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PROMOTIONAL ITEMS.

begins on page 64



The Billboard

OCTOBER 31, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Sponsors With Stars Quake In Godfrey Fracas' Wake

Major Record Firms Verge On Mass Market Selling

By PAUL ACKERMAN and JOE MARTIN

NEW YORK, Oct. 24.—Several major diskers are very close to a plunge into the mass distribution field encompassing such outlets as chains, supermarkets, news wholesalers, etc. Forcing the diskeries to edge up on the mass distribution market is the sales action being created by Bell Records, subsidiary of Pocket Books, Inc., which at this point seems chiefly concerned with the problem of adequately gearing its production to meet the demand for its 35-cent disks. The immi-

nence of the majors' plunge into the mass distribution, low-price field is indicated by the recently held RCA Victor meeting of field men, where top personnel informed all and sundry that a 35-cent, mass-distribution operation was definitely on the Victor planning schedule.

Victor field men were apprised, in effect, that such a line was one of three new facets of the over-all operation. The other two, of course, being Label X and the Camden Label.

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

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

Atlantic City starting Monday (26). This meeting has on its agenda the planning of sales and merchandising programs.

Traditionally, the major diskeries have been opposed to the idea of a 35-cent disk, owing to the small profit margin entailed. However, should the Bell operation develop to the point where it will sell 500,000 copies on average releases—as many estimate will be the case—then it is felt that the majors, for competitive reasons, must pick up the challenge.

Altho diskery execs are loathe
(Continued on page 14)

CHI PREACHER TURNS DEEJAY TO AID NEEDY

CHICAGO, Oct. 24.—WENR, ABC AM outlet here, has undertaken an off-beat piece of midnight programming with a nightly 12:30 show featuring the Rev. Kenneth Hildebrand, pastor of Central Church, answering personal problems phoned in while he is on the air.

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

Can They Too Be Caught in Nation Furor?

Clients Realize Big National Impact of TV's Personalities

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

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

The entire incident made it clear that TV now, in about the sixth year of its arrival on the
(Continued on page 3)

Senate Group Renews Airing Of Juke Box Bill

By BEN ATLAS

WASHINGTON, Oct. 26.—The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks today (26) heard testimony from opponents of the McCarran juke box copyright bill in a resumption of hearings on the measure. Chief among upwards of 30 witnesses against the measure were Sidney H. Levine, counsel for the Music Operators of America, Inc., and attorney for the Automatic Music Operators' Association, Inc.; Hammond E. Chaffetz, of the D. C. legal firm of Kirkland, Fleming, Green, Martin & Ellis, representing four manufacturers of juke boxes; R. C. Roling, president of the Rudolph Wurlitzer Company, and George A. Miller, president of the Music Operators of America, Inc. Most of the remaining witnesses were expected to file their testimony for the record rather than reading their statements and answering questions.

Chief arguments advanced by opponents to the measure were: (1) No new facts or arguments have been presented by proponents of the bill which have not already been considered by previous congressional committees deliberating similar measures; (2) the juke box industry already makes substantial contributions to authors and composers by means of royalties on the purchase
(Continued on page 14)

Tap Nat Cole For 'Emperor'

HARTFORD, Conn., Oct. 24.—Nat (King) Cole, while here with "Biggest Show of '53" fall edition last week, disclosed that he has signed for the title role of a modernized film version of "Emperor Jones," to be produced in New York and Cuba next year by Burgess Meredith and associates. Cole said: "They're talking about Eartha Kitt taking the other lead, and I'll get a chance to sing a couple songs. But the main business will be the script, and I'll just tackle it in the manner of memorizing a new tune or a recording session."

'Janet Dean' Gets Top Film Talent

NEW YORK, Oct. 24.—Three top production talents this week were named to guide the destinies of "Janet Dean, R. N.," which is to be distributed by MPTV. Joan Harrison, an Alfred Hitchcock protege, with such Hollywood credits as "Ride the Pink Horse" and "Uncle Harry," will act as producer. Direction will be shared by Peter Godfrey and Robert Aldrich, both established film men. William Dozier is executive producer for Cornwall Productions. Ella Raines will star.

Four A's Resolution Slaps Petrillo Stand

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

NEW YORK, Oct. 24.—Talent unions are considered "dandruff" by James C. Petrillo, president of the American Federation of Musicians, and, as such, are just "brushed off," was the statement made by an AFM spokesman in reply to a question as to what AFM would do about the American Federation of Television and Radio Artists and the American Guild of Variety Artists.

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

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

Threats and Coercion

The resolution also charged Petrillo with "orders . . . to employers . . . to refuse to bargain collectively with . . . AFTRA and AGVA . . . by use of threats and coercion."

The actions of Petrillo, the resolution said, were equally detrimental to members of AFM as they were to the members of the

Four A's, because "members of AFM would benefit materially from the provisions of the AFTRA collective bargaining agreements if such members were permitted
(Continued on page 13)

TRANSCONTINENT HUE

Color Film to Get Test Via NBC's Showings

NEW YORK, Oct. 26.—The initial transcontinental color telecast was set today (Monday) to take place on Tuesday, November 3, via the facilities of NBC-TV. The event, announced by Brig. Gen. David Sarnoff, chairman of the boards of the Radio Corporation of America and NBC, will be awaited with particular eagerness by the TV film industry, since the test will include the initial showing of color film via the all-electronic compatible color system which is all but set as the approved method.

There have been varying opinions on the degree to which color film will reproduce on home color receivers after transmission, but to date there have been no experiments to prove either the value or worthlessness of color film stock. The very holding of the experiment, however, has caused a wave of optimism thruout the trade on the basis that "somebody must know something" or NBC and

RCA would be unwilling to put their heads on the block. The feeling is that private closed-circuit experiments in the transmission of color film have proved
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TV Film Section
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Billboard Backstage

By BOB FRANCIS

This week three New York morality candidates were greeted at the monthly luncheon meeting of the Drama Desk, theater reporter-editor org. The usual after-lunch quiz session, focused on the need for cleaning up the Times Square district, found the trio in complete agreement as to the necessity, with some natural differences of opinion as to the problem's approach.

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

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

"There's no trick to it," he opines. "The police are well equipped to handle it."

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

"Any mayor," he asserted, "can assist on the enforcement of laws to eliminate these criminal activities. He will have to ride herd on the police force."

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

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

All of the candidates are in accord on giving the heave-ho to the can-brigade, those theater entrance fem solicitors for fake charities—those who whine for help for the lepers of Patagonia and then pocket 80 per cent of the take. But they agreed that pleas for legitimate charities should be

permitted inside theater lobbies. This is a particular sore spot on which I have supported the Broadway Association for years, but nothing ever gets done about it.

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

So there you have it in pre-election terms, but it seems to me I have heard this clean-up refrain often before and not much ever comes of it. When improvement does occur it appears to be via local exasperation and not from City Hall.

A case in point is the stretch of West 47th Street between Seventh and Sixth avenues, dubbed "Dream Street," because of an over-abundant floating population of dope-peddlers and other unseemly characters. Recently, its irate property owners ganged up on the vigilante beam and hired a lawyer. The result is that the block has gone lamb-like.

However nice it is to be assured that no matter who gets in next Election Day there will be full co-operation for a Times Square moral face-lifting, I'm from Missouri.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Oct. 24.—Small amusement businesses in need of fresh capital will find Uncle Sam more generous than usual. The administration is getting ready to take the wraps off several sizable projects to help small business. The President will ask Congress to broaden the authority of the new Small Business Administration in order to create long-range credit opportunities for small business. He may ask for a hike in the SBA's \$50,000,000 ceiling for making direct loans. Small businesses are classified by the government as firms with assets under \$250,000.

FINE ARTS SHAKE-UP GETTING NEARER? . . .

Looks as tho a lot of people never heard of the Federal Fine Arts Commission until that august body got into the news recently because of its non-recognition of such important arts as music, legit theater, TV-radio, opera and ballet (The Billboard, September 5, 12, 19, 26, October 3). Folks are asking about the identity of the members of this commission, particularly since the terms of five of the commissioners expire next summer. President Eisenhower will have an opportunity to give the world-of music and the thea-

ter some direct representation on the commission in filling those posts. The American Federation of Musicians and other big organizations have already gone on record for a shake-up.

The commissioners whose terms will expire next year are Joseph Hudnut, Edward F. Neild Sr., Pietro Belluschi, Elbert Peets, all architects, and Felix W. DeWeldon, sculptor. The term of David E. Finley, chairman of the commission, doesn't expire until June 4, 1955. The term of George Biddle, the sole other member of the commission, a painter, who was appointed last January 20, will be up in 1957. Terms are for four years. Finley, who is director of the National Gallery of Art, has been on the commission since 1943. Except for Finley, all commissioners are serving their first terms.

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

RCA Earnings, Sales Top '52

NEW YORK, Oct. 24. — Sales and earnings for the Radio Corporation of America took sizable leaps for the first nine months of this year in comparison with the same period in 1952. Sales hit an all time record high. Sales for the third quarter of the current year also achieved record volume for the company while earnings also increased.

Sales volume for the January thru September period this year totaled \$609,428,166, an increase of 29 per cent over the same period last year. Earnings for the nine months were \$53,651,018 before taxes, and net profits after taxes were \$25,152,018. Net profits for the same period last year were \$17,847,110. Earnings per share of common stock reached \$1.62, against \$1.12 in 1952.

For the July thru September quarter, RCA sales totaled \$198,742,004, with net profits reaching \$6,966,790.

Union, Met Deadlocked

NEW YORK, Oct. 24. — Local 802, American Federation of Musicians, and the Metropolitan Opera were in a hassle at presstime when the union presented the Met with an ultimatum. Deadlocked over contract negotiations, the union threatened that if no deal was concluded by November 2 there would be a work stoppage by musicians.

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

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

Picture Business

By LEE ZHITO

HOLLYWOOD, Oct. 24.—You've got to be there to get the story. All reporters know that. On a routine beat, it's a simple matter. But there are times when getting to the news scene is a real problem. Many a newsman has risked his neck for an on-the-spot report.

Least of the reporter's worries has been in filing his story. In the old days, he used carrier pigeons. Today, he gets the story to his reader or listener by wire or radio line. Television, having disrupted many an accepted pattern in other fields, similarly has added to the newsman's problems.

TV has tried several methods in delivering the news. On one hand, it borrows from radio. Newscasters are seen reading v.c.e service dispatches or their prepared commentaries. The sole utilization of the visual medium here is in showing a furrowed brow or the movement of lips. Some of the more resourceful lads occasionally point to a map.

On the other hand, TV borrows from the movies. Newsreels, long the pet short subject of the film house, are now part of the regular diet. Some combine the two. An old film clip is flashed on sans soundtrack showing the scene or subject of the item at hand while the newscaster reads his report. All these devices and adaptations are a far cry from solving the TV reporter's problem: How to de-

liver an on-the-spot report to the viewer?

A few years ago, one foreign correspondent tackled that problem, and so far, has come the closest of all in finding the answer. His years of experience in covering the war fronts and foreign news centers taught him that you need more than newsreel footage to convey the meaning of the news to your audience. The by-line story of the familiar voice on the radio gives the reporter's work that priceless "I was there" quality not found in the reading of cold news dispatches.

Clete Roberts decided that the new medium of television demanded a new reportorial form. He armed himself with camera and mike and set out for the world's trouble spots in an effort to create the news form he felt would answer TV's needs.

The camera recorded the news in the making and showed the reporter on the spot where it was being made. The soundtrack carried his ad lib. report. His search for the news took him into the heart of the Tokyo Red riots where he was injured, to the scene of the Huk anti-American uprisings on the Philippines, into Gen. Chiang Kai Shek's Formosa headquarters, to the Korea hot war front and to Europe's cold war front.

Clete estimates that in the past 20 months he exposed and exhibited more than 400,000 feet of film or an amount equal to 40 feature

movies. He traveled hundreds of thousands of miles around the world in a quest of material for his sight and sound reporting.

An old hand at covering the world beat, the problems of traveling in foreign lands were taken in easy stride. In the old days as ABC and INS foreign correspondent, Clete needed little more than his portable typewriter to deliver the story.

Today, Clete's news gathering problems are considerably more involved. Instead of the portable of old, Clete carries 1,300 pounds of equipment or 33 separate packages. These include camera and stand-by camera, a minimum supply of 200 200-foot reels of film stock, his own electric power unit to power the cameras and his tape recorder. (The tape recorder is for a five-a-week radio broadcast series. He used optical sound recording for the film soundtrack.)

Clete's problems are many. In addition to getting to the news scene, he must move his 1,300 pounds of gear. His experiences include many a difficult time with custom officials unacquainted with TV and the reportorial demands of the new medium. They can understand a reporter packing a typewriter, but 1,300 pounds of equipment for just a story seems a little too much to accept.

To quote Stan Freeberg, who in turn quotes Jack Webb: "All I want is the facts, mam."

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The Little Hut	10-7, '53	21
The Seven-Year Itch	11-20, '52	390
Tea and Sympathy	9-30, '53	28
Teahouse of August Moon	10-15, '53	12

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Concert in Comedy	10-2, '53	27
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Me and Juliet	5-25, '53	172
Porgy and Bess	3-10, '53	266
South Pacific	4-16, '49	1,845
The King and I	3-19, '52	1,076
Wish You Were Here	8-25, '52	557
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CLOSED

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(10-20, '53)		

COMING UP

Gently Does It	10-28, '53	
A Girl Can Tell	10-29, '53	
Sherlock Holmes	10-30, '53	

Legit Line-Up

By BOB FRANCIS

Rebecca Brownstein, chief counsel for Actors' Equity for the past three years and associated with the union's legal division since 1929, admitted this week that she has "dissolved her relationship" with the org. Miss Brownstein insisted she had neither resigned nor quit, but that the termination was due to a disagreement with Equity Council in regard to a drastic budget cut which would effect her directly, as well as her department. The matter has been simmering over the summer, and a month ago a membership resolution supported her with a recommendation that her departmental appropriation remain unchanged. However, Equity Council took a different view at its meeting last week, at the same time voting Miss Brownstein a life pension in recognition of her services. Altho retiring as Equity counsel, she will continue as chief counsel for Chorus Equity, affiliated branch of the legit union.

"SOUTH PACIFIC" TO MOVE . . . While Roland Petit "Ballet de Paris" will supplant "South Pacific" on January 19 at the Broadway Theater, it is far from the management's intention to close the song-and-dancer which is headed for a fifth Stem birthday come April. General manager Morris Jacobs says it is the intention to find another local house for the show. . . . Robert Stevens and Mary Howes are the latest production team to open shop. They are in the market for original scripts or books suitable for stage adaptation and are prepared for immediate production. Stevens has been a CBS-TV producer-director for the last five years, and Miss Howes is the founder and operator of the Palm Beach Playhouse. Their offices are located at 17 East 48th Street. . . . The Drama League of New York will give a tea and reception on December 6 in the ballroom of the Hotel Pierre for the benefit of the Actors' Fund. The entire proceeds will go to the Fund, with the League defraying all expenses. Mrs. Gordon C. Forbes is in charge of arrangements. . . . Cheryl Crawford has signed Betsy von Furstenburg for Edward Choderov's "Oh, Men! Oh,

Women!" Casting already includes Franchot Tone, Anne Jackson, Larry Blyden and Oscar Beregy. Rehearsals start November 2 under direction of the author, with a mid-December Stem opening in view. . . . The Alan Mowbray play, "Flame-Out," is due on Broadway December 14. Harry Carey Jr., Jack Lord and Philip Kenneally will have top roles. The author will direct.

MET TO HOUSE VIC TROUPE . . .

For the first time in its long history, the Metropolitan Opera House will go legit when it will house the Old Vic production of "A Midsummer Night's Dream" shortly after Labor Day. Negotiations were concluded last week by S. Hurok, who will pilot the attraction here directly after the Edinburgh Festival next summer. Moira Shearer and Robert Helpmann will be starred and Stanley Holloway featured in a company of 65, including a complete ballet group. "Dream's" run will be limited to about four weeks. Thereafter, it will tour 10 major cities of U. S. and Canada.

The Billboard

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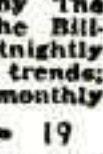
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ABC  

Vol. 65

OVERTONES

La Rosa Exit Stirs Action On Chi Fronts

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

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

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

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

FCC Issues 3 TV Grants

WASHINGTON, Oct. 24.—The Federal Communications Commission this week issued three new TV grants, bringing total authorizations to 584, of which 476 are post-freeze grants, including 22 non-commercial educational grants.

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

ABC-Paramount Reports Theater Profit, Web Loss

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

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

Estimated consolidated earnings for the third quarter of 1953 were \$1,009,000, including \$946,000 from operations and \$63,800 of capital gains. For the same quarter of 1952, net earnings were \$1,927,000, including \$1,627,000 from operations and the balance in capital gains.

52G to Simmons, Lear to Do Five Martin-Lewis TV Shows

HOLLYWOOD, Oct. 24.—What is believed to be the highest figure ever paid a TV writing team will go to Ed Simmons and Norman Lear, who this week signed a non-exclusive contract to head the writing staff for Martin and Lewis' five remaining "Colgate Comedy Hours" on NBC-TV this season. Team will net \$52,000 in the deal.

The two writers will receive a combined personal salary of \$10,400 per program. Deal was negotiated between writers' attorney, Oliver Schwab, and York Pictures,

THIS IS JUST THE BEGINNING!

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

Organize UHF Group to Aid Broadcasters

WASHINGTON, Oct. 24.—Formation of the Ultra High Frequency Television Association, a group aimed at solving the problems of UHF broadcasters, was announced here this week. The new organization, in a letter outlining its objectives to the Federal Communications Commission, listed the chief difficulties of UHF operators and CP holders as delay in getting powerful UHF transmitters, lack of converters for UHF reception, the "apparent disinclination" of networks to affiliate with UHF stations, and proposals for "piecemeal" addition of VHF channels in areas now served solely by UHF. Stating that the organization had come into being because a "substantial number" of UHF operators all over the country were convinced of the need for an association devoted to their particular problems, the new group's letter went on to say:

"The association will conduct engineering and economic surveys and will participate in legal proceedings toward promotion of UHF television in the public interest." Information on the problems of UHF, said the association, will be passed on to the FCC to assist the Commission in "fostering" UHF.

