.50	59.50	59.50	40.00 59.50
ľ	(Chicago Coin)		295.00(2)		250.00 285.00
	(United)	295.00(2) 325.00(3) 345.00	294.00 295.00 335.00 345.00 355.00	325.00(2) 335.00(2) 355.00	325.00 335.00(2) 350.00 355.00
1	League Bowler (United)	335.00(2) 350.00 395.00	335.00 350.00(2) 395.00	335.00 365.00 375.00	365,00 369.50 375.00
	Leader Shuffle Alley (United)	345.00(3) 375.00	360.00 375.00	365.00 375.00 395.00	325.00 375.00 395.00(2)
10	(Chicago Coin)			120.00	125.00 120.00
1	Name Bowler (Chicago Coin).		124.00		165.00
1	Official Shuffle Alley, 4 player (United)	95.00	95.00	100.00(2)	90.00 100.00 125.00
1	(United)	190.00 195.00(2) 215.00 225.00	195.00(2) 200.00 215.00 225.00(2)	195.00 200.00 210.00 225.00(2) 229.00	200.00 210.00 225.00(2) 229.00 229.50 230.00
1	Pacemaker Sowier (Keeney)	250.00	250.00	225.00 250.00	250.00
	layal Shuffle Alley (United).	305.00 315.00 325.00(2)	315.00 325.00(2) 345.00	315.00 345.00	315.00 325.00 345.00
110	Chicago Coin!	50.00 85.00	85,00	65.00 85.00(2)	95.00 60.00 65.00
100	huffle Alley Deluse, 6 player (United)	75.00 85.00	75.00 85.00	65.00 75.00	75.00 85.00(2) 65.00(2) 75.00
5	huffle Alley, 6 player	89.50	89.50		COLOR STORY
The second	(Keeney)	55.00 69.50w/p 75.00w/p 85.00w/p	69.50w/p 75.00w/p 85.00w/p	69.50w/p 75.00w/p 85.00w/p	60.00 69.50w/p 75.00w/p 85.00w/p
5	Buffle Aller, & player (United)	50.00 75.00 79.50	50.00(2) 65.00	65.00 70.00 79.50	60.00 65.00 70.00 79.50
1	(Keeney)			125.00	125.00
	(United)	125.00 129.50	125.00 125.00 129.50	125.00 125.00 129.50 135.00(3)	125.00 125.00 129.50 135.00(3)
5	(United)	135.00 139.00 145.00 149.00 179.50	149.00 149.50	125.00 149.50 159.00 165.00	125.00 149.50 159.00 165.00
5	Super Frame Bowler (Chicago Coin)	345.00 425.00	345.00 375.00	345.00 375.00 385.00 395.00	250.00 375.00 395.00
H	Super Matched Bowler (Chicago Coln)			150.00	145.00
40	(United)	119.00 119.50	119.00 119.50	110.00(Z) 119.00 119.50	75.00 95.00 110.00(2) 119.00 119.50
77	Target (Genco)	325.00 345.00 350.00(2) 355.00	50.00 345.00 350.00 355.00 375.00(3)	345.00 360.00 375.00(3) 425.00	350.00 375.00(2) 389.50 425.00
	eam Bowler, 10 player (Keeney)	375.00(2) 125.00 135.00	125.00 135.00	135.00 145.00	125.00 135.00
	Tenth Frame Special Bowler (Chicago Coin)	229.50 375.00	215.00	165.00 215.00	145.00
	Oth Frame Super Shuffle Alley (United)	125.00 139.50	125.00 139.50	139.50 140.00	215.00 120.00 139.50
III.	(Chicago Coin)			150.00	100.00
1	(Chicago Coin)	195.00 215.00(3) 245.00(2)	215,00(3) 235.00 245.00	215,00 225,00(4) 245,00	145.00 225.00(2) 235.00(2) 245.00 275.00
Ш	Ten Strike (Esans) Twin Bowler (Chi. Coin) Twin Bowler (Universal)				25.00 20.00 20.00
ю	Victory Bowler (Baily)	450 00	450.00	450.00	450.00

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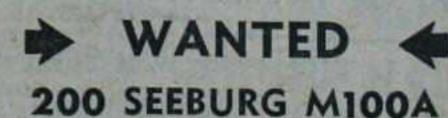
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United Leader, Match United Team S.A., 3/25¢ United League S.A., High Score United Emperial, Match Score United Royal, High Score United Classic, Match Score United Classic, Match Score United Classic, Match Score United Cascade, High Score United Star, 10th Frame United Star & Player, Match Score United Super 10th Frame United Super & Player, S.A. United Super & Player, S.A. United De Luxa S.A., & Player United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 18' Bowl-a-Matic Genco Shuffle Pool Genco Match Pool		UNITED COMET SHUFFLE TARGETTE	
United League S.A., 3/25¢ United League S.A., High Score United Imperial, Match Score United Royal, High Score United Classic, Mafch Score United Classic, Mafch Score United Clover, Mafch Score United Cascade, High Score United Star, 10th Frame United Super 10th Frame United Super & Player, Mafch Score United Super & Player, S.A. United Super & Player, S.A. United Be Luxe S.A., & Player United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 Chi, Triple Score Bowler 10th Frame Chi, Flash Bowler, New Chi, Crown, Match Chi, Super Frame Chi, Super Frame Chi, Double Score Keeney & Player, Big Lighted Pins Universal 18' Bowl-a-Matic Genco Shuffle Pool Genco Match Pool		GENCO 4 PLAYER SKEEBALL, NEW	369.50
United Emperial, Match Score United Royal, High Score United Royal, High Score United Classic, Match Score United Clover, Match Score United Cascade, High Score United Star, 10th Frame United Star 10th Frame United Star 4 Player, Match Score United Star 5 Player, Match Score United Super 6 Player, S.A. United Super 6 Player, S.A. United 8 Player w/Formica, 7-10 United 8 Player w/Formica, 7-10 United 8 Player w/Formica, 7-10 Chi, Triple Score Bowler 10th Frame Chi, Flash Bowler, New Chi, Grown, Match Chi, Super Frame Chi, Super Frame Chi, Double Score Keeney 6 Player, Big Lighted Pins Universal 18 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Leader, Match	\$375.00
United Emperial, Match Score United Royal, High Score United Royal, High Score United Classic, Match Score United Clover, Match Score United Cascade, High Score United Star, 10th Frame United Star 10th Frame United Star 4 Player, Match Score United Star 5 Player, Match Score United Super 6 Player, S.A. United Super 6 Player, S.A. United 8 Player w/Formica, 7-10 United 8 Player w/Formica, 7-10 United 8 Player w/Formica, 7-10 Chi, Triple Score Bowler 10th Frame Chi, Flash Bowler, New Chi, Grown, Match Chi, Super Frame Chi, Super Frame Chi, Double Score Keeney 6 Player, Big Lighted Pins Universal 18 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Team S.A., 3/35¢	345,00
United Classic, Match Score United Classic, Match Score United Claver, Match Score United Cascade, High Score United Star, 10th Frame United Star, 10th Frame United Star & Player, Match Score United Star & Player, Match Score United Super & Player, S.A. United Super & Player, S.A. United Be Luxa S.A. & Player United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 Chi, Triple Score Bowler 10th Frame Chi, Flash Bowler, New Chi, Grown, Match Chi, Super Frame Chi, Super Frame Chi, Double Score Keeney & Player, Big Lighted Pins Universal 18 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Langue S.A., High Score	335.00
United Classic, Match Score United Clover, Match Score United Cascade, High Score United Star, 10th Frame United Star & Player, Match Score United Star & Player, Match Score United Star & Player, Match Score United Super & Player, S.A. United Buller & Player W. Formica, 7-10 United & Player W. Formica, 7-10 United & Player W. Formica, 7-10 Chi, Triple Score Bowler 10th Frame Chi, Flash Bowler, New Chi, Grown, Match Chi, Super Frame Chi, Super Frame Chi, Double Score Keeney & Player, Big Lighted Pins Universal 18 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Imperial, Match Score	335.00