Bergmann Likely Choice As Du M. Broadcast Head

NEW YORK, Oct. 24.—Dr. Allen Du Mont is expected to name the new managing director of the network broadcast division of the company by the latter part of next week. Leading candidate for the job appears to be Ted Bergmann, currently general manager of the network. Other highly regarded possibilities are Don McGannon, head of owned and operated stations, and Jim Caddigan, director of programs. The opening occurred as the result of the resignation this week of Chris Witting, who joins Westinghouse Radio Stations, Inc., as president on January 1.

Speculation on the above-named three stems from the long-standing Du Mont policy of promoting from within the organization. The feeling seems to be that the Du Mont operation is so essentially different from the other three TV webs, that experience within the organization is a virtual necessity for its top brass. The managing director's post is

that of top man over the several departments of the broadcast division, including the network, the o&o's, and the film syndication department. It is considered likely that if Bergmann is boosted to managing director, Caddigan will be moved up to general manager of the network.

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

Sponsors With Stars Quake In Godfrey Fracas' Wake

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

• Continued from page 1

American scene, has the impact of the motion picture industry in its most developed stage, if not more, since Godfrey lives for seven and a half hours each week with the American public. The incident was built up to proportions reminiscent of the Rita Hayworth capers with Aly Khan and Dick Haymes and other Hollywood fuses.

With key personalities associated in the public mind with their products, sponsors have been jolted by l'affaire Godfrey as never before. They realize that the lives and actions of their video artists are and must be wide open books for viewers to read, and that one misstep may result in destruction for artist, network, sponsor and agency. Bankrollers also are appalled at the realization that morals clauses and other protective devices in contracts are of no use, since once the damage is done, the result will be reaped notwithstanding. Advertisers thus are concluding that they must protect themselves in advance as far as

they are able, by selecting performers whose private lives are above reproach, then controlling them and finally, by astute and skillful public relations, handling them if they get into nasty situations. They still remember vividly the near-miss when Tallulah Bankhead's maid aired charges involving sex, drink and dope in a courtroom action some months ago, from which Tallu fortunately emerged on her feet.

"Person to Person"
How close Godfrey came to the brink is seen in his apology on the Friday (23) night telecast of "Person to Person" on CBS-TV. He told the American public via an interview with Ed Murrow that he had intended releasing La Rosa from his contract, since he (the singer) had got too "big" for the Godfrey shows. He also said that the brusque manner in which La Rosa actually got his walking papers was the result of the vocalist's slow tempo in the last number of that show, which gave Arthur no time for a smoother treatment.

All during this week, the top brass at CBS have been working on Godfrey trying to calm him down and they finally succeeded in showing him what was happening. The nation's press was being fed raw meat, and competing performers on radio and TV were making a laughing-stock out of the contretemps of Arthur. Pro-Julius La Rosa lines were forming, and every anti-Godfrey-ite in America was being given a chance to carve up the No. 1 TV personality in the land.

Press Digs
More important, reporters were digging into Godfrey's past and the relations of every member of his troupe, past and present, with the redhead. To CBS-TV the incident demonstrated that it was sitting on a \$15,000,000 plus atomic bomb, for that is what Godfrey means to the web in terms of revenue, as the performer who anchors its daytime operation and who does the same Wednesday nights. Even tho the incident took place on the morning show, and thereby affected such sponsors as Chesterfield, Pillsbury, Toni and Lever Brothers, the Godfrey flair for spontaneous combustion in its far-reaching overtones has the potential to damage such an innocent bystander as Lipton's Tea, which owns his Monday night program.

That Godfrey is unpredictable and oftentimes unmanageable is no secret to the network that lives with him. He has had continual brushes with the press. His last action was the firing of the contestants on an August "Talent Scouts" program, but that was justified by CBS and Godfrey when they stated the action came because the performers were not up to par. It did, however, bring repercussions from Lipton's Tea, which were smoothed over.

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

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

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

Zeemer Quits as Garroway Director

NEW YORK, Oct. 24.—Mike Zeemer, director of the "Dave Garroway Show," this week resigned because of a personality conflict with Edith Barstow, the choreographer. Miss Barstow has been with Garroway since his start in Chicago.

Bob Banner, a former Garroway alumnus, who directed the show's first year of TV from the Windy City, will replace Zeemer. Garroway is on NBC-TV, Friday at 8, for Pontiac.

Revlon Would Turn 'Mirror' to NBC-TV

NEW YORK, Oct. 24.—The first important break in the CBS-TV Saturday night line-up was near this week. Revlon reportedly will move its "Mirror Theater" from Saturday 10:30 on CBS-TV to Tuesday 10:30-11 on NBC-TV, if the latter network can clear Mutual of Omaha and its Bob Considine show out of its 10:30-10:45 time period. The other quarter-

hour is local time on NBC-TV affiliates.

Revlon evidently feels that its rating against "Hit Parade" on NBC-TV is not as good for its film drama as it might be. And tho its clearances Tuesday night, 10:30-11, are bound to be limited for the half-hour program, the fact that it is on film does not necessitate a large live network. If clearances are not forthcoming via the network, Revlon will undoubtedly be allowed to clear stations for itself, at full card rate to them as several other sponsors on various webs have already done.

CBS-TV is extremely optimistic about selling the late Saturday night half hour. It points to the growing audience for "My Favorite Husband," which has steadily improved its rating an hour previous to the Revlon show. Weintraub is the Revlon agency.

ASCAP Trial To Open Soon Over TV Music

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

Martin pointed out that the way was cleared inasmuch as ASCAP had withdrawn its motion to amend the Consent Decree—which naturally prompted the TV's to withdraw their motion to intervene in the ASCAP motion. Martin predicted the pre-trial examination would continue for a considerable period of time.

Twenty-five new stations, the report continued, have joined the 54 old stations in the litigation. Appended to the report is a list of these stations. In addition, it was noted, other stations are taking initial steps necessary to join the suit.

On the blanket license front, as apart from the per program issue, the report notes the following: The negotiating sub-committee

(Continued on page 14)

Big Spring Asks Rule-Making for Subscription TV

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

Arguing that fee TV would enable it "to provide a better program service and operate longer hours" than would otherwise be possible, the company linked its petition to earlier requests for fee TV rulemaking by seven CP holders for UHF stations, which are Home News Publishing Co., New Brunswick, N. J.; Pennsylvania Broadcasting Co., Philadelphia; Stamford-Norwalk Television Corporation, Inc., New Haven, Conn.; and Connecticut Foundation, Inc., New Haven; Matta Enterprises, Atlantic City; Eastern Broadcasting Co., Newport News, Va.; and People's Broadcasting Co., Trenton, N. J.

WEAVER ON LIMB

NBC-TV Affiliates Balk at Rosah Plan

NEW YORK, Oct. 24.—Indications this week were that a number of NBC-TV affiliates were not too happy with veepee Sylvester (Pat) Weaver's latest brainchild, "Rosah," which is a special holiday sales plan in effect till Christmas. The scheme allows sponsors to buy one-time participations in any of the unsold portions of the web's 10 a.m.-noon line-up, including "Ding Dong School," "Glamour Girl," "Hawkins Falls" and three others.

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

The complaints are the usual ones, with perhaps one new gripe. Foremost is the fact that the network is accused of trespassing on spot territory, thereby moving away from its function as a network. Also to be considered is the fact that stations may be tied up with local clients. They are being asked to clear, in some cases, for one-shot participations when they may have local advertiser buying time. If they knock off the local advertiser, will they be able to get him back on their outlet after Christmas is over?

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

terms "non-selection national advertising," which means that sponsors will not be allowed to pick their position on the shows.

The stations were also unhappy about NBC-TV offering advertisers sponsorship of seven and one-half minute portions of Kate Smith. Station reps consider the sale of less than 10-minute segments of shows as an invasion of spots, and the new Kate Smith sales formula sells less than that segment of time.

ATAS Seeking Bankroller for National Net Emmy Awards Feed

HOLLYWOOD, Oct. 24.—The Academy of Television Arts and Sciences is seeking a bankroller for its proposed national network telecast of the annual "Emmy" awards dinner next February. Guy V. Thayer Jr., veepee and acting president of ATAS in absence of Prexy Charles Ruggles, said that the Academy's board this week agreed to make the annual affair available for national sponsorship and that heads of 52 major companies had been sent telegrams to apprise them.

It is the Academy's intention,

TALENT NOTES ON AIR AND SCREEN

Florence Chadwick, distance swimmer, will have her career traced on NBC-TV's "It Happened in Sports" on October 27. . . . **Arturo Toscanini** arrive in New York this week to start his 16th season as music director of the NBC Symphony Orchestra. . . . **Dennis James**, emcee of "Chance of a Lifetime," will conduct the United Cerebral Palsy telethon on November 14 and 15 over WFIL, Philadelphia.

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

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

Cash Exits WLW For ABC Post

CINCINNATI, Oct. 24.—Norman Cash, general sales manager of WLW, has resigned to accept the position of assistant sales manager of the ABC radio network, according to an announcement made today by Robert E. Dunville, president of Crosley Broadcasting Corporation.

Cash assumes his duties November 2 and will be stationed in New York. Cash has been associated with the Crosley Broadcasting Corporation, with his offices in Cincinnati, for the past two years. Prior to joining WLW, Cash was director of NBC's AM station relations division.

COMPREHENSIVE UHF STUDY

ABC Orders Analysis Of Audience Patterns

NEW YORK, Oct. 24.—In an effort to combat sponsor resistance to Ultra High Frequency stations, ABC has commissioned the American Research Bureau to do a nationwide study of viewing in TV markets which receive both UHF and VHF signals. Station clearance, of course, is one of the web's toughest sales problems, and it would help considerably if the network could bolster the sales appeal of its 57 UHF affiliates via factual material on the

growing audience strength of UHF.

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

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

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

ABC Shuffles Coast Staff

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

(Continued on page 47)

Claims Improved Color TV System

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

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

OTHER NEWS OF TRADE IN BRIEF

Motorola, Inc., this week signed to sponsor "The Motorola TV Hour" in the 9:30-10:30 slot on ABC-TV, alternating with "The United States Steel Hour." . . . Du Mont's "Dollar a Second" has been boosted to a 112-station spread. . . . Parker Pen has signed to sponsor two quarter-hour football films surrounding the program on Du Mont. The show will run two weeks on 105 stations. . . . ABC-TV signed four more affiliates, making a total of 163. . . . American Research Bureau's third quarterly UHF study shows an average 10 per cent boost in conversion in cities also surveyed in July. . . . Advertiser Research reveals that non-TV homes in New York are down to 17 per cent of all families. . . . Allyn Edwards will be the new morning deejay on WNBC, New York, when Gene Rayburn moves to WNBC. . . . B. F. Goodrich became the first sponsor to buy into NBC Radio's "Weekend" show by buying two participations per week. . . . Tallulah Bankhead and Wally Cox will be paired in a romantic comedy sketch on the November 3 Milton Berle show and, if it comes off, may be set for repeat bookings. . . . Red Barber has been signed by Gillette to handle commentary on the Orange Bowl game on CBS-TV. . . . The Great Western Radio Network, consisting of 10 NBC affiliates, has signed Weed as its national rep. . . . WONS, owned by the Hartford (Conn.) Times, and WHTT, owned by General Teleradio, this week merged as General-Times TV Corporation. They combine their TV application for that city and will eventually combine radio operations. . . . WCBS, New York, got 76 per cent share of audience on the Turpin-Olson middleweight championship fight Wednesday (21).

Thayer said, that sponsorship of the one-spot prestige telecast would be the beginning of a fund with which ATAS could carry on its activities to promote the industry, patterned somewhat after the Academy of Motion Picture Arts and Sciences.

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

This year's "Emmy" awards banquet awarded 18 honors to leading TV personalities, most of whom were present at the Statler.

Thayer, meanwhile, appointed members to an awards committee to select nominees for the 1954 Academy Awards. Named were Thomas McCray, assistant director of NBC's Western division; Joseph Brenner, attorney and former FCC executive; John Reynolds, KHQ-

RESTLESS PEOPLE, REVOLVING DOORS

Michael Ames, manager of public relations at the Emerson Radio Corporation, has been promoted to director of public relations. . . . **Theodore C. Streibert**, former president of WOR and member of the board of the Mutual Broadcasting System, was presented with a plaque of appreciation from the employees of WOR-Mutual. . . . **Henry T. Hede**, administrative assistant in the treasurer's office of ABC, has been named administrative manager of television network sales for the ABC-TV net. . . . **H. Maier** has been advanced to an account executive in the New York office of CBS Radio Spot Sales.

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

(Continued on page 47)

Kaufman Loses Job Over Political Bub

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

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

Y&R Soapers Get CBS Time

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

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

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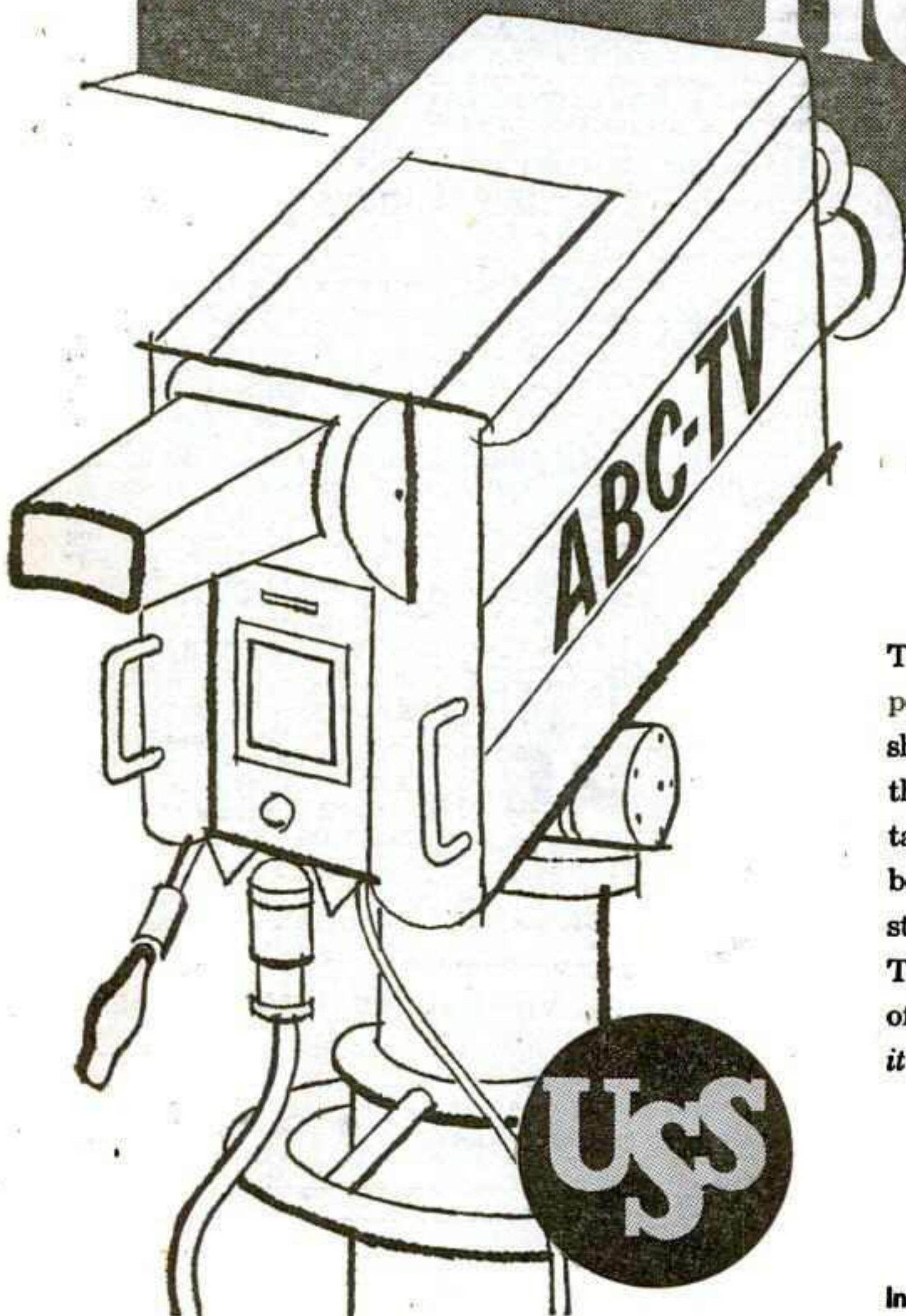
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TV PREMIERE!

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9:30 p. m. *Alternate Tuesdays*

WABC-TV — CHANNEL 7

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This One



N3EC-H3P-U6NK

THIS WEEK'S SPOTLIGHT FEATURE

*Network & Station Buying & Programming***Net Sponsors' Spot Buying of TV Stations May Lessen****Growing Number of Outlets Could End Practice; UHF Success a Factor**

By GENE PLOTNIK

NEW YORK, Oct. 24.—The opening of an increasing number of TV stations is expected to spell the end of a practice that has been a source of embarrassment to the networks and a source of extra revenue for certain stations. That is the system whereby a network sponsor whose show is on film often has had to buy out and buy on a spot basis many of the stations that the network was not able to clear for him.

How long it will be before the station clearance problem eases sufficiently for the practice to be reduced to insignificance is at this moment a moot point. To a great extent, it seems to depend on the success of the UHF stations that are coming in to compete with the difficult-to-clear VHF stations. On the other hand, some sponsors appear to be permanently enamored with the idea of supplementing the network spread on their film shows with spot buys.