United Classic, Match Score United Clover, Match Score United Cascade, High Score United Star, 10th Frame United Star & Player, Match Score United Star & Player, Match Score United Star & Player, Match Score United Super & Player, S.A. United Buller & Player W. Formica, 7-10 United & Player W. Formica, 7-10 United & Player W. Formica, 7-10 Chi, Triple Score Bowler 10th Frame Chi, Flash Bowler, New Chi, Grown, Match Chi, Super Frame Chi, Super Frame Chi, Double Score Keeney & Player, Big Lighted Pins Universal 18 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Royal, High Score	305.00
United Clover, Match Score United Cascade, High Score United Star, 10th Frame United Star & Player, Match Score United Star & Player, Match Score United Super & Player, S.A. United Super & Player, S.A. United & Player w/Formica, 7-10 Chi, Triple Score Bowler 10th Frame Chi, Flash Bowler, New Chi, Grown, Match Chi, Super Frame Chi, Super Frame Chi, Double Score Keeney & Player, Big Lighted Pins Universal 18 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Classic, March Score	210.00
United Star, 10th Frame United Super 10th Frame, & Pl. United Star & Player, Match Score United Super & Player, S.A. United De Luxa S.A. & Player United & Player w/Formica, 7-10 Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 10 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Clever, March Score	189.50
United Star, 10th Frame United Super 10th Frame, & Pl. United Star & Player, Match Score United Super & Player, S.A. United De Luxa S.A. & Player United & Player w/Formica, 7-10 Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 10 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Cascade, High Score	175.00
United Star & Player, March Score United Star & Player, March Score United Super & Player, S.A. United De Luxe S.A. & Player United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, March Chi. Super Frame Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 18' Bowl-a-Matic Genco Shuffle Pool Genco Match Pool		United Star, 10th Frame	149.50
United Star & Player, March Score United Super & Player, S.A. United De Luxe S.A. & Player United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, March Chi. Super Frame Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 18' Bowl-a-Matic Genco Shuffle Pool Genco Match Pool		United Super 10th Frame, 4 Pt	139.50
United Super & Player, S.A. United De Luxe S.A. & Player United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 United & Player w/Formica, 7-10 Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 18' Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Star & Player, Match Score	129.50
United De Luxe S.A., & Player United & Player w/Formica, 7-10 Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 10 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United Super & Player, S.A.	117.50
United 6 Player w/Formica, 7-10 United 3 Player w/Formica, 7-10 United 4 Player w/Formica, 7-10 Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Double Score Keeney 6 Player, Big Lighted Pins Universal 10 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United De Luxe S.A., & Player	29.50
United 3 Player w/Formica, 7-10 United 4 Player w/Formica, 7-10 Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 10 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool		United 6 Player W/Formica, 7-10	79.50
Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 10 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool	ı	United 5 Player w/Formica, 7-10	49.30
Chi. Triple Score Bowler 10th Frame Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 10 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool	ı	United & Player W/Formica, 7-10	57.50
Chi. Flash Bowler, New Chi. Crown, Match Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 10 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool	ı	Chi. Triple Score Bowler 10th Frame	215.00
Chi. Grewn, Match Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 10 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool	ı	Chi, Flash Bowler, New	435.00
Chi. Super Frame Chi. Double Score Keeney & Player, Big Lighted Pins Universal 19 Bowl-s-Matic Genco Shuffle Pool Genco Match Pool	ı		225,00
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OG Filter Kings Debut in Midwest

NEW YORK, Nov. 13.-Midking-size filter-tip cigarettes got underway this week, according to

They were introduced in Illinois, brand was distributed this week in as a warehouse. up-State New York and Pennsyl-

now available in 15 States and the within a year. District of Columbia.

Spotlight

· Continued from page 79

co-operating with vending mayou make milk available for into gain a lot of sales you would the same period of 1953, according never have made." Since the new to the State Tax Department. sales are being made possible by operators, he urged dairymen to consider special milk prices to growth of milk vending.

D. E. Walters, of the Ideal Dispenser Company, pointed out that the biggest potential market for milk sales consists of adults who will increase their consumption of milk-in-between-meals if it promoted as a refreshment. He said the nation's 46,000,000 industrial workers were only part of this new market which can be reached via coin-operated venders in factories, Peter Paul's Net terminals and schools.

Stanley Krause, an Agriculture Department economist, praised indicated the best over-all locations for venders were in factories and ing June 30, were \$1,367,002, office buildings.

Break-Even Points

He said that an operator who' puts a milk vender in an office or industrial location can expect to sell one-fourth as many units a day as there are people who have access to the machine. The operator also can figure that the break even point for an automatic vender will be about 70 sales a day while a manual vender will break even with 35 sales, and that manual workers drink more milk in-between-sales than other consumers.

Krause said that altho studies made so far have been spotty, it now appeared that the most profitable outdoor locations were gasoline stations which had ade-month period ending September quate parking space and were located in densely populated areas: Sales checks at these locations, he said, showed that most purchases of quarts or half gallons for takehome use were made by people after the stores had closed. Krause added that the Agriculture Department is carrying on more extensive studies on milk vender locations and that the results wil be available in about a year.

W. Va. Cig Tax Take Down 3%

CHARLESTON, W. Va., Nov. 13.-State Tax Commissioner Milton J. Ferguson reports tha West Virginia's eigarette and soft drink tax receipts are running 3.3 per cent and 7.5 per cent respectively behind the previous fiscal year.

October eigarette tax collections amounted to a net of \$630,992. naising the total so far this fiscal year to \$2,129,909.

Commissioner Ferguson said the four-month total compares with \$2,201,736 collected in the July-October period a year ago. -October receipts were up from \$570,-170 the previous month.

He added that soft drink tax Upper Michigan for two years. net receipts for the first four months of the current fiscal year (July 1-October 31) were \$1,182,-620, down from \$1,278,819 in the same period a year ago.

According to Ferguson, the penny-a-bottle levy yielded a net of \$273,272 in October, compared with \$279,566 the previous month.

Leaf Enlarges Main Factory

CHICAGO, Nov. 13 .- Leaf western distribution of Old Gold Brands, Inc., has completed a 35,000-square-foot addition to its plant. Plans to consolidate all Lewis Gruber, vice-president and candy and gum production in the director of sales for the P. Lorillard main factory are now being finalized.

Leaf was producing in three Michigan and Wisconsin. Also the buildings while a fourth was used

Marshall Leaf, vice-president in charge of advertising stated that The brand, first introduced in the manufacturing process will be New England September 27, is centralized in the main plant

Conn. Cig Sales Dip 7% in Quarter

HARTFORD, Nov 13. -- Connecticut cigarette smoking conchine operators. He told them, "If tinues to suffer from a downdraft. Sales for July thru September between-meals sales, you are going dropped 7 per cent lower than for

Total cigarette tax receipts for the past three months hit \$2.186,-869-about \$160,000 lower than a operators in order to speed the year ago. Two of the 3-cents-apack State tax goes to the State general fund, the other 1 cent to the fund for needy veterans and

their families. Tax Commissioner William F. Connelly attributed part of the decreased cigarette sales to the use of king-size cigarettes, which give more for the money. He had no comment on claims that smoking proves injurious to health.

For Year Equals '53

NAUGATUCK, Conn., Nov. 13, milk vending as a means for boost- - Despite a jump in the price of ing over-all milk sales. He said in chocolate, Peter Paul, Inc., resome areas introduction of milk ported earnings on a par with the venders had increased total milk previous fiscal year, according to sales as much as 60 to 100 per John T. Tatigian, company presicent and that the same studies dent, in the firm's annual report.

Earnings for the fiscal year endcompared to earnings of \$1,365,-089 for the previous period.

Chocolate costs, important component of Peter Paul candy products-including Mounds, Almond Joy and others-increased 51 per cent, Tatigian said.

The report also cited expansion of the research and control laboratory as contribution to continued success of over-all operations.