With the only known exception, all of the network film shows that are also spot booked by their web bankrollers are sponsor-controlled packages. Indeed, the networks' abhorrence of the network-plus-spot routine is said to be one of the major reasons that the webs so conscientiously push film packages that they themselves control.

"Ozzie and Harriet"

The one web-plus-spot show that is network controlled is "Ozzie and Harriet," which ABC-TV sold to Hotpoint, Inc., and Lambert Pharmacal, and which, in addition to its network spread, is on 32 stations on a spot basis. But this deal was made before the merger between ABC and United Paramount Theaters went into effect.

Lux Re-Runs On CBS-TV

HOLLYWOOD, Oct. 24.—Four films, produced by Gross-Krasne Productions for Lever Bros. and previously aired on "Lux Video Theater," will again be shown on the CBS-TV network program. The telefilm producers were notified this week by the J. Walter Thompson agency.

The four half-hour shows were filmed when Lever Bros. was studying whether the program should be filmed or continued to be carried live as it is at present. The schedule for showing follows: November 26, Laraine Day in "Women Who Wait"; December 3, Ann Sheridan in "Lovely Day"; December 24, Gene Raymond in "Some Call It Love," and December 30, Virginia Bruce and Otto Kruger in "Something to Live For."

British Artists Fear U. S. Film

LONDON, Oct. 24.—Actors' Guild, the Musicians' Federation and the Variety Artists' Federation have banded together here to warn the government that if it approves commercial TV here this fall, they will have to protect union members against the millions of feet of American telefilm which they claim is waiting to be dumped on this country. Meanwhile individual members of the unions are clambering aboard the sponsored TV bandwagon, just in case.

Headed by the Earl of Derby, with top names from all circles acting as veepees, the Popular Television Association, which backs the introduction of commercial programs, is compiling a list of all artists willing to work for sponsored shows when and if they get the governmental okay.

This season, three of the major entries in ABC-TV's new program line-up are film packages: "Where's Raymond?" "Pride of the Family" and "Make Room for Daddy." It was considered in the realm of possibility that, in order to assure the sponsors the greatest possible circulation, ABC-TV would permit spot placement of these shows too. But whether or not this was actually done could not be ascertained.

Other film shows that are spot booked in addition to being networked are: "My Little Margie," sponsored by Scott Paper, on 16 stations plus CBS; "Schlitz Playhouse," on 23 stations plus CBS; "Ford Theater," on 17 stations plus NBC; "Sky King," sponsored by Derby Foods, on 46 stations plus ABC; "Revlon Mirror Theater," on 23 stations plus CBS; "Meet Mr. McNulty," sponsored by General Electric, on 28 stations plus CBS; "Greatest Fights of the Century," sponsored by Chesebrough, on 40 stations plus NBC, and "Smilin' Ed's Gang," sponsored by Brown Shoe, on ABC-TV plus several spot stations.

Practice Continued

When "Naval-Cast America" was on NBC-TV last season, it was on about 15 stations on a spot basis, and the practice is believed to have continued now that the show has shifted to ABC-TV. Also, "Mr. and Mrs. North," on CBS-TV last season, was on about 15 stations spot.

It is, of course, not unusual for a station to be carrying one of the above-named shows on a spot basis after having refused to clear the same show on the network. This does not necessarily result from greed on the part of the station. Often a station's operating budget will not allow any additional network programming, on which the station receives about 30 per cent of rate card, but will allow additional spot business, on which it receives over 70 per cent of published rate.

Stations in the larger single-channel markets have, of course, been the principal beneficiaries of the network-plus-spot practice. The hope and faith of the networks in squelching the practice lies in the opening up of these markets by new stations. The joker here, however, is that the new stations are frequently UHF, whose audience potential is still

in doubt. It has been noted that even now a sponsor of a film show will sometimes not accept the station the network can clear for him, but go out and buy a competing and more established station on a spot basis.

UHF Gimmick

Some UHF stations are known to have come up with a gimmick to combat this loss of network-caliber programming. If a sufficient number of network shows are beamed into the station, the resulting discount on line charges often enables the station individually to reimburse the sponsor part or all of the network rate on his station.

The network-plus-spot routine has also meant extra dividends for the station reps. Some reps, nevertheless, seem to have no enthusiasm for the plan. They feel that this is spot business that results from pressure, and that spot has enough merit to stand on its own, inasmuch as spot business has been showing a healthy increase this year.

Other reps believe that even under optimum network conditions, there will be some TV film sponsors who will want to supplement their network circulation with spot in order to get the deepest possible penetration and to spread the amortization of their talent cost thinner.

Added Complexities

For the agency, adding spot stations to the network means added complexities in billings, promotion and print handling and costs. Since many of the sponsors will not bicycle prints, the extra cost for prints alone would run to \$1,500 if the sponsor has 30 stations on a spot basis. But when the sponsor's sole object is maximum circulation, on a \$60,000 time-and-talent cost, the extra costs and trouble are a drop in the bucket.

In the opinion of some other agency men, the extra cost and trouble involved in the network-plus-spot plan pays off in extra flexibility and control. And since spot rates for many stations are lower than their network rates, the practice could conceivably result in a commensurate saving. As far as these few agencies are concerned, therefore, the practice is here to stay, regardless of the easing of the network clearance situation.

Horse Racing, Coast Guard Series, FREE!

NEW YORK, Oct. 24.—TV stations around the country, for the first time, will be in the fortunate position of having entire TV film series placed at their disposal for nothing. These series are being produced by organizations desirous of getting their messages across to the video public.

Two such video film projects are already in production by George F. Foley. The first and most ambitious one, "Thorobred," will cost \$320,000 and is being paid for by the Thorobred Racing Association of America. Each of the 38 tracks that comprise the association is assuming part of the cost. Twenty-six quarter hours of the series, which will star Thomas Mitchell and have a complete story line, are in works. The scripts will concern themselves with the development, breeding and racing of thorobred horses.

This show is already being offered to local stations, 40 of which have signified their intention of using it. Aside from the fact that it furnishes free programming to them, Foley also al-

lows them to sell it to sponsors, within certain restrictions. The series is being shot in color.

Foley is also producing 26 five-minute films for the Coast Guard. They are documentaries on this branch of the service, which will be shot in black and white only.

Reed Shoots Color Institutional Pic

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

The Billboard**TV FILM SECTION**

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

plus, rotated weekly.

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

NEXT WEEK

ADVERTISER & AGENCY FILM BUYING

TV FILM PRODUCTION

DISTRIBUTION, SALES & MARKETING

NETWORK & STATION BUYING & PROGRAMING

KTTV 'Big Saturday' Underlines Pic Use**Of 109 Hours of Station's Weekly Telecasting, 64% of Programs on Film**

HOLLYWOOD, Oct. 24.—A significant reliance on film in the programming of independent tele stations is indicated by the policy the Los Angeles Times KTTV is following. This was emphasized today as the station embarked on what it terms "The Big Saturday" line-up of seven continuous hours of entertainment on Channel 11.

Two hours of the Saturday scheduling is TV film—"Life of Riley," "Badge 714" (formerly "Dragnet"), "Kent Theater" ("Fireside Theater") and "Captured" ("Gangbusters").

Station officials point out that its weekly output is even more impressive.

Of the 109 hours of telecasting each week, 64 per cent of the programming is on film. Of this 34 per cent is theatrical film for a total of 37½ hours and 20 per cent, or 22 hours weekly, is telefilm. Live shows account for 46 hours or 42 per cent of the station's time, and a lowly 4 per cent of the programming is via kinescope.

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

One of the largest and most significant single-station program sales in recent local TV history was made early in the week when the Chevrolet dealers of Southern California, thru the Campbell-Ewald Company, inked to sponsor "Life of Riley" and "Badge 714," which are back-to-back starting at 7 p.m. Deal is for 52 weeks.

Believing that block programming will lure a greater share of audience, KTTV further points out that it is designed to appeal to the family audience. Its Saturday programming gets under way earlier, at 6:30, with "Time for Beany" which, like the program that follows, "Life of Riley," appeals to youngsters as well as adults.

KTTV inaugurated its block programming a year ago when it experimented with "The Big Night," a term it applied to Tuesday. This,

like the new Saturday schedule, utilizes two hours of TV film, plus a theatrical picture. Telefilm shows include "Ramar of the Jungle," "Chevron Theater," "Gloria Swanson Theater" and "Death Valley Days," which alternates every other week with "Jeweler's Showcase."

Still pending are the slotting of telefilms, "My Hero," "Annie Oakley," "Terry and the Pirates," which will alternate with "Ramar of the Jungle," and "Heart of the City," whose time has been altered but still shows consistently higher ratings.

A concerted promotional campaign preceded the inauguration of "The Big Saturday," including novel press releases, newspaper advertisements, an airplane towing a huge streamer and use of a sound truck throught the city calling attention to the programming.

Ayres Signed For Telefilm

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

The actor will work with young Tommy Rettig in a play titled "Nothing So Monstrous" which, like others in the series, is being produced by Solar Productions, Inc., headed by Eugene Solow. Solow is producing thru the Gross-Krasne organization at California Studios with shooting scheduled to start October 24. Harry Horner directs with Steinbeck narrating.

Earlier this week Thomas Mitchell, Rosemary DeCamp and Allene Roberts were announced to head the cast of "Nobody's Fool," the first in the Steinbeck teleplays. "Omni-bus" world-wide distribution is to be handled by United Television Programs, Inc.

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NBC to Give Color Film National Test

Continued from page 1

that the system will permit good reproduction on receivers, and now it's to be brought out into the open.

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

ray, Ben Grauer and the "Hit Parade" Dancers, originating from the Colonial Theater here. The film to be used was unset at press time and will be transmitted from NBC's Radio City studios.

Two Shows

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

Up to this time lack of color TV equipment for use with film, even for test purposes, has been a major stumbling block to all elements of the industry utilizing film (The Billboard, October 3). Without definite knowledge that whatever color film method they wished to use could be transmitted satisfactorily, sponsors, agencies and producers were stymied in their desire to blueprint production of both commercials and programs in color film. Furthermore, there still exists some doubt as to whether theatrical film shot in Technicolor and other color processes can be adapted satisfactorily to multichrome TV. But all doubts now are on the verge of resolution.

Distribution Sought for Cowboy G-Men

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

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

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

MPTV Set on Sales Force

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

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

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

Sterling to Handle 'Nightingale' in US

NEW YORK, Oct. 24.—Sterling Television Company, Inc., has signed to handle U. S. distribution of the feature-length puppet picture, "The Emperor's Nightingale," based on the famous Hans Christian Andersen fairy tale.

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

SECOND-RUN RECORD BY UTP

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

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

UTP Execs Plan Meets

NEW YORK, Oct. 24.—United Television Programs this week set two regional sales meetings. The first week in November Eastern execs will meet here, and the second week in that month Midwestern sales staffers will move into Chicago to huddle.

Both meetings will be presided over by Wynn Nathan, UTP sales chief. Also in attendance will be Monroe Mendelsohn, UTP head of advertising, sales promotion and publicity. Chief topics of the confabs will be the new product that UTP will be distributing this fall.

CBC to Set Up Block Buying For Net and Private Stations

TORONTO, Oct. 24.—The block-buying plan, which has met with considerable disapproval from some United States TV film distributors, appears to be on the verge of entrenching itself here in Canada—and it will be under the auspices of no less an organization than the government-owned Canadian Broadcasting Corporation. Altho the plan is still in the blueprint stage, distributors here have already set up a howl, tho none would be quoted.

CBC proposes to set up a central film buying agency, which would not only service CBC itself, but privately owned stations as well. Under a tentative agreement with four private stations, the CBC film department will make 50 per cent of their feature-film purchases.

Besides the usual advantages offered for block-buying, the Canadian film buying combine is expected to realize a saving on import duties. The duty on prints imported from the U. S. could be prohibitive for the individual stations. Conceivably, CBC could cut this cost drastically by making the prints here in Canada. CBC is expected to make another saving for the stations by doing uniform editing for all.

7-Figure Tab

It was reported that one major U. S. distributor was recently in negotiation with CBC for the leasing of the Canadian TV rights

to its entire library of features for a price said to be in seven figures. The figure was reportedly the subject of considerable dickering, but negotiations still are not concluded.

The buying combine, at this time, has the blessing of Ken Soble, one of the leading private station operators, who led the discussion with CBC. Soble said the possibility of setting up an independent buying outfit was explored, but it proved too costly.

Contrary to the feeling among distributors here, Soble believes that CBC is doing everything possible to help the private stations get off the ground. As for the Canadian distributors, he pointed out that many of them had made sizable investments in film li-

Maxwell-All-Canada Deal for Pic Series

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

HOLLYWOOD, Oct. 24.—Robert Maxwell, president of Robert Maxwell Associates, this week said he had concluded a deal with All-Canada Radio-TV Affiliates in which he would produce a new telefilm series based on the files of the Royal Canadian Mounted Police and which would be financed by the Canadians, owners and operators of non-governmental radio and TV stations.

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

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

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

to telefilm producing. He expects to leave for Canada the end of November to discuss technical and other details of the new arrangements.

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

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

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

\$\$ Break on Captured Pix For TV Trade

WASHINGTON, Oct. 24.—The Justice Department is giving TV film makers and stations a break in its rates for use of captured film administered by the Office of Alien Property. With 30,000,000 feet of German film available for use as feature material or "stock footage" (The Billboard, August 29), rates for TV use of feature material are established on a "sliding scale" starting at 10 per cent of net profit, as compared with the 50 per cent of net profits paid by theatrical exhibitors or distributors. Rates for stock footage also favor TV users, with a fee of \$1 per foot for TV use, as compared with a charge of \$2.50 for theatrical use.

Users of the film must obtain licenses from the Office of Alien Property. The original footage may not be cut or edited, but all cut versions and stock footage must be made from prints provided by the user. Each license is granted for a specific purpose, and TV film makers who wish to re-use certain stock shots must apply for new licenses covering additional use.

Broidy to NY For Pic Talks

HOLLYWOOD, Oct. 24.—William F. Broidy, head of William F. Broidy Productions, Inc., leaves for New York today to enter into telefilm and theatrical movie negotiations, nature of which was undisclosed.

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

3 MPTV Execs May Revive Flamingo Co.

NEW YORK, Oct. 24.—Sy Weintraub, Joe Harris and Jim Harris, three veepees at Motion Pictures for Television, this week were considering moving out and re-activating their old Flamingo Films set-up which was merged

into MPTV. The trio would form a new unit which would concentrate on the production and sales of video film series.

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

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

MPTV is the result of a merger between Flamingo and Elliot Hyman's Associated Artists. Weintraub and Jim Harris were known as the boy wonders of TV feature film distribution in its early days, for the astute manner in which they guided the destinies of Flamingo until its absorption.

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

NEW YORK, Oct. 24.—In an effort to cash in on the increased audiences for its late night Steve Allen Show, WNBT is readying plans to institute a new first-run-in-New-York major feature film policy after midnight. The move would also put them in a better competitive spot with WCBS-TV here, which has been running a number of first-run "A" movies on "The Late Show," among most recent being "Champagne for Caesar" with Ronald Colman and Celeste Holm. "Late Show" and Steve Allen oppose each other at 11:15 p.m. nightly, with WNBT's "11th Hour Theater" following Allen at midnight.

The new film project is the brainchild of Ham Shea, who succeeded Ted Cott recently as general manager of WNBC-WNBT. Shea put considerable emphasis on feature film programming during his reign as general manager of WTAM and WNBK, Cleveland,

and he plans to utilize this experience in shaping up a new feature film policy for WNBT.

Shea points out, however, that film buying for NBC's flagship here presents a different contractual problem, in that (unlike WPIX or WCBS-TV) the station's feature film schedule is limited to the late night period (midnight on) and a Saturday afternoon booking. Consequently, says Shea, audience duplication on re-run features is apt to be considerably higher than it is for stations which can spot the same picture at different times during the day and early evening.

In an effort to circumvent this problem, Shea has worked out special contracts with the three distributors, calling for a longer period of time to lapse between first and second showings of the films on the show. The second-run flickers will also be spotted on a different day of the week.

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NEW YORK HOLLYWOOD

Havana Clubs Snag Yankee Bucks Fast

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

By BILL SMITH

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

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

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

No Legit Town

There's room in Havana for American musicals—roadshows

Rendezvous, Balboa, on Auction Block

HOLLYWOOD, Oct. 24.—The famed Rendezvous Ballroom in Balboa is to be sold at auction October 31. The dance palace, well known as a jumping off point for many name bands, will be sold as a complete parcel, with local auctioneers Mannie Feigenbaum & Associates handling the sale.

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

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

Eddy to Play Cotillion Room

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

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

RAY FINED 1G FOR DOUBLING

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

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

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

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

Tourist Group

The Tourist Commission, a President Batista-appointed group, is the major contact here for showbiz enterprises. But the commission makes many promises, it is short on performance. One Cuban said, "If the commission did something about cutting down the exorbitant rates charged tourists for cabs, local stores, etc., and if it taught its cops to be polite, it might accomplish something. As it is every tourist, particularly Americans, are ripe game. We sometimes wonder why you people take it."

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

More Bites

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

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

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

Gale to Open Miami Club

NEW YORK, Oct. 24. — Alan Gale will take over the shuttered Copa City, Miami, and will reopen it as the Celebrity Club February 1. Gale made the deal with the present owners of the room on a lease with a 10-year purchase option exercisable at various times during the option period. Gale's old club, also called the Celebrity, Miami, has been taken over by Gracie Barrie and Milton Kafka.

The Gale policy at the new Miami site will be basically the same as in New York. Gale will head the show and will have three acts with him. Spot will do only one show a night at a \$6 minimum. The lounge will be used for cocktail musical acts.

The local Celebrity Club will close January 11 for the winter.

DEFINITIONS OF A PESSIMIST

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

Calumet City Hassle Draws AGVA Answer

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

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

Tuesday (20), Fast met with the mayor and police chief of Calumet City and showed them what he contended was proof of existing members working in Calumet City.

Talks With Artists

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

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

Co-Operation Demanded

Also announced by the local AGVA office was the fact it had learned of a meeting between the Calumet City cafe operators and their entertainers in which it was alleged the entertainers were told

(Continued on page 48)

Parnell Pkg. to Open at Desert

NEW YORK, Oct. 24.—The Val Parnell Palladium package will open at the Desert Inn, Las Vegas, Nev., for six weeks in June and July, it was decided here last week. The unit will also do two weeks in Reno, Nev., but it hasn't been determined whether the two weeks will follow Las Vegas or precede it. Lew and Leslie Grade office will book.

Parnell, Palladium Theater, London, topper, here on a buying trip accompanied by Lew Grade, explored the possibilities of exchanging shows with the Palace. The idea was that Palladium shows would play the New York Palace for a term, and the Palace shows would fly over to London and play the Palladium.

RKO, however, didn't believe that the run-of-the-mill Palladium shows would mean anything to the New York box office, so the deal never got beyond the exploration phase.

DOUGH FOR ACTS ON CRUISE SHIPS

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

NEW YORK, Oct. 24.—About a thousand acts will split approximately \$75,000 during the winter cruise season, according to a survey made of the important talent buyers and bookers who deal heavily in this field.

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

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

Wide Rep

The type of acts sought on the longer trips are those capable of doing a number of shows without repeats. On the short cruises comics will be used, but no blue material. On the longer trips it is usually a boy singer, a girl singer, novelties and magic acts. Dance teams are almost standard on cruises. Ballroom teams usually double—they teach as well as work in shows.

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

Lanin and Grady

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

INDIANS

Laubin Unit Takes Dance To Scandia

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

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

Originally billed as "Sitting Bull's Pow Wow," which has no meaning here, they are now using the title "Laubin's American Indian Dancers," which gives the public a good idea of what is being offered.

Bal Tabarin Closes

LONDON, Oct. 24.—One of Paris' most famous nightspots—the Bal Tabarin—closed this week in a sequel to a series of managerial disputes which had put the club's policy in a flutter. The building is to be auctioned.

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

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

Ship Troubles

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

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

4A Resolution Slaps Petrillo Member Stand

Continued from page 1

freely to make their individual choice."

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

Pact Being Canceled

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

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

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

AFRA spokesmen gave similar viewpoints. If a performer sings or talks for the TV cameras and mikes, he belongs to AFTRA's jurisdiction whether or not he carries an AFM card, they said. The officials didn't indicate what steps they would take in enforcing it.

Major Diskers Verge on Mass Market Distribution

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

• Continued from page 1

to admit it, it is known that all companies, in addition to Victor, are watching the Bell operation very closely—for it is meaningful in many facets. The Bell operation, of course, envisages tapping myriad outlets other than the usual 10,000 retail stores, and reaching classes of consumers who heretofore have not been exposed to disks. The operation is meaningful from an artist and repertoire viewpoint in addition to the unique merchandising aspects—for Bell operates on the theory that the life of a tune and the life of an artist is tremendously greater than would seem to be the case on the usual pop labels. The operation is also very meaningful to the publishing and songwriting fraternities, inasmuch as a greatly expanded consumer disk market would mean proportionately greater royalties—not only from the sale of disks, but also from the sale of sheet music.

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

Retail Protection

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

Juke Diskery Calls It Quits

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

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

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

Early Snags

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

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Victor Signs Miss Monroe

NEW YORK, Oct. 24.—Marilyn Monroe has been officially signed by RCA Victor to a long-term recording contract. Negotiations between the label and the film star's legal staff have been going on since it was first reported that the diskery was making a deal for her services.

Victor's pop a.&r. chief Joe Carlton is currently culling material for the first record date from among the songs she sings in her motion picture roles. Carlton, it is said, will handle the Monroe sessions himself, tho the diskery's other a.&r. men have put in strong bids to conduct the sessions.

to make. This, despite proof in both the record and book fields that a low-priced version has little or no effect on the sale of the original, full-price version.

If Victor decides to enter the 35-cent pop business, it would not be a first for the company. The Bluebird line, pre-World War II, was a 35-cent line. More recently, the company has introduced the Camden label of \$1.89 LP's and 69-cent EP's. In addition, the RCA Victor label is now selling \$1.19 kiddie EP's and has racked up a retail business of over \$750,000 since September on the "Concert Cameos" series of LP disks which retail for \$2.29 — far less than other Victor LP records.

Bell, which debuted with its initial releases in September, has already drawn several interesting conclusions relative to the mass distribution field. Chains, for instance, are claimed as very strong sales outlets. Supermarkets are next, and are considerably stronger than drugstores. Also, suburban areas prove stronger on sales than metropolitan centers,

and independent news wholesalers are better sales outlets than expected. Finally, says Bell, the business must be operated on a 100 per cent return basis.

Big Bills

The biggest of the Bell sellers to date have been "Vaya Con Dios" backed with "P.S. I Love You"; "Crying in the Chapel"; "Oh" backed with "You, You, You"; "Oh" backed with "Walking Behind You" and "Dagnet" backed with "My Love, My Love." As against these pops, standards are 40 per cent lower in sales figures.

In a report, Bell illustrates its production problem. A Neisner store in Buffalo received 300 disks on September 24 and sold 163 by the next afternoon. The buyer re-ordered 1,000 by phone. The 1,000 had been slated for three new accounts. These failed to receive records. Bell released eight disks in mid-September. Between September 15 and 30, claims Bell, the company pressed and shipped some 800,000 disks, twice the volume originally planned.

Morris Boosts Pop Sheet Music to 50c

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

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

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

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

Morris Statement

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

encourage you to again order the 'ones' and 'twos' which, under this policy, will be profitable."

Publishers who will probably go along with the price increase feel that the retail price on sheet music can have little effect on the

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Jukemen Sound Off Vs. McCarran Bill

• Continued from page 1

of disks; (3) additional royalty payments would drive many juke box operators out of business and "destroy" the industry; (4) juke box operators are small businessmen lacking bargaining power and should not be "placed at the mercy of large and powerful performing rights societies"; (5) Congress in 1909 recognized that performing rights fees should not apply to juke boxes; (6) juke box operators perform a "valuable function" to authors and composers by popularizing their songs, leading to increased sales of disks and sheet music.

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

"For almost 25 years ASCAP has been appealing to Congress with clock-like regularity to give them the right to jake juke boxes. Their arguments that the present law is outmoded and unfair because juke box operators use their songs without compensation have been refuted time and time again. The standard plea of composers that they are poverty stricken is neither supported by any factual evidence nor does it give any weight to \$2,000,000 which operators pay directly to the composers each year."

Putting the average annual income of juke box operators as "a little over \$3,000," Chaffetz argued

HUMILITY OR NOT, A CLICK

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

Ideal Rushes Hippos to Test Peevey Disk

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

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

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

Col. Inks Les Elgart Ork

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

Slicings, cut under the direction of George Avakian, will be grouped into a package titled "Sophisticated Swing" and will be issued on both EP and LP. Personal manager of the band is publisher Bill Simon.

ASCAP Trial To Open Soon Over TV Music

• Continued from page 3

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

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

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

Disk Firms in Opposition to McCarran Bill

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

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

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Musicians Seek Rules on Demonstration Disks

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

There is much pressure expected from local 802 members here to have regulations and pay scales set for musicians doing demonstration disks. The musicians used now make their own deals for such work, since the AFM considered all recordings, whether for ultimate sale or for demonstration purposes only, in the same light. The Music Performance Trust Fund, which licenses all producers of recordings, however, prefers not to issue licenses to persons engaged in allied show business fields who only make demonstration records occasionally, and not for sale as commercial recordings.

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

On the upcoming negotiations with the record companies, it is now considered certain that Petrillo will meet with the manufacturers as a group—and not individually. In response to a request for an early meeting made this week by the executive secretary of the Record Industry Association of America, Inc., John W. Griffin, Petrillo replied that he would be happy to meet with record execs soon after arriving in New York. The AFM chief is due here the first week in November.

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

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Young Seeks Probe of BMI Perf. Credits

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

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

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

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

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

"3. The elimination of abuses, to create a stronger, more efficient, honestly-run BMI for the benefit of the entire industry."

Presents Resolution

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

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

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FLIP SIDE HITS DEEJAY CHART

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

SAMMY KAYE MAKIN' HAY

Winding Up Big Year as Click in 1st Nitery Date

LAS VEGAS, Nev., Oct. 24.—Sammy Kaye, who is set to embark on an extensive one-nighter tour following the wind-up of his date at the Hotel Last Frontier here, has just completed one of the most active years he's ever had in the band business. Starting with his engagement at the Hotel Statler in New York, from February 9 to March 11, Kaye shortly thereafter went on a one-nighter tour and landed the Chock Full 'o Nuts TV program.

For the summer months, from mid-June to Labor Day, the maestro played the Astor, while doubling on the Dunhill TV program over the NBC network.

Winding up at the Astor, Kaye did one-nighters, leading to the Las Vegas date, running from October 5 thru Sunday (25). He will

'MOULIN ROUGE' TOP ROME TUNE

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

BMU Wavers On Former Petrillo Stand

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

This week Ratcliffe blamed the continuance of the ban on the agents' failure to agree among themselves on terms. But this was sharply refuted by impresario Harold Davison, who booked Stan Kenton's European tour last month. He claims he offered to put Kenton into London's Royal Albert Hall under strict union control, with all proceeds to go to any charity Ratcliffe named, but the offer was rejected. Other leading agents agreed they found the MU unco-operative.

SCHOOL BAND TWIST

Pubs Sell Quick Marches, Dances, Pop Arrangements

NEW YORK, Oct. 24.—With the high school and college football season in full swing, many major music publishers are now reaping the benefits of the increasing interest in marching bands in schools. Most recent twist in the selling of band arrangements is the trend toward quick step marches and the demand for dance routines for the marching bands.

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

OLD STARS SHINE BRIGHTLY

Dorsey, Goodman, Shaw and Miller Still Make Big News

By BOB ROLONTZ
NEW YORK, Oct. 24.—A bevy of the great ork names of the golden era of the bands, Tommy Dorsey, Benny Goodman, Artie Shaw, Glenn Miller and others, was back in the record business news this week. Dorsey was preparing to start his own record firm. Benny Goodman was signing a lucrative contract with Capitol Records after anklng Columbia. Artie Shaw—now racking up sock business at the Embers here with his Gramercy Five—was dickering with three firms for a term contract, and RCA Victor was forced to send out wires to all distributors asking them to discontinue ordering additional limited edition Glenn Miller Ork albums (list \$25), since the entire production of 86,000 sets had been exhausted in two weeks.

The interest aroused in the moves of the orksters, and the bidding for their services, at a time when the band business is considered at a low ebb, points out again the glamour still enjoyed by the ork names of the swinging 1930's.

Tommy Dorsey

Tommy Dorsey's forthcoming move into his own record business came as a big surprise to the trade. However, it was pointed out that Dorsey set up his own booking office a few years ago, Tom-Dor, and has been quite successful with it. The Dorsey ork, which now features Jimmy Dorsey, is booked from now until February with only one open date. Since the Dorsey Brothers have been together, the ork has been pulling solid grosses and has upped its asking price for dates.

Dorsey will not be the first ork

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

Benny Goodman

Goodman, who has been with Columbia Records for the past two years and has had two of the top-selling LP platters with the firm, anklng the diskery last week, Capitol Records made a real pitch for the ork leader. Goodman had been with Capitol Records previously, also after he

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Davega Chain Increases Phono Sales 60 Per Cent

NEW YORK, Oct. 24.—One of the most impressive increases in sales of record players has been racked by the big Davega Stores chain of appliance-sporting goods-record stores in the metropolitan New York area. In the six-month period from April thru September the chain has increased phono business an average of 60 per cent a month over the preceding year. Biggest increase was show in July when the chain topped previous July sales by 90 per cent.

The heavy increase in phono sales is attributed to several factors by Davega record and phono-

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

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

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

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

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

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

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

Hilliard Signs Victor Pact

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

The new a.&r. chief is expected to announce talent signings shortly, and may start recording immediately after moving into the Victor organization. Official re-

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TITO BURNS

Loses Name Lest Yugos Burn Also

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

Booked by London agent Jack Bontemps for an eight-week swing, Burns found his billing changed en route to an indeterminate "Burns and Band" after a last-minute panic by Army brass who feared the name Tito on the bills might be interpreted by the smouldering Yugoslavs as a deliberate political slight—altho Burns has used the name far longer than the Marshal.

The band was already packed when orders came for the four inflammatory letters to be blacked off their luggage, instrument cases and library. In trouble-spot Trieste, where the Army radio station switches alternate weeks between the United States and British commands, Burns' tune "Sloppy Joe" was aired during his visit as by "You Know Who" Burns.

In compensation for these indignities suffered in the cause of world peace, the Army loaned Burns Sergeant Buddy Ekstram—a one-time New York tenor sax player—when his own boy had to fly home. Tour was booked thru the American Army Entertainment section in Wiesbaden, and squired round the circuit by Lt. Bob Hannan.

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

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

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

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

A closed circuit television network was used in the show window to attract customers to the fair. The closed circuit also allowed passersby to see themselves on TV in the window. There was a two window display on hi-fi equipment.

Norse Booking Firm Reopens

COPENHAGEN, Denmark, Oct. 24.—The Skandinavisk Koncert-direktion, booker of many American long-hair and jazz musicians, which temporarily went on the rocks a few months ago, has arranged for clearing up its affairs and is actively resuming business under a new set-up and at new offices at Dr. Tvaergade 30, near the Odd Fellows Palace concert hall. While I. Blicher-Hansen, former head of the firm, is still active in the outfit, S. R. Larsson has been named director of the agency.

Other Programs

In addition to the TV shots, Kaye has had the "Sunday Serenade" program, which ended September 27 on NBC, and for the last few months has been on a five a week 8:15-8:30 p.m. transcribed show sponsored by Burlington Mills over NBC. He's also

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CORAL'S 3-D SONG SMASH!



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and

"I THINK I'LL FALL IN LOVE TODAY"

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 and 9-61076 (45 rpm)

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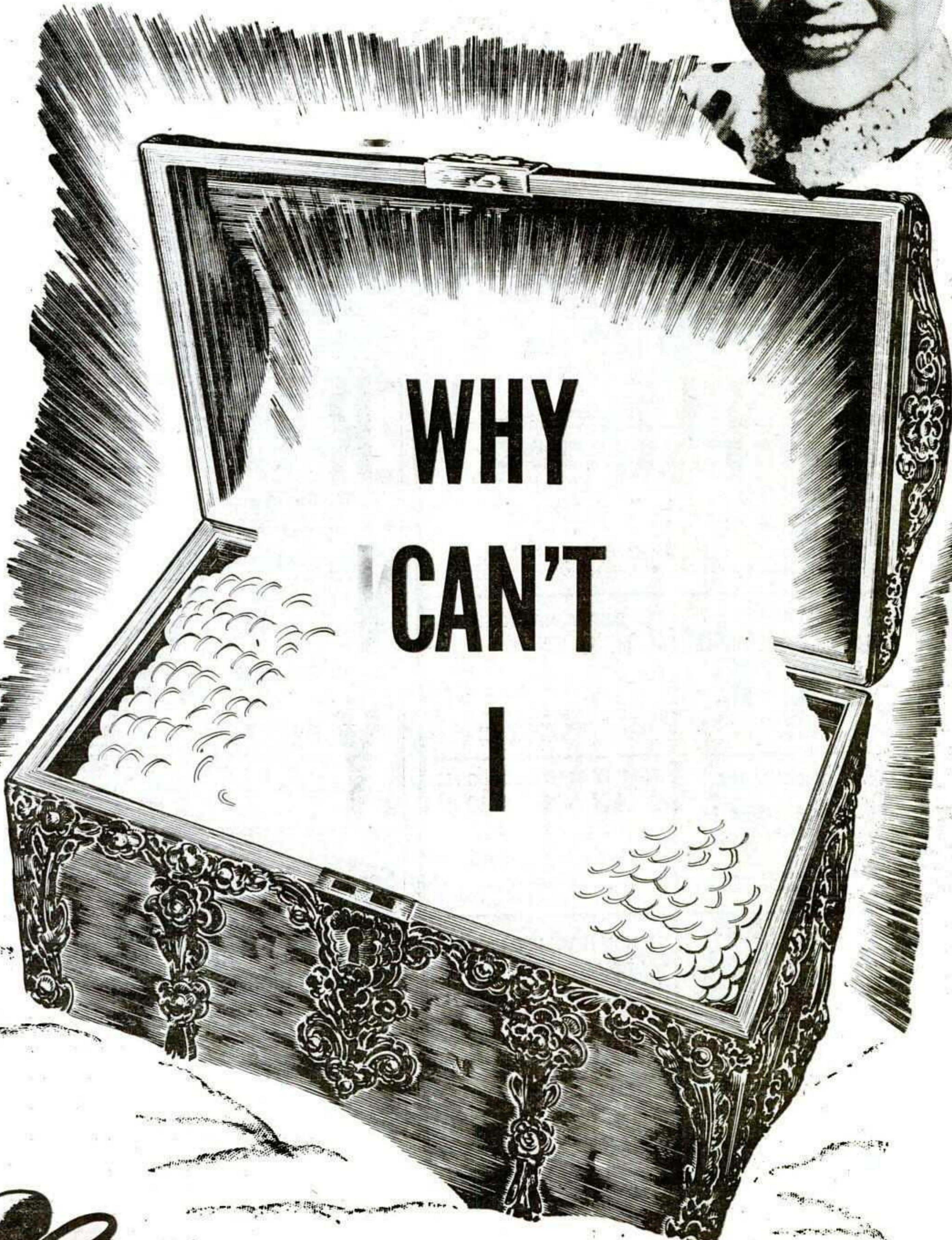
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You'll Treasure

JAMES



Records

MGM-11606 • K11606

b/w OFF SHORE

MGM 11610 78 rpm
K11610 45 rpm



VICKI BENET

pronounced (Ben-nay)

(When He Takes Me In His Arms)

TWO LOVERS

MGM 11581 78 rpm
K11581 45 rpm

Mmm ---

JONI JAMES

MY LOVE, MY LOVE

YOU'RE FOOLING SOMEONE

MGM 11543-K11543

BILLY ECKSTINE

FORTUNE TELLING CARDS

I'M SAVING DREAMS FOR A RAINY DAY

MGM 11587 78 rpm
K11587 45 rpm

GEORGE SHEARING

EASY TO LOVE

RAP YOUR TROUBLES IN DRUMS

MGM 11600 78 rpm • K11600 45 rpm

FRAN WARREN

SHAKE A HAND

THE ANGEL PASSED BY

MGM 11583 78 rpm
K11583 45 rpm

BETTY MADIGAN

I JUST LOVE YOU

YOU'RE THOUGHTLESS

MGM 11601 78 rpm
K11601 45 rpm

TOMMY EDWARDS

THAT'S ALL

SECRET LOVE

MGM 11604 78 rpm
K11604 45 rpm

TOMMY REED and his Orch.