Beech-Nut Reports Dip in Net Earnings

NEW YORK, Nov. 13.-Beech-Nut Packing Company reported net earnings of \$2,615,147, equivalent to \$1.71 a share for the nine-

This amount includes non-recurring income of \$528,776, equal to 35 cents a share, from refund of excess profits taxes and interest for the years 1940 thru 1945. The balance of \$2,086,371 or \$...36 per driving home or in the evenings share represents net income from regular operations which compares with \$2,621,193, equivalent to \$1.71 per share, for the same period of 1953.

Earnings for 1954 were affected by a substantial inventory loss caused by the recent sharp decline in the raw coffee market.

Miller Candy Names 2 Midwest Rep. Firms

BOSTON, Nov. 13:- Charles N. Miller Company named two new representatives in the Midwest.

Lithall Associates, Chicago, was appointed to represent the firm in Northern Illinois. Joseph Dellosso, Milwaukee, will represent Miller in Wisconsin and Upper Michigan, Schweik & Gronberg continues to represent the candy firm in Chi-

The new appointments came following the death of A. L. Huffman, who had represented Miller in Northern Illinois, Wisconsin and

YOUR TICKET TO THE ADVERTISING COLUMNS OF THE BILLBOARD!

Pa, Ma and Kids Totin' Guns

· Continued from page 83

Weinand, believed that a real play will not be a hit in a tavern. Remington .22 rifle would draw The gals, however, have so taken more interest than a pseudo gun. to the guns that one operator in It was thought that the authentic Portland provides foot-stools with type .22 rifle would have immedi- his gun game equipment that ate sight appeal since so many people were familiar with them.

Samples of these .22 rifle units were placed at selected Arcade been any doubt about their craze spots, and the reactions of the Ar- for gun games. Even those at Arcade patrons handling the rifles cade locations near military instalwere observed. The realistic as- lations get good play from servicepects of the new units brought an men who are often on military rifle enthusiastic reception from the ranges thruout the day, yet still players and the new games began pay money to shoot the electric rolling off production lines.

The attraction the new guns Lew Lewis, Chicago game oper-

Canteen

· Continued from page 79

Canteen operates beverage equipment in CTA shops and offices. Automatic Merchandising also operated in two CTA shops and

Transit Sales (rumored at press time to be in the process of sale to Canteen) operates dime candy bar, penny gum and candy venders and scales on subway and el platforms.

Robert Cuy, CTA public information department, said that the new contract will not affect the penny gum and candy vending operation on buses now being conducted as a test by Howe Vending Corporation.

Andico

o Continued from page 79

controls delivery of the coffee concentrate. It permits operation and delivery of a uniform cup level even should water pressure vary from 25 to 120 pounds per square foot.

vender would list at a lower price than formerly.

final assembly plant here.

might be too high for the shorter women patrons.

As for the men, there has never gun games.

afford both sexes and all age ator, well portrays how the new brackets has been a big factor in rifle units have taken hold in tavtheir nation-wide success. Many erns when he says, "This is the game operators, recognizing that first time the taverns are actually women players are often the best asking for gun games." Some Chiboosters and best spenders, feel cago operators have 20 or more that any game that a woman can't gun games on location. One had 27 rifle units on location for months, maintaining a net average of \$30 a week per unit.

Recognizes Demand

Tony Sanders, formerly of Miller-Newmark Distributing Company, Detroit, early recognized the demand for gun games as something new for locations. Said Sanders: "You play the game instead of the game playing you." In the Detroit area, estimates from persons close to the business indicated that 75 per cent of Arcade trade may be going to guns of all types.

In the Los Angeles area, the take of guns in comparison to other amusement game pieces is as much as 20 per cent higher. Lyn Brown, a Los Angeles operator well into the gun game business, says a good location can run \$40-\$50 a week on a new gun game.

If gun games have a commercial weakness, it is that they must be moved often-on the average every six weeks-from location to location, to realize their best profits. Compared to other pieces such as pinball games or shuffle games. they have a shorter life at any one spot, tho their profits the first Lewis also announced that the month are usually higher.