HEY, LITTLE GIRL

GLAD RAG DOLL

MGM 11592 78 rpm
K11592 45 rpm

BOB SANTA MARIA

YOU'RE THE RIGHT ONE

I SHOULD HAVE TOLD YOU LONG AGO

MGM 11588 78 rpm
K11588 45 rpm

HENRY JEROME & his Orch.

TIPICA SERENADA

CAFE PAREE

MGM 11594 78 rpm
K11594 45 rpm

HANK WILLIAMS

WEARY BLUES FROM WAITIN'

I CAN'T ESCAPE FROM YOU

MGM 11574 78 rpm
K11574 45 rpm

LITTLE RITA FAYE

ALABAMA

JOHNNY'S GOT A SWEET-HEART

MGM 11565 78 rpm
K11565 45 rpm

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MAKE FRIENDS WITH RECORDS

The Billboard Music Popularity Charts
HONOR ROLL OF HITS

The Nation's Ten Top Tunes
... for Week Ending October 24

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

- | This Week | Last Week | Chart |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|
| 1. You, You, You | | 1 17 |
| By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMI)
BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; S. Lanson, Bell 1008; K. Remo, M-G-M 11512. | | |
| 2. Vaya Con Dios | | 2 19 |
| By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)
BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: L. Clinton-A. Lloyd, Bell 1004; G. Lombardo, Dec 28780; B. London, Crystalette 654; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514. | | |
| 3. Oh | | 4 16 |
| By Byron Gay-Arnold Johnson—Published by Peist (ASCAP)
BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11541; K. Griffen, Col 40062; Sauter Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |
| 4. Ebb Tide | | 5 9 |
| By Robert Maxwell and Carl Sigman—Published by Robbins (ASCAP)
BEST SELLING RECORD: F. Chacksfield, London 1358. OTHER RECORDS: C. Applewhite-Toots Ork., Dec 28875; V. Damone, Mercury 70216; R. Maxwell, Mercury 70177.
TRANSCRIPTIONS AVAILABLE: Hugo Winterhalter, Thesaurus. | | |
| 5. Crying in the Chapel | | 3 15 |
| By Darrell Glenn—Published by Valley (BMI)
BEST SELLING RECORDS: J. Valli, V 20-5368; D. Glenn, Valley 105; Orioles, Jubilee 5122; OTHER RECORDS AVAILABLE: J. T. Adams, Republic 7052; Rex Allen, Dec 28758; R. Baker, Ward 503; E. Fitzgerald, Dec 28762; Four Dukes, Duk-11; K. Griffen, Col 40062; S. Lanson, Bell 1008; A. Lund, Coral 61018; B. Smith, Meteor 5010; Sunshine Boys, Bibletone 2114; Sister Rosetta Tharpe, Dec 48302; W. Tuttle, Cap 2545.
TRANSCRIPTIONS AVAILABLE: Statesmen Quartet, Thesaurus. | | |
| 6. St. George and the Dragonet | | 6 5 |
| By Stan Freberg, Daws Butler, Walter Schumann—Published by Alamo (ASCAP)
BEST SELLING RECORD: S. Freberg, Cap 2596 | | |
| 7. Dragnet | | 7 10 |
| By Walter Schumann—Published by Alamo (ASCAP)
BEST SELLING RECORD: R. Anthony, Cap 2562. OTHER RECORDS AVAILABLE: T. Heath, London 1379; B. Morrow, V 20-5398; S. Jones, V 20-5472. | | |
| 8. Rags to Riches | | 11 6 |
| By Dick Adler and Jerry Ross—Published by Saunders (ASCAP) | | |
| 9. Eh Cumpari | | 10 7 |
| By Julius La Rosa—Published by Rosarch (BMI)
BEST SELLING RECORD: J. La Rosa, Cadence 1232 | | |
| 10. No Other Love (M) | | 3 20 |
| By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)
BEST SELLING RECORD: P. Como, V 20-5317. OTHER RECORDS: S. Fisher, Okeh 6979; K. Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus. | | |

Second Ten

- | | | |
|--------------------------------------------------------|----|----|
| 11. MANY TIMES | 9 | 3 |
| Published by Broadcast (BMI) | | |
| 12. P. S.: I LOVE YOU | 12 | 19 |
| Published by La Salle (ASCAP) | | |
| 13. RICOCHET | 15 | 2 |
| Published by Sheldon (BMI) | | |
| 14. LOVE WALKED IN | — | 1 |
| Published by Chappell (ASCAP) | | |
| 15. I'M WALKING BEHIND YOU | 13 | 25 |
| Published by Leeds (ASCAP) | | |
| 16. IN THE MISSION OF ST. AUGUSTINE | 17 | 2 |
| Published by Republic (BMI) | | |
| 16. MY LOVE, MY LOVE | 18 | 9 |
| Published by Meridian (BMI) | | |
| 18. ISTANBUL | — | 1 |
| Published by Alamo (ASCAP) | | |
| 19. HEY, JOE | 14 | 9 |
| Published by Tannen (BMI) | | |
| 19. STORY OF THREE LOVES (Eighteenth Variation) | — | 1 |
| Published by Charles Foley (ASCAP) | | |

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Buyboard

TOP SELLERS—

POPULAR

Based on Actual Capitol Sales Reports

1. THE KANGAROO
DON'CHA HEAR THEM BELLS..... L. Paul & M. Ford... 2614
2. YAYA CON DIOS
JOHNNY (IS THE BOY FOR ME)..... L. Paul & M. Ford... 2486
3. ST. GEORGE AND THE DRAGONET
LITTLE BLUE RIDING HOOD..... S. Freberg 2596
4. LOVER, COME BACK TO ME!
THAT'S ALL M. Cole 2610
5. OH!
SAM P. Hunt 2442
6. WHEN MY DREAMBOAT COMES HOME
SWAMP-FIRE K. Starr 2595
7. FORGIVE ME, JOHN
MY WEDDING RING..... J. Shepard & F. Huskey. 2586
8. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW OLD
WITHOUT YOU) J. Shepard & F. Huskey. 2502
9. THAT'S AMORE
YOU'RE THE RIGHT ONE..... D. Martin 2589
10. KISS ME BIG
CATFISH BOOGIE T. Ernie 2602
11. DRAGNET
DANCING IN THE DARK..... R. Anthony 2562
12. FROM HERE TO ETERNITY
ANYTIME—ANYWHERE F. Sinatra..... 2560
13. I LOVE PARIS
GIGI L. Baxter..... 2479
14. IT HAPPENED ONCE BEFORE
HOLIDAY Four Freshmen 2564
15. JUNGLE BELLS
WHITE CHRIS'MAS L. Paul & M. Ford..... 2617
16. HOT DOG! THAT MADE HIM MAD
I'M NOBODY'S BABY..... B. Hutton 2608
17. THE LITTLE BOY THAT SANTA CLAUS FORGOT
MRS. SANTA CLAUS..... N. Cole 2616

LATEST RELEASE

No. 392

- DON'T SAY GOODBYE WHEN YOU GO
AUTUMN LEAVES Monica Lewis 2631
- LOVE THEME FROM "THE ROBE"
MANHATTAN Les Baxter 2632
- SINGIN' ON THE OTHER SIDE
I'VE GOT A BETTER PLACE TO GO..... Martha Carson 2634
- I'M IN THE MOOD FOR LOVE
MY KINDA LOVE Le Blanc 2635
- CAT'N AROUND
MAKE ME LIVE AGAIN..... Jimmy Heap 2636
- SOUND OFF
ANOTHER DAWN, ANOTHER DAY..... Ray Anthony 2637

50,000 Frenchwomen can't be wrong!
It's **LE BLANC!**

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

"My Kinda Love"

and

"I'm in the Mood for Love"

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

TOP SELLERS—

COUNTRY & HILLBILLY

Based on Actual Capitol Sales Reports

1. FORGIVE ME JOHN
MY WEDDING RING
J. Shepard & F. Huskey..... 2586
2. A DEAR JOHN LETTER
I'D RATHER DIE YOUNG (THAN GROW
OLD WITHOUT YOU)
J. Shepard & F. Huskey..... 2502
3. I LOVE GOD'S WAY OF LIVING
PREACH THE GOSPEL
Louvin Brothers 2612
4. BORN AGAIN
FROM MOTHER'S ARMS TO KOREA
Louvin Brothers 2510
5. LOOKING AT THE MOON AND
WISHING ON A STAR
I NEED YOUR LOVE
S. McDonald 2607
6. NEW DO RIGHT DADDY
DON'T DOG ME 'ROUND
L. Chappel 2611
7. RE-ENLISTMENT BLUES
DANCE OF THE GOLDEN ROD
M. Travis 2563
8. RUB-A-DUB-DUB
I'LL SIGN MY HEART AWAY
H. Thompson 2445
9. THE HOUSE OF BLUE LIGHTS
BELL BOTTOM BOOGIE
M. Moore 2574
10. LET ME GO, DEVIL
THE LONG BLACK RIFLE
T. Ritter 2594

BEST SELLING—

POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason 352
2. NAT "KING" COLE SINGS FOR TWO
IN LOVE
Nat "King" Cole 420
3. PORTRAITS ON STANDARDS
Stan Kenton 462
4. TODAY'S TOP HITS, VOLUME X
Top Capitol Artists..... 9115
5. THE DESERT SONG
Gordon MacRae & Lucille Norman 351
6. LOVER'S RHAPSODY & SONGS FROM
LOVER'S RHAPSODY
Jackie Gleason 366
7. CAN-CAN
Original Broadway Cast..... 452
8. THE FAMILY DANCED
Mickey Katz 457
9. JOE "FINGERS" CARR AND HIS
RAGTIME BAND
Joe "Fingers" Carr..... 443
10. BLUE TANGO
Les Baxter 447
11. THE ANTHONY CHOIR
Ray Anthony 442
12. PREMIERED BY ELLINGTON
Duke Ellington..... 440
13. SKETCHES ON STANDARDS
Stan Kenton 426

BEST SELLING—

CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. MICKEY MOUSE'S BIRTHDAY PARTY
Stan Freberg 3165
2. SNOWBOUND TWEETY
Mel Blanc 3169
3. HOPALONG CASSIDY AND THE
HAUNTED GOLD MINE
William Boyd 3166
4. WOODY WOODPECKER AND THE LOST
MONKEY
Mel Blanc 3161
5. I TAUT I TAW A PUDDY TAT &
YOSEMITE SAM
Mel Blanc 3104
6. DINKY PINKY
Stan Freberg 3162
7. BOZO ON THE FARM
Pinto Colvig 3076
8. TWEETY PIE
Mel Blanc 3074
9. THE LITTLE ENGINE THAT COULD &
THE OLD SOW SONG
Rufe Davis 3142
10. WOODY WOODPECKER AND HIS
TALENT SHOW
Mel Blanc 3032
11. I'M A LITTLE TEAPOT & THE TEDDY
BEARS' PICNIC
Frank DeVol 3083
12. LITTLE SONGS FOR LITTLE PEOPLE
Don Wilson 3151
13. HOPALONG CASSIDY AND THE MAIL
TRAIN ROBBERY
William Boyd 3164

LOVE THEME

from **'THE ROBE'**

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



LES BAXTER

with his chorus and orchestra

coupled with:

MANHATTAN

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

on Capitol Record No. 2632

two delightful novelties

by **HELEN O'CONNELL**



Six Buzzard Feathers and a Mocking Bird's Tail

Joseph! Joseph!

with orchestra conducted by **HAROLD MOONEY**
Capitol Record No. 2633

Worth Repeating!

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

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

The Music Editorial Staff

AN EDITORIAL

Are You With It, Mr. Record Dealer?

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

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

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

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

Benefits Have Resulted

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

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

Record Dealer Opportunity

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

Billboard Enlarges Scope

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

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

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending October 17

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. VAYA CON DIOS (R)—Ardmore	1	18
2. CRYING IN THE CHAPEL (R)—Valley	3	13
3. YOU, YOU, YOU (R)—Mellin	2	15
4. EBB TIDE (R)—Robbins	7	6
5. DRAGNET (R)—Alamo	4	7
6. OH (R)—Feist	5	12
7. MANY TIMES (R)—Broadcast	12	3
8. I'M WALKING BEHIND YOU (R)—Leeds	9	25
9. NO OTHER LOVE (R) (M)—Williamson	6	18
10. I BELIEVE (R)—Cromwell	11	25
11. EH CUMPARI (R)—Crescent	—	3
12. IN THE MISSION OF ST. AUGUSTINE (R)—Republic	10	3
13. RAGS TO RICHES (R)—Saunders	—	1
14. I SEE THE MOON (R)—Plymouth	15	3
15. P. S.: I LOVE YOU (R)—La Salle	8	16

Tunes with Greatest Radio and Television Audiences

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

Top 31 in Radio

Am I to Blame (R)—Feist—ASCAP	My Love, My Love (R)—Meridian—BMI
April in Portugal (R)—Chappell—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Baby, Baby (R)—Famous—ASCAP	Oh! (R)—Feist—ASCAP
Choo Choo Train (R)—Disney—ASCAP	P.S.: I Love You (R)—La Salle—ASCAP
Crying in the Chapel (R)—Valley—BMI	Pa-Paya Mama (R)—Sheldon—BMI
Don't Take Your Love From Me (R)—Witmark—ASCAP	Rags to Riches (R)—Saunders—ASCAP
Dragnet (R)—Alamo—ASCAP	Ricochet (R)—Sheldon—BMI
Ebb Tide (R)—Robbins—ASCAP	Side by Side (R)—Shapiro-Bernstein—ASCAP
Girl in Satin (R)—Mills—ASCAP	Sweet Mama Tree Top Tall (R)—Hollis—BMI
Hey Joe (R)—Tannen—BMI	Tennessee Wig Walk (R)—Village—BMI
Hi Lili Hi Lo (R) (F)—Robbins—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
I Love Paris (R) (M)—Chappell—ASCAP	When My Dreamboat Comes Home (R)—Remick—ASCAP
In the Mission of St. Augustine (R)—Miller—ASCAP	You, You, You (R)—Mellin—BMI
Istanbul (R)—Alamo—ASCAP	You're the Right One (R)—Paramount—ASCAP
Lonely (R)—Bregman, Vocco & Conn—ASCAP	
Love Walked In (R)—Chappell—ASCAP	
Many Times (R)—Broadcast—BMI	

Top 11 in Television

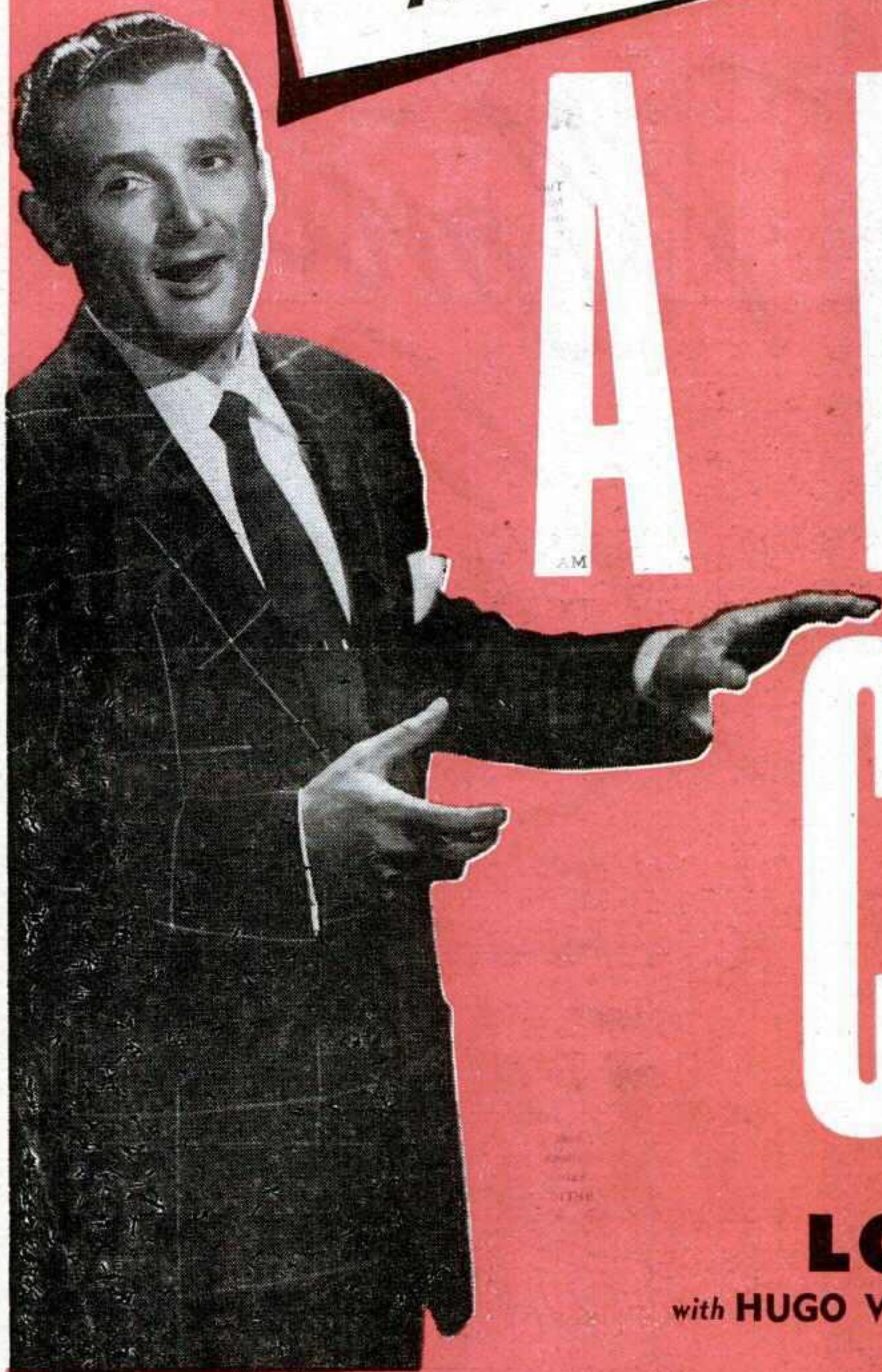
Crying in the Chapel (R)—Valley—BMI	My Love, My Love (R)—Meridian—BMI
Ebb Tide (R)—Robbins—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Hey Joe (R)—Tannen—BMI	Oh! (R)—Feist—ASCAP
Hi Lili Hi Lo (R) (F)—Robbins—ASCAP	Ricochet (R)—Sheldon—BMI
I Want a Hippopotamus for Christmas (R)—Folkways—BMI	Vaya Con Dios (R)—Ardmore—ASCAP
Many Times (R)—Broadcast—BMI	You, You, You (R)—Mellin—BMI

England's Top Twenty

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

1. Eternally (Limelight)—Bourne (Bourne)	12. Flirtation Waltz—Bourne (Bourne)
2. Song From Moulou Rouge—Cognelly (Broadcast)	13. Kiss—Feist (Miller)
3. I Believe—Cinephonic (Cromwell)	14. Is It Any Wonder?—Leeds (Midway)
4. Bridge of Sighs—Maurice (*)	15. Say You're Mine Again—Victoria (Blue River)
5. Poppa Piccolino—Sterling (Chappell)	16. Mother Nature and Father Time—Aberbach (Alamo)
6. Seven Lonely Days—Feist (Jefferson)	17. I'm Walking Behind You—Peter Maurice (Leeds)
7. Look at That Girl—Cinephonic (Oxford)	18. Hey! Joe—Robbins (Tannen)
8. April in Portugal—Sterling (Chappell)	19. Can't I—Meridian (Harvard)
9. Vaya Con Dios—Maddox (Ardmore)	20. Answer Me—Bourne (Bourne)
10. Your Cheatin' Heart—Bradbury Wood (Acuff-Rose)	
11. Let's Walk That A-Way—Aberbach (Alamo)	

A Smash!



A BABY CRIED

c/w One Moment More

LOU MONTE

with HUGO WINTERHALTER'S Orchestra and Chorus

20/47-5496

NEW RELEASES

RCA Victor—Release #53-44

POPULAR

(All I Want For Christmas Is)
MY UPPER PLATE
I SAW MOMMY SMOOCHIN' SANTY CLAUS
Homer & Jethro20-5456 (47-5456)*

SANTA BABY
UNDER THE BRIDGES OF PARIS
Eartha Kitt20-5502 (47-5502)*

TALE OF AN AFRICAN LOBSTER
INFINITY PROMENADE
Shorty Rogers and his Orch.
Featuring The Giants 20-5503 (47-5503)*

FRANCES—Waltz
RHEINLANDER SCHOTTISCHE
The Six Fox Dutchmen under
direction of H. Loeffelmacher
.....20-5501 (47-5501)*

SACRED

ONE STEP
(Toward The Lord)
GLORYLAND JUBILEE
Blackwood Brothers' Quartet
.....20-5498 (47-5498)*



**SALES GROW
WHEN YOU GO 45**

COUNTRY/WESTERN

MOON TAN
SMOKE SCREEN
Red Garrett20-5499 (47-5499)*

I SAW CUPID IN YOUR EYES
LOOK!
Kenny Lee20-5500 (47-5500)*

RHYTHM/BLUES

DON'T PASS ME BY
GET LOST
The Du Droppers ...20-5504 (47-5504)*

*45 rpm cat. nos.

BEST SELLERS

POPULAR

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

Pa-Paya Mama/You Alone
Perry Como20-5447 (47-5447)

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

Many Times/Just To Be With You
Eddie Fisher20-5453 (47-5453)

The Velvet Glove/Elaine
Hugo Winterhalter-
Henri Rene20-5405 (47-5405)

Love Me Again/Before It's Too Late
Sunny Gale20-5424 (47-5424)

Don't Take Your Love From Me/Under Paris Skies
The Three Suns20-5347 (47-5347)

Crying In The Chapel/Love Every Moment You Live
June Valli20-5368 (47-5368)

No Other Love/Keep It Gay
Perry Como20-5317 (47-5317)

A Baby Cried/One Moment More
Lou Monte20-5496 (47-5496)

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

I'm Walking Behind You/Just Another Polka
Eddie Fisher20-5293 (47-5293)

C'est Si Bon/African Lullaby
Eartha Kitt20-5358 (47-5358)

Eighteenth Variation/Introduction, Theme & Five Variations
William Kapell10-4210 (49-4210)

I See The Moon/All Alone
Voices of Walter Schumann
.....20-5478 (47-5478)

COUNTRY/WESTERN

I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie
Davis Sisters20-5345 (47-5345)

Sorrow & Pain/You're Gone
Davis Sisters20-5460 (47-5460)

I Found Out More Than You Ever Knew/Don't Believe Everything You Read About Love
Betty Cody20-5462 (47-5462)

The Pig Latin Song/You're My Downfall
Johnnie & Jack20-5483 (47-5483)

How's the World Treating You/Free Home Demonstration
Eddy Arnold20-5305 (47-5305)

Too Old For Toys/Little Girl Love
Sunshine Ruby20-5467 (47-5467)

Heartbreak Ahead/Looking At The Moon And Wishing On A Star
Charline Arthur20-5485 (47-5485)

Mama, Come Get Your Baby Boy/If I Never Get To Heaven
Eddy Arnold20-5415 (47-5415)

I'm Casting My Lasso Towards The Sky/There's A Rainbow In Ev'ry Teardrop
Slim Whitman20-5431 (47-5431)

City Slicker/Three O'Clock In The Morning
Chet Atkins20-5484 (47-5484)

RHYTHM/BLUES

Ten Days In Jail/Empty Bottles
The Robins20-5489 (47-5489)

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

You're Killing Me/Flip Our Wigs
Milt Trenier20-5487 (47-5487)

RCA VICTOR
FIRST IN RECORDED MUSIC





it's lovely

Monica Lewis

*in a melodious
Capitol debut!*

AUTUMN LEAVES

coupled with

DON'T SAY GOODBYE WHEN YOU GO

with orchestra conducted by
NELSON RIDDLE



Capitol Record No. 2631

"What's Amore"

b/w

**"YOU'RE THE
RIGHT ONE"**

as sung by

DEAN MARTIN



From the Paramount Picture "The Caddy"

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

Capitol Record No. 2589



The Billboard's Music Popularity Charts

... for Week Ending October 24

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

DON CORNELL-ALAN DALE-JOHNNY DESMOND
Heart of My Heart
CORAL 61076—The beautiful standard is a great vehicle for the label's triple-threat slicing featuring the chanters in smooth harmony.

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

RICHARD HAYES
All Is Forgiven
MERCURY 70239—A most attractive new waltz penned by Frank Loesser is handed a most attractive reading by Hayes, the Jack Halloran singers and the David Carroll ork.

LIBERACE
Ave Maria
COLUMBIA 48001—The TV star figures to have a big Christmas item in this piano and ork reading of the lovely hymn.

BEN LIGHT
Waiting for the Robert E. Lee
CAPITOL 2628—Fine juke box fare by Ben Light backed in bright style by an instrumental combo, with solid banjo work.

CONNIE RUSSELL
I Want a Boy
CAPITOL 2623—Miss Russell socks across a terrific performance of a ballad that asks, pleads and cajoles for love.

DAVID CARROLL
Gadabout
MERCURY 70247—New tune with familiar ring is handed a fetching instrumental performance by the Carroll ork.

TERESA BREWER
Baby, Baby, Baby
CORAL 61067—"Baby" is from the current flick "Those Redheads From Seattle."

RICHARD HAYMAN ORK
Off Shore
Instrumental with considerable color and tone poem quality. Hayman features harmonica on this side, too.

Sacred

HANK WILLIAMS
Calling You
M-G-M K11628—A rare sacred issue by the late Hank Williams is up to the high level, both tune-wise and in performance.

GEORGE MORGAN
How Many Times
COLUMBIA 21170—Bright religious tune is handed a good rendition by the country singer.

GEORGE BEVERLY SHEA
Now I Belong to Jesus
V 20-5476—George Beverly Shea, one of the country's top gospel singers, turns in a fine reading of a good religious tune.

THE LOUVIN BROTHERS
I Love God's Way of Living
CAPITOL 2612—The Louvin Brothers offer a sincere and powerful testimony of God's help in leading a good life.

MARTHA CARSON
Singin' on the Other Side
CAPITOL 2634—Martha Carson does a rhythmic, lively vocal on this sacred song.

THE LE FEVRE TRIO
I Know Who Holds Tomorrow
BIBLETONE 7042—The trio does some impressive harmonizing on a melodic tune that stands out as unusually good material for this market.

SWANEE RIVER BOYS
Was He Quiet or Did He Cry?
KING 1258—Okay sacred ditty is handed a smooth performance by the Swanee River Boys.

PAT AND EDNA PATTERSON
Welcome In
MUSIC 1042—The duo presents a picture of the reception that the faithful will get at the gates of heaven.

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like ALLIED, CAMMAROTA, CAPITOL, CHANCE, CHESS, COLUMBIA, CORAL, CRYSTALLETTE, DECCA, DERBY, DIAMOND, DOT, GEM, INTRO, JUBILEE, KEM, MERCURY, M-G-M, MONARCH, ORIGINAL, RCA VICTOR, REPLICA, RPM, STARDUST, STATES, UNITED.

Jazz

EDDIE SA'FRANSKI TRIO
Martin Kane
DERBY 835—There's a pleasant swing to this performance of the ditty based on the title TV show theme.

JOHNNY YOUNG TRIO
You Go to My Head
CHANCE 1144—Smooth and warm performance of the evergreen, featuring Young on piano backed by rhythm accompaniment.

JOE BURTON QUARTET
Cofete
TREND 55—Burton at the piano, with rhythm backing, offers a light confection that is easily swallowed but leaves only a slight impression.

JOHNNIE & JACK
Pig Latin Serenade
V 20-5483—Duo gets together in a (Continued on page 38)

International

RAY HENRY ORK
Whirlaway Polka
DANA 3140—The ork delivers one of its typically bright polka efforts replete with shouts and the sparkling sound expected of the group.

WHOOPEE JOHN WILFAHRT ORK
Elsie Schmitz-Ein Helm
DECCA 28896—Polka is performed brightly. Novelty lyrics are sung in okay style by Pat Wilfahrt.

GENE AUTRY
Freddie, the Little Fir Tree
COLUMBIA 40092—Fetching ditty of the little tree who finally made it to town as a Christmas tree.

Children's

AGUSTIN LARA
Santa
V 23-6178—This is one of many singles issued by the label in honor of Mexico's official celebration of Augustin Lara Day.

Country & Western

FERLIN HUSKEY
I Wouldn't Treat a Dog Like You're Treatin' Me
CAPITOL 2627—Weeper stacks up as strong material, and Huskey sells it solidly in his very distinctive sensitive style.

SKEETS McDONALD
I Need Your Love
CAPITOL 2607—Warbler makes a strong plea for love and understanding. It's a fine performance by McDonald that could attract some interest.

CHARLINE ARTHUR
Looking at the Moon and Wishing on a Star
V 20-5485—Happy opus is projected with gayety and brightness by the thrush. This one really moves from start to finish.

JIMMY HEAP-PERK WILLIAMS
Cat's Around
CAPITOL 2636—He lost his baby, and now he's cat's around. It's a swiny, somewhat salty country item, with Perk Williams delivering a lively vbal to Jimmy Heap's band.

CLYDE MOODY
Whatta Line
DECCA 28785—Moody gets wise to his deceiving girl friend and lets her know that her line doesn't impress him anymore.

JOHNNIE & JACK
Pig Latin Serenade
V 20-5483—Duo gets together in a (Continued on page 38)

Latin American

MACHITO Y SUS AFRO CUBANS
Dragnet-Mambo
SEECO 7335—The Machito ork grabs hold of the "Dragnet" theme, and turns it into a wild mambo effort that really goes.

Mambo Sentimental
Here's another first-rate mambo effort, played with style by the Latin-American ork.

TRIO JOHNNY RODRIGUEZ
Ya No Soy Feliz
SEECO 7321—The vocal group backed by guitar and rhythm comes thru with an ultra-smooth reading of an attractive sounding bolero beguine.

Rhythm & Blues

THE FLAMINGOS
Carried Away
CHANCE 1145—A very powerful side that builds and builds. It's a hand-clapper with a solid beat.

TAB SMITH
All My Life
UNITED 162—Smith has the opportunity here of following his previous clicks in the same style. Ditty is the oldie ballad, and the alto reading is standout.

JOAN SHAW
You Make Me Cry Myself to Sleep
GEM 212—Melody has a spiritual flavor and is a fine showcase for this gal. She really sings up a storm on this side.

LITTLE CEASAR
Chains of Love Have Disappeared
RPM 393—Little Caesar has himself a good click in this blues effort. It has a provocative beat, and the singer kicks in with a fine performance.

LOUIS JORDAN
I Want You to Be My Baby
DECCA 28883—Louis Jordan might have one of his strongest sides here in a long time.

MUDDY WATERS
Blow, Wind, Blow
CHESS 1550—Waters has a swinging, rhythmic side here which gives him a chance to show off his vocal ability, as well as some first-rate guitar work.

TERRY TIMMONS
Never Let Me Go
UNITED 161—Thrush, last on the Victor label, has some good material here, and she handles it with feeling.

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

FRANKIE IRVIN ORK
False Love
RPM 394—Slow ballad is sung quietly and warmly by Irvin with a nice assist from the ork.

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

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

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

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

(Continued on page 38)

(Continued on page 38)

From me...



to you



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

Dear Mr. Music Machine Operator:

It's been a long time since 1909. Lots of changes have occurred. The penny arcade is gone. The cheap nickelodeon, with its honky-tonk atmosphere, disappeared long ago. Gone are the hand-cranked "peeks." Gone are the fly-blown "love-meters." Gone are the penny-in-the-slot music boxes of the past generation.

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

Mr. Operator -- you're part of a big, modern industry, comparable in size to other important American businesses. You live in 1953. You read the trade press. You explore trends in the entertainment business that will bring you more customers and bigger profits.

But in this one respect, you are still living in the days of the penny arcade. Alone among all other businessmen in the entertainment industry, you don't use the music licensing service available to modern showmen.

By taking advantage of an outmoded clause in the 1909 copyright law, you are really taking advantage of yourself. Other showmen in radio, TV, motion pictures, hotels, night clubs, restaurants and all other types of entertainment pay for the commercial use of my music. They're in business with me. The thousands of America's composers and authors of songs and other musical works are working for the top showmen in the entertainment industry -- working for pennies a week.

The performance fees which other showmen pay for the music they use are a wise investment -- yielding them a big return. Big-timers in the entertainment world know that for every penny they invest in my songs, dollars roll in.

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

Sincerely,

The Songwriter

The Songwriter

The Billboard's Music Popularity Charts

... for Week Ending October 24

THIS WEEK'S BEST BUYS

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

Popular

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

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

THE TYPEWRITER (Mills, ASCAP)
GIRL IN SATIN (Mills, ASCAP)—Leroy Anderson Ork—Decca 28881

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

BABY, BABY, BABY (Famous, ASCAP)
I GUESS IT WAS YOU ALL THE TIME (Famous, ASCAP)—Teresa Brewer—Coral 61067

Off to a good start in Philadelphia, New York, Buffalo, Cleveland, Detroit, Milwaukee, St. Louis and L. A. Most action on "Baby."

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

Reported strong in Philadelphia, Pittsburgh and St. Louis and good in Buffalo, Cincin-

nati, Detroit, Milwaukee and St. Louis. Not yet delivered in some areas. Flip is "Why Can't I?" A previous "New Record to Watch."

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

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

Country & Western

UNPUCKER (Acuff-Rose, BMI)
TAIN'T NICE (Acuff-Rose, BMI)—The Carlisles—Mercury 70232

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

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

Disk is beginning to hit pay-dirt in traditional Ernie territories: the West Coast, St. Louis, Milwaukee, Cincinnati, Pittsburgh, Buffalo and Philadelphia. "Kiss" is on Houston territorial chart this week. Southern territories returned only fair reports so far. Flip is "Catfish Boogie."