The novelty factor is important ir the amount of play a gun game Andico, which started producing achieves. Thus operators, on findcoffee venders in 1949, is now ing the gross from a gun game to manufacturing the new model and be slipping, move it to a new locacompleting the units at its new tion where the game will appeal

to a fresh audience.

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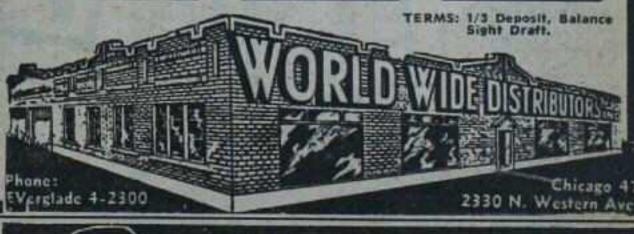
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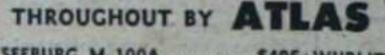
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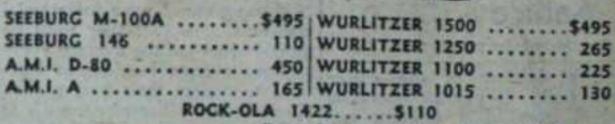
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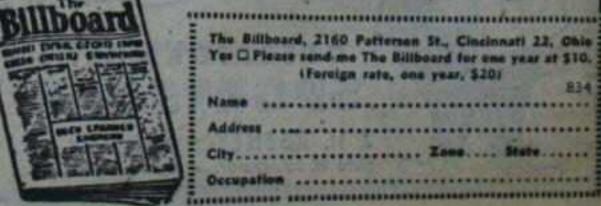
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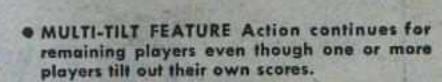
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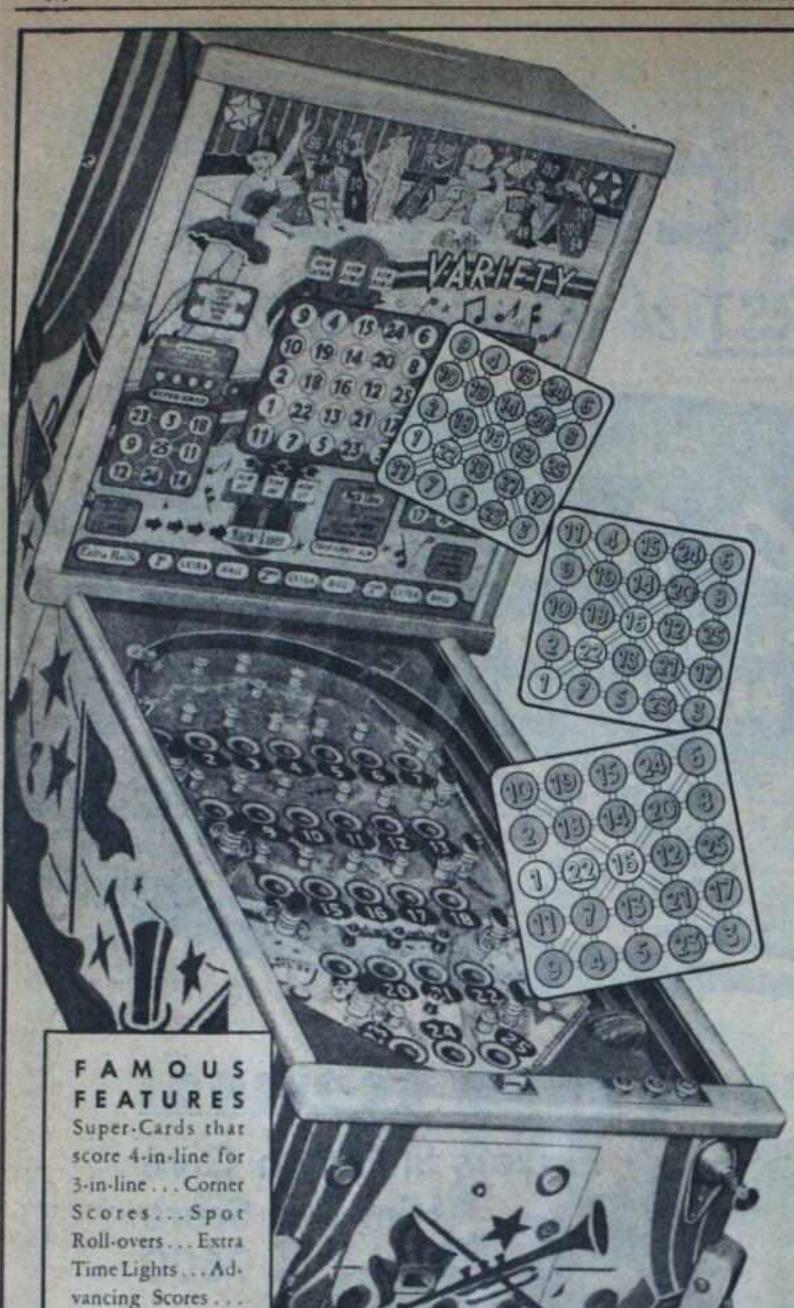
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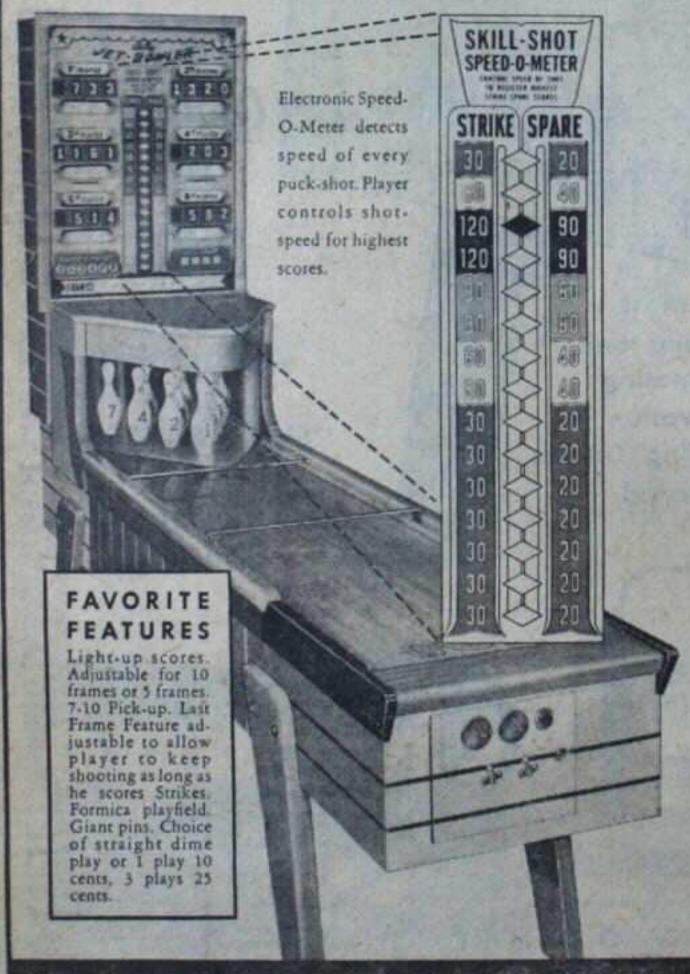
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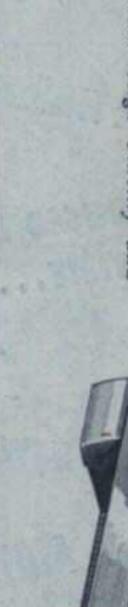
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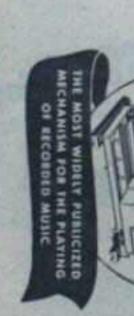




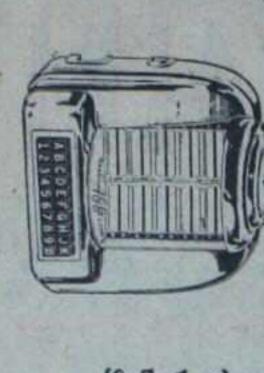


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