Rhythm & Blues

ALL RIGHTY—Five Royales—Apollo 449

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

ROSE ROOM—Lynn Hope Ork—Aladdin 3208

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

NEW RECORDS TO WATCH

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

Popular

OFF SHORE (Hanover, ASCAP)

Tune stacks up as having potential power with a number of good versions. The following records are available on this tune:

Leo Diamond—Ambassador 1005
Russ Morgan—Decca 28918
Art Mooney—M-G-M 11610
Richard Hayman—Mercury 70252
Axel Stordahl—Capitol 2630

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

RUSTY DRAPER

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

JO STAFFORD-FRANKIE LAINE

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

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

Country & Western

HANK SNOW

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

JIM REEVES

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

JERRY GLENN

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

Rhythm & Blues

DOMINOES

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

CLOVERS

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

Spiritual

DIXIE HUMMING BIRDS

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

COMING UP IN THE TRADE

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

(Listed Alphabetically)

Popular

DON'TCHA HEAR THEM BELLS?
KANGAROO
Les Paul-Mary Ford—Capitol 2614
EBB TIDE
Vic Damone—Mercury 70216
EIGHTEENTH VARIATION
William Kapell—RCA Victor 10-4210
LAUGHING ON THE OUTSIDE
Four Aces—Decca 28843

LOVE ME AGAIN

Sunny Gale—RCA Victor 20-5424

LOVER COME BACK TO ME

THAT'S ALL
Nat (King) Cole—Capitol 2610

MAGIC GUITAR
Bunny Paul—Dot 15107

MARIE
Four Tunes—Jubilee 5128

MILWAUKEE POLKA

MY WORLD IS YOURS
Patti Page—Mercury 70230

SWEET MAMA TREE TOP TALL
Lancers—Trend 63

Country & Western

DIVORCE GRANTED
COUNTERFEIT KISSES
Ernest Tubb—Decca 28869

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

NORTH WIND
Slim Whitman—Imperial 8208

SATISFACTION GUARANTEED
WHO'LL BUY MY HEART-ACHES?
Carl Smith—Columbia 21166

SORROW AND PAIN
Davis Sisters—RCA Victor 20-5460

YOU-ALL COME
Archie Duff—Starday 104

Rhythm & Blues

I HAD A NOTION
Joe Morris—Herald 417

I WOULD IF I COULD
THE TEARS KEEP TUMBLING DOWN
Ruth Brown—Atlantic 1005

MARIE
Four Tunes—Jubilee 5128

PERFECT WOMAN
Four Blazes—United 158

THE PROPOSAL
Shirley and Lee—Aladdin 3205

CURRENT TOP RECORDS

See page 34 for the current top pop records.
See page 43 for the current top c.&w. records.
See page 44 for the current top r.&b. records.
See pages 40 and 41 for the current top packaged records.

BECAUSE *the public demanded the original HIT version by*

**JERRY
MURAD**

WITH RICHARD HAYMAN'S ORCHESTRA

**“THE
STORY
OF
THREE
LOVES”**

**IS ONE OF AMERICA'S TOP RECORD SELLERS
and
IS NOW CLEARED FOR PERFORMANCE ON
ALL NETWORKS AND INDEPENDENT RADIO STATIONS**



MERCURY 70202 • 70202X45

The Billboard's Music Popularity Charts

... for Week Ending October 24

TOP POPULAR RECORDS

Best Selling Singles

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		5	ST. GEORGE AND THE DRAGONET—S. Freberg	Cap 2596—ASCAP
2.		20	VAYA CON DIOS—L. Paul-M. Ford	Johnny—Cap 2486—ASCAP
3.		19	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5325—BMI
4.		9	EBB TIDE—F. Chacksfield	Waltzing Bugle Boy—London 1358—ASCAP
5.		8	EH CUMPARI—J. La Rosa	Till They've All Gone Home—Cadence 1232—ASCAP
6.		7	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
7.		17	OH—Pee Wee Hunt	San—Cap 2442—ASCAP
8.		3	RICOCHET—T. Brewer	Too Young to Tango—Coral 61043—BMI
9.		10	DRAGNET—R. Anthony	Dancing in the Dark—Cap 2562—ASCAP
10.		3	MANY TIMES—E. Fisher	Just to Be With You—V 20-5453—BMI
11.		14	CRYING IN THE CHAPEL—J. Valli	Love Every Moment You Live—V 20-5368—BMI
12.		20	NO OTHER LOVE—P. Como	Keep It Gay—V 20-5317—ASCAP
13.		2	ISTANBUL—Four Lads	I Should Have Told You Long Ago—Col 40082—ASCAP
14.		5	STORY OF THREE LOVES—J. Murad	Sweet Lelani—Mercury 70202
15.		6	I SEE THE MOON—Mariners	I Just Want You—Col 40047—ASCAP
16.		4	LITTLE BLUE RIDING HOOD—S. Freberg	St. George and the Dragonet—Cap 2596—ASCAP
17.		3	IN THE MISSION OF ST. AUGUSTINE—S. Kaye	No Stone Unturned—Col 40061—BMI
18.		9	HEY JOE—F. Laine	Sittin' in the Sun—Col 40036—BMI
19.		1	VELVET GLOVE—H. Winterhalter	H. Rene—V 20-5405—ASCAP
19.		1	TO BE ALONE—Hilltoppers	Love Walked In—Dot 15105—ASCAP

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		18	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5325—BMI
2.		19	VAYA CON DIOS—L. Paul-M. Ford	Johnny—Cap 2486—ASCAP
3.		16	OH—P. W. Hunt	San—Cap 2442—ASCAP
4.		8	DRAGNET—R. Anthony	Dancing in the Dark—Cap 2562—ASCAP
5.		7	EH CUMPARI—J. La Rosa	Till They've All Gone Home—Cadence 1232—BMI
5.		3	MANY TIMES—E. Fisher	Just to Be With You—V 20-5453—BMI
5.		5	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
8.		2	ST. GEORGE AND THE DRAGONET—S. Freberg	Little Blue Riding Hood—Cap 2596—ASCAP
9.		11	HEY JOE—F. Laine	Sittin' in the Sun—Col 40036—BMI
10.		11	CRYING IN THE CHAPEL—J. Valli	Love Every Moment You Live—V 20-5368—BMI
10.		18	NO OTHER LOVE—P. Como	Keep It Gay—V 20-5317—ASCAP
10.		3	RICOCHET—T. Brewer	Too Young to Tango—Coral 61043—BMI
13.		8	DEAR JOHN LETTER—J. Shepard	I'd Rather Die Young—Cap 2505—BMI
13.		2	TO BE ALONE—Hilltoppers	Love Walked In—Dot 15105—ASCAP
15.		23	CRYING IN THE CHAPEL—D. Glenn	Hang Up That Telephone—Valley 105—BMI
15.		8	CRYING IN THE CHAPEL—Orioles	Don't You Think I Ought to Know?—Jubilee 5122—BMI
17.		19	P. S.: I LOVE YOU—Hilltoppers	I'd Rather Die Young—Dot 15085—ASCAP
17.		18	GAMBLER'S GUITAR—R. Draper	Free Home Demonstration—Mercury 70167—BMI
17.		1	LOVE WALKED IN—Hilltoppers	To Be Alone—Dot 15105—ASCAP
20.		9	YOU'RE FOOLING SOMEONE—J. James	My Love, My Love—M-G-M 11543—ASCAP

Most Played by Jockeys

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

This Week	Last Week	Weeks on Chart	Title	Label
1.		18	YOU, YOU, YOU—Ames Brothers	Once Upon a Tune—V 20-5325—BMI
2.		4	ST. GEORGE AND THE DRAGONET—S. Freberg	Little Blue Riding Hood—Cap 2596—ASCAP
3.		10	EBB TIDE—F. Chacksfield	Waltzing Bugle Boy—London 1358—ASCAP
4.		6	RAGS TO RICHES—T. Bennett	Here Comes That Heartache Again—Col 40048—ASCAP
5.		19	VAYA CON DIOS—L. Paul-M. Ford	Johnny—Cap 2486—ASCAP
6.		10	DRAGNET—R. Anthony	Dancing in the Dark—Cap 2562—ASCAP
7.		4	MANY TIMES—E. Fisher	Just to Be With You—V 20-5453—BMI
8.		16	OH—P. W. Hunt	San—Cap 2442—ASCAP
9.		5	RICOCHET—T. Brewer	Too Young to Tango—Coral 61043—BMI
10.		7	EH CUMPARI—J. La Rosa	Till They've All Gone Home—Cadence 1232—BMI
11.		19	NO OTHER LOVE—P. Como	Keep It Gay—V 20-5317—ASCAP
12.		3	EBB TIDE—V. Damone	If I Could Make You Mine—Mercury 70216—ASCAP
12.		14	CRYING IN THE CHAPEL—J. Valli	Love Every Moment You Live—V 20-5368—BMI
14.		3	ISTANBUL—Four Lads	I Should Have Told You Long Ago—Col 40082—ASCAP
15.		1	PA PAYA MAMA—P. Como	You Alone—V 20-5447—BMI
16.		2	LOVE WALKED IN—Hilltoppers	To Be Alone—Dot 15105—ASCAP
16.		4	LITTLE BLUE RIDING HOOD—S. Freberg	St. George and the Dragonet—Cap 2596—ASCAP
18.		10	MY LOVE, MY LOVE—J. James	You're Fooling Someone—M-G-M 11543—
18.		1	WHEN MY DREAMBOAT COMES HOME—K. Starr	Swamp Fire—Cap 2595—ASCAP
20.		1	YOU ALONE—P. Como	Pa Paya Mama—V 20-5447—ASCAP

VOX JOX

By CHARLOTTE SUMMERS

Jox Trix

Ted Steele, WPIX, New York, and Al Ross, WBAL-TV, Baltimore, have both jumped on the "TV-dance-wagon" programming idea. Ted Steele picks his dance enthusiasts from the leading high schools and clubs in the New York Metropolitan area for a musical half-hour, with the latest disks spinned from 5 to 5:30 p.m. Al Ross' show, "Juke Box Hops," runs 45 minutes, while bop fans and jivesters dance before the cameras. Contests and prizes with arrangements now being made for recording artists to visit the show are featured. Tickets for the show are obtained by writing to the program. Dick Chapman, KWOS, Jefferson City, Mo., features "Fearless Forecasts by Flash Chapman" every Friday, predicting the outcome of the University of Missouri football games. . . . "From Here to Eternity" pic contest was featured on two programs recently. Sandy Singer, KCRG, Cedar Rapids, Ia., asked his listeners to list as many pictures as they could which

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

Surface Noises

Sandy Singer, KCRG, Cedar Rapids, Ia., also writes, "It seems that Lee Hickling of WDOS, Oneonta, N. Y., isn't the only deejay receiving request cards for Pee Wee Hunt's 'Oh' and 'San.' I have been receiving them too. All the way from Indian Creek, N. Y. We have a good signal but not that good. That waste basket sure comes in handy at times." . . . Ken Scott, WPEO, Peoria, Ill.,

See
PAGES 40 AND 41
for

The Billboard
Packaged Record
Buying Guide

Featured This Week:

1952
Best-Selling
Christmas
Albums

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

Guestings

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

to Charles Shaw's WOLF, Syracuse, show were Jeffrey Clay and June Valli.

YESTERYEAR'S TOPS—

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

OCTOBER 30, 1943:

1. Pistol Packin' Mama
2. Paper Doll
3. Sunday, Monday or Always
4. People Will Say We're in Love (Crosby)
5. I Heard You Cried Last Night
6. People Will Say We're in Love (Sinatra)
7. You'll Never Know
8. Put Your Arms Around Me, Honey (Haymes)
9. In the Blue of the Evening
10. Put Your Arms Around Me, Honey (Kuhn)

OCTOBER 30, 1948:

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

It's another
Oh!

... It's
another
great record
by

**PEE WEE
HUNT**



"Mama's Gone, Good-Bye"

and

"Coney Island Washboard"

Capitol Record No. 2647



The Billboard's Music Popularity Charts

For Week Ending October 24

Territorial Best Sellers (Popular)

This Week's New Territorial Best Sellers to Watch

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

- | | |
|-----------------------------------------|----------------------------------------|
| Boston . . . THAT'S AMORE | D. Martin, Capitol 2589 |
| Cleveland . . . GO MAN, GO POLKA | E. Habat, Decca 28873 |
| Detroit . . . MARIE | Four Tunes, Jubilee 5128 |
| Milwaukee . . . DON'CHA HEAR THEM BELLS | L. Paul & M. Ford, Capitol 2614 |
| | MILWAUKEE POLKA P. Page, Mercury 70230 |
| New Orleans . . . EIGHTEENTH VARIATION | Liberace, Columbia 40099 |
| New York . . . EBB TIDE | V. Damone, Mercury 70216 |

Territorial Best Sellers

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

Atlanta

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

Boston

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

Buffalo

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

Chicago

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

Cincinnati

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

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

Cleveland

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

Dallas-Ft. Worth

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

Denver

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

Detroit

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

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

Kansas City, Mo.

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

Los Angeles

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

Milwaukee

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

New Orleans

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

New York

1. Ebb Tide
F. Chacksfield, London
2. St. George and the Dragonet
S. Freberg, Capitol
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Eh Cumpari
J. La Rosa, Cadence
5. Rags to Riches
T. Bennett, Columbia
6. You, You, You
Ames Brothers, Victor
7. Crying in the Chapel
J. Valli, Victor
8. Oh
P. W. Hunt, Capitol
9. Love Walked In
Hilltoppers, Dot
10. Ebb Tide
V. Damone, Mercury

Philadelphia

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

Pittsburgh

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

St. Louis

1. Story of Three Love
J. Murad, Mercury
2. St. George and the Dragonet
S. Freberg, Capitol
3. Rags to Riches
T. Bennett, Columbia
4. You, You, You
Ames Brothers, Victor
5. Many Times
E. Fisher, Victor
6. Eh Cumpari
J. La Rosa, Cadence
7. Ebb Tide
F. Chacksfield, London
8. To Be Alone
Hilltoppers, Dot

San Francisco

1. Ebb Tide
F. Chacksfield, London
2. Eh Cumpari
J. La Rosa, Cadence
3. Oh
P. W. Hunt, Capitol
4. Dragnet
R. Anthony, Capitol
5. Vaya Con Dios
L. Paul-M. Ford, Capitol

Seattle

1. Eh Cumpari
J. La Rosa, Cadence
2. Ebb Tide
F. Chacksfield, London
3. Rags to Riches
T. Bennett, Columbia
4. I See the Moon
Mariners, Columbia
5. St. George and the Dragonet
S. Freberg, Capitol
6. Love Walked In
Hilltoppers, Dot

Washington-Baltimore

1. Ebb Tide
F. Chacksfield, London
2. You, You, You
Ames Brothers, Victor
3. St. George and the Dragonet
S. Freberg, Capitol
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Oh
P. W. Hunt, Capitol
6. Crying in the Chapel
J. Valli, Victor
7. Eh Cumpari
J. La Rosa, Cadence
8. I See the Moon
Mariners, Columbia
9. Story of Three Loves
J. Murad, Mercury

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BEST SELLING POPULAR RECORDS

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RAGS TO RICHES HERE COMES THAT HEARTACHE AGAIN	Tony Bennett	40048 • 4-40048
I SHOULD HAVE TOLD YOU LONG AGO ISTANBUL	The Four Lads	40082 • 4-40082
IN THE MISSION OF ST. AUGUSTINE NO STONE UNTURNED	Sammy Kaye	40061 • 4-40061
THE STORY OF THREE LOVES MAIDEN'S WISH SAMBA	Liberace	40099 • 4-40099
I WANT A HIPPOPOTAMUS FOR CHRISTMAS ARE MY EARS ON STRAIGHT!	Gayla Peevey	40106 • 4-40106
I SEE THE MOON I JUST WANT YOU	The Mariners	40047 • 4-40047
HEY JOE! SITTIN' IN THE SUN	Frankie Laine	40036 • 4-40036
SANTA GOT STUCK IN THE CHIMNEY I SAID A PRAYER FOR SANTA CLAUS	Jimmy Boyd	40080 • 4-40080
UNDER PARIS SKIES FAREWELL	Mitch Miller	40100 • 4-40100
38TH PARALLEL COLORADO TRAIL	Tom Scott	40091 • 4-40091
SWEET MAMA, TREE TOP TALL A RED, RED RIBBON	The Mariners	40104 • 4-40104
PLEASE DON'T TALK ABOUT ME WHEN I'M GONE AN ORCHID FOR THE LADY	Johnnie Ray	40090 • 4-40090
ANSWER ME BLOWING WIND	Frankie Laine	40079 • 4-40079
LINGER AWHILE TIME	Sarah Vaughan	40041 • 4-40041
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending October 24

SATISFACTION GUARANTEED WHO'LL BUY MY HEARTACHES	Carl Smith	21166 • 4-21166
HEY JOE! DARLIN' AM I THE ONE	Carl Smith	21129 • 4-21129
INVISIBLE HANDS I FOUND A FRIEND	Jo Stafford	21165-s • 4-21165-s
HOPELESS LOVE THEN I'LL COME BACK TO YOU	Lefty Frizzell	21169 • 4-21169
TRADEMARK DO I LIKE IT!	Carl Smith	21119 • 4-21119
I'M A LITTLE RED CABOOSE THESE WASTED YEARS	Rose Maddox	21155 • 4-21155
LOVE LEADS THE WAY HOME OF THE SOUL	The Chuck Wagon Gang	21153-s • 4-21153-s
SING ME SOMETHING SENTIMENTAL AT THE END OF A LONG, LONELY DAY	Marty Robbins	21145 • 4-21145
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
LET ME GO, DEVIL! WILDCAT BOOGIE	Johnny Bond	21160 • 4-21160

NEW POPULAR RELEASES

FRANKIE LAINE AND JO STAFFORD "WAY DOWN YONDER IN NEW ORLEANS FLOATHIN' DOWN TO COTTON TOWN" 40116 • 4-40116	HARRY JAMES THEME FROM THE JOE LOUIS STORY THE MOONLIGHTER SON 40113 • 4-40113
JO STAFFORD WHAT GOOD AM I WITHOUT YOU THE CHRISTMAS BLUES 40103 • 4-40103	KEN GRIFFIN IT HAD TO BE YOU I DON'T KNOW WHY 40101 • 4-40101

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CHRISTMAS WITH ARTHUR GODFREY
and All the Little Godfreys
with Marion Marlowe • Frank Parker • Julius La Rosa • The Mariners • Janette Davis • Lu Ann Simms • Haleloki • Orchestra and Chorus under the direction of Archie Bleyer including White Christmas • The Christmas Song • The First Nowell • Here Comes Santa Claus • Jingle Bells • Silent Night and many others
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CHRISTMAS CAROLS by THE NORMAN LUBOFF CHOIR
eighteen magnificent holiday carols sung by this famous choir!

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

NEW FOLK MUSIC RELEASES

GEORGE MORGAN
NO ONE KNOWS IT BETTER THAN ME
LOOK WHAT FOLLOWED ME HOME TONIGHT
21178 • 4-21178

NEW CHILDREN'S RELEASES

JOSEF MARAIS AND MIRANDA
SOUTH AFRICAN FOLK SONGS FOR CHILDREN
Auntie Cathie • Stop Your Groaning • Jan Pieriewiet • The Zulu Warrior
45 rpm J-1793

MILTON CROSS WITH CAST AND ORCHESTRA
The Story and Music of WOLFGANG AMADEUS MOZART
The Story and Music of FRANZ JOSEF HAYDN
"Lp" JL 8014 (Mozart also on J-166 or J-1774; Haydn also on J-165 or J-1792)

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for Mitch!

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(Sous le ciel de Paris)
theme from the French film
"Under Paris Skies"

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(For Just Awhile)
from "Tanga Tika"

MITCH MILLER AND HIS
ORCHESTRA AND CHORUS
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C & W Record Reviews

Continued from page 30

Pig Latin clambake. Could be an attention-getting gimmick. Their fans should like. (Country, BMI)
You're My Downfall... 69
Standard weeper is handed an adequate reading by the group. Not one of their best efforts. (Cedar Wood, BMI)

JIMMY WAKELY
Too Late 73
CAPITOL 2626—Wakely sings soulfully to the girl who has just left him. He is especially convincing in tender, lyric ballads like this one, which like others will give his fans ample cause to admire him. (Leeds, ASCAP)
Pride 72
The flip is another smooth product, handled in Wakely's characteristic style. Both sides are pleasant performances with plenty of commercial appeal. (Beaumont, BMI)

THE PINETOPPERS
It's Written in the Stars 73
CORAL 61074—Hokey, country-ish style effected by the Marlin Sisters fits the material well. It's a happy and bright item, well projected. Jukes might find it a nickel catcher. (Southern, ASCAP)
As Long as I'm Dreaming 71
Light three-quarter beat ditty is sung sweetly by the Marlin Sisters to rhythmic backing by the ork. A listenable side. (Vaughn, ASCAP)

LEON CHAPPEL
New Do Right Daddy 72
CAPITOL 2611—Chappel has a lively number here with some smart patter and a catchy rhythm. It's all on the side of performance, and the chanter handles himself masterfully. (Beechwood, BMI)
Don't Dog Me 'Round 69
This material, borrowed from the r.&b. field, is a blues that has lost its drive somewhere in the transfer from one field to the other. (Beechwood, BMI)

MARGIE COLLIE
True Love Moved Out 71
DECCA 28885—Routine weeper is given a pleasant reading by thrush. Could stir some interest in her Texas stamping grounds. (Hill & Range, BMI)
Are You Sorry? 69
Slow oatune is sung plaintively by the songstress. (Hill & Range, BMI)

JIMMIE DALE
A Skinny Little Christmas Tree 71
ORIGINAL 499—A frail, thin Christmas tree begs to be taken home. It's a wistful thought. Jimmie Dale does the vocal. There's not much production to this disk, but it's a good idea. (ASCAP)
There Are Reindeer Running 55
Another Christmas item—this one sung by Jimmie Dale—has not the impact of the flip. (ASCAP)

CHET ATKINS
Three o'Clock in the Morning 70
V 20-5484—Renewed interest in the beautiful old standard should gain a new push via this friendly reading on the guitar by Chet Atkins. Good for all kinds of listening. (Fest, ASCAP)
City Slicker 60
Brisk and tuneful ditty is played engagingly by the country guitarist. Instrumental shapes as likely juke filler-wax. (Acuff-Rose, ASCAP)

SLIM WILLET
Hungry Slim 70
FOUR STAR 1642—Fast instrumental gives just about every instrument a chance to shine. Good hoedown tempo.
Villa Cuna 68
Same comment.

BILLY MCGHEE
Talking to the Man in the Moon 70
IMPERIAL 8214—A happy ballad with original lyrics and an engagingly rhythmic tempo. McGhee, with the aid of a snappy band in the background, generates some excitement that could project over the boxes.
I'd Rather Be Alone 67
The folk balladeer pulls out all the stops on this tear-jerker. McGhee is in good form and achieves a highly personal style here.

BILL POTTER
I Lost My Gal 69
STARDAY 110—Tho before he finishes, Potter has lost his gal, his money and his best friend, he has a bright number here that jogs along pleasantly and causes more smiles than tears. (Starlite, BMI)
Nobody Knows 66
Potter puts a lot of feeling into this song, but it is only fair material. (Starlight, BMI)

MACK HAMILTON
Moaning in the Morning 69
DIAMOND 1002—Hamilton is a smooth vocalist in this pretty weeper material, and gets some excellent support from the Drifting Texans. Deejays should give it a spin. (BMI)
Sweet Rosebud 67
Here the chanter affectionately describes his girl. Tho the material is not unusual, Hamilton's performance carries it off nicely. (BMI)

BUD AND BETTY BRYANT
Simple and Sweet 68
M-G-M 11608—The Bryants run thru a pleasant, simply styled ditty here that is not altogether lacking in charm, but has little substance.
Come Out and Play 55
Betty, alone here, fakes a baby voice for this novelty song. Since it is not aimed at the kiddie market, this effort falls flat on its face.

Rhythm & Blues Record Reviews

Continued from page 30

J. B. LENORE ORK
I Want My Baby 73
J.O.B. 1016—A solidly constructed blues that has Lenore as vocalist and a jumpy combo alternately turning the heat on. Good wax material. (Lawn, BMI)
I'll Die Tryin' 70
Another okay effort that has rhythm, spirit and competent musicianship. A little variation in material, however, would be an asset. (Lawn, BMI)

HELEN THOMPSON
All By Myself 70
STATES 126—The Detroit thrush gets off a well-projected reading of some good blues material. (Pamlee, BMI)
Going Down to Big Mary's 67
Material seems a little less effective, but the gal does it well. (Pamlee, BMI)

JOE MITCHELL
Jail Bird 70
MONARCH 703—Mitchell packs a lot of excitement into this shouting blues as he lays down the law to a buddy who can't keep out of jail. The side has a solid beat and stacks up as above-average material that might do well given enough exposure. (Wallis, BMI)
Please, Eloise 66
The flip is less original material and inclined to drag in tempo. Mitchell again is expressive, but tho he does his best, he does not succeed in breathing much life into this number. (Wallis, BMI)

EDDIE CHAMBLEE
Walkin' Home 70
UNION 160—Okay slow blues instrumental in "walkin'" tempo with Chamblee's tenor leading the combo. (Pamlee, BMI)
Lonesome Road 65
The spiritual is handed a typical tenor lead reading in a slow tempo.

JIMMY WILSON
Blues at Sundown 70
BIG TOWN 107—Mournful blues is sung warmly by Wilson to slow Southern backing. Good listening here. (Four Star, BMI)
A Woman Is to Blame 70
Chanter blames his lowly state on his ungrateful gal. Southern blues is projected persuasively. (Four Star, BMI)

IVORY JOE HUNTER
I Must Be Talking to Myself 70
M-G-M (45) K11599—Hunter warbles this languid ballad in his usual smooth and warm manner. His fans will like.
My Best Wishes 68
A slow ballad in the after hours tradition on which singer turns on the vibrato. Material is hardly geared to

today's market, but there are enough who favor Hunter to give this a little action.

CLARENCE GREEN
Bad Shape Blues 69
MONARCH 701—To a routine blues ditty the warbler sings of his troubles and sorrow. (Wallis, BMI)
How Can a Pretty Girl Be So Mean? 69
Green sells this slow blues effort with some feeling over okay backing. (Wallis, BMI)

FATS GAINES
Home Work Blues 69
BIG TOWN 108—Rose Johnson complains about the hours her man keeps, on this slow blues item. Pleasant wax that r.&b. jocks may use. (Four Star, BMI)
He's a Real Fine Man 69
Effective vocal by thrush Rose Johnson on an adequate blues ditty. It could have used more excitement. (Four Star, BMI)

CLIFF (KING) SOLOMON
But, Officer 69
OKEH 7010—A cover record of a cute novelty that stirred up a little action not long ago. Vocalist Gigi Gryce and the Solomon ork do a good job, but the end-product is not different enough from the original or other cover disks to cause much excitement now. (Aladdin, BMI)
Lil' Daddie 67

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

KID KING'S COMBO
The Brass Rail 68
EXCELLO 2018—An instrumental blues of the after hours type. It's moody music that provides ample opportunities for good solo riffs for alto sax, electric guitar and piano.
Gimmick 66
Again we have very competent soloists doing excellent riffs, but this time in a more frankly modern jazz vein. The group makes some exciting music.

FREDDIE MITCHELL ORK
Chivirico 65
BRUNSWICK 84023—The L.A. favorite in a pleasant, if not unusually exciting, rendition by the Mitchell group. A relaxed, danceable beat is maintained, but the riff gets lost and is never fully recovered. (Pemora BMI)
Freddie's Boogie 62
A conventional boogie with little to commend it other than a driving rhythm section. A lot of noise, but little music. (Challenge, BMI)

Popular Record Reviews

Continued from page 30

Joey's Theme 77
MERCURY 70252—Richard Hayman features harmonica in his reading of Eddy Manson's song from "The Little Fugitive" flick. Manson played a harmonica background to the film. Hayman's version is sensitive, appealing. Side has a chance; watch it. (Trinity, BMI)

GORDON JENKINS ORK
Theme From Seven Dreams 77
DECCA 28876—Theme from new suite by Jenkins is handed a striking fiddle arrangement. A lot could happen to this both as a single and in album form when it's released. (Gordon Jenkins, ASCAP)
Secret Love 75
From the film "Calamity Jane," Jenkins again presents a very tasteful side. Using a chorus and featuring the voice of Stuart Foster, it makes for good listening. (Remick, ASCAP)

LES BAXTER
Love Theme From "The Robe" 77
CAPITOL 2632—The Les Baxter ork comes thru with an impressive instrumental cutting of the theme music from "The Robe," the first flick in Cinemascope. With all the interest displayed in the flick, side has a chance to move out as the picture hits each city. Jocks can certainly use it. (Robbins, ASCAP)
Manhattan 75
This is possibly the 100th time the wonderful Rodgers and Hart effort has been waxed, but that does not take away from the fact that this instrumental version by the Baxter crew is a good one. Fine for the jocks. (E. B. Marks, BMI)

HELEN O'CONNELL
Six Buzzard Feathers and a Mockin' Bird's Tail 76
CAPITOL 2633—Cajun voodoo ditty which has stirred up some action on the Smart label receives a first-rate reading by thrush Helen O'Connell, with exciting backing from the chorus and ork. The tune is a good one, the lyrics are cute and the performance has a sparkle. It has a chance with enough exposure, and it should grab many, many jock spins. (Odette, ASCAP)
Joseph, Joseph 75

The singer turns in a bright vocal on the wild oldie, with help from the ork and chorus. This type of material has not made too much headway lately, but the singer's reading could help this one get a lot of air play. (Harms, ASCAP)

JIMMY BOYD
I Said a Prayer for Santa Claus 76
COLUMBIA 40080—Jimmy Boyd, who made Christmas disk history last

year, does a Noel ditty here which has much of the sacred in it. Certainly one to watch, as it will get a lot of air exposure. (Montclare, BMI)
Santa Got Stuck in the Chimney 76
This side essays a comical, wistful note: Santa's girth proves an obstacle in descending the chimney. Deejays will give it a go. Could be a strong one for Christmas. (Milene, ASCAP)

AL MORGAN
Call Her Your Sweetheart 76
MERCURY 70244—The tender style of the chanter comes thru appealingly in this tuneful ballad. Morgan fans will welcome it enthusiastically. Watch this one. It has a chance with exposure. (Acuff-Rose, BMI)
Say You Do 73
Same comment. (Campbell)

MONICA LEWIS
Autumn Leaves 75
CAPITOL 2631—The pretty evergreen makes a fine debut slicing for the thrush at this time of year. She sings the tune with feeling, and the ork helps her with an imaginative arrangement. Thrush sings it in English and French. Fine side for late night deejay programming. (Ardmore, ASCAP)
Don't Say Goodbye When You Go 75

Monica Lewis bows on the label with a tender reading of a new heart-breaking type of ballad, with fine support from the ork. Thrush sings it with meaning, and it could pull many spins. With exposure it could get attention. (Duchess, BMI)

PEARL BAILEY
I Love My Argentine 75
CORAL 61070—Novelty ditty with South-of-the-Border tempo gets a smart reading by Pearl Bailey. Ork arrangement is sinuous and effective, by Don Redman. (RFD Music, ASCAP)
Me and My Shadow 74
The old standard gets a highly individualistic reading from Pearl Bailey. There's much charm and melody in the ditty. Ork backing is by Don Redman, and good. (Bourne, ASCAP)

VICKIE YOUNG
Pink Shampoo 75
CAPITOL 2615—A fresh piece of material, with a refreshing delivery, Vickie Young chants the story of the gal asking mama to fix her up for that all-important date. Dave Cavanaugh has worked out a charming arrangement for Miss Young's fine reading. (Atlantic, BMI)
When You Love a Fella 70
Vickie Young has a change of pace here, doing the tender, sentimental ballad. (Bradshaw, BMI)

Bernie Wayne's Debut on

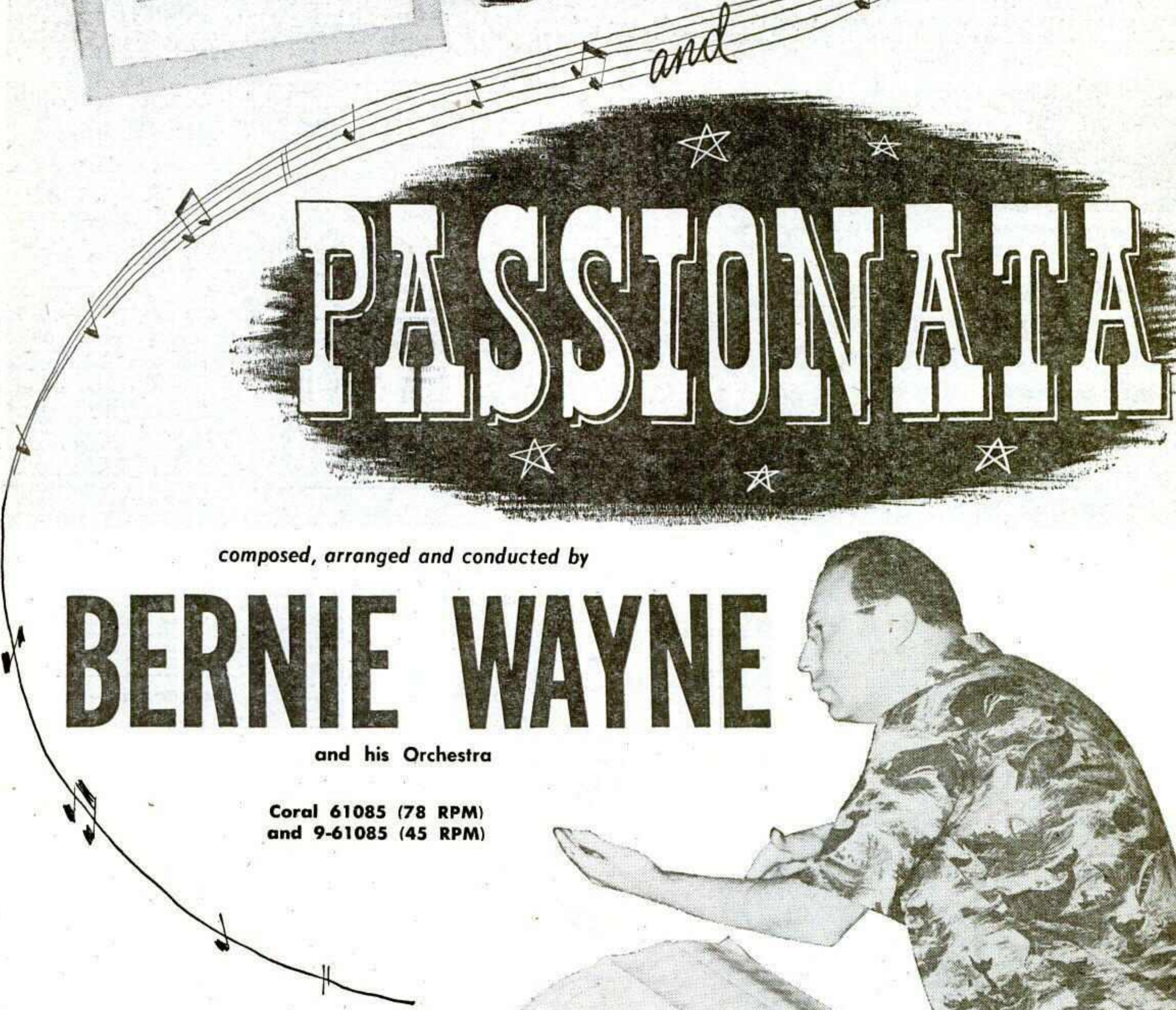


Composer ★

Arranger ★

Conductor ★

ZSZA ZSZA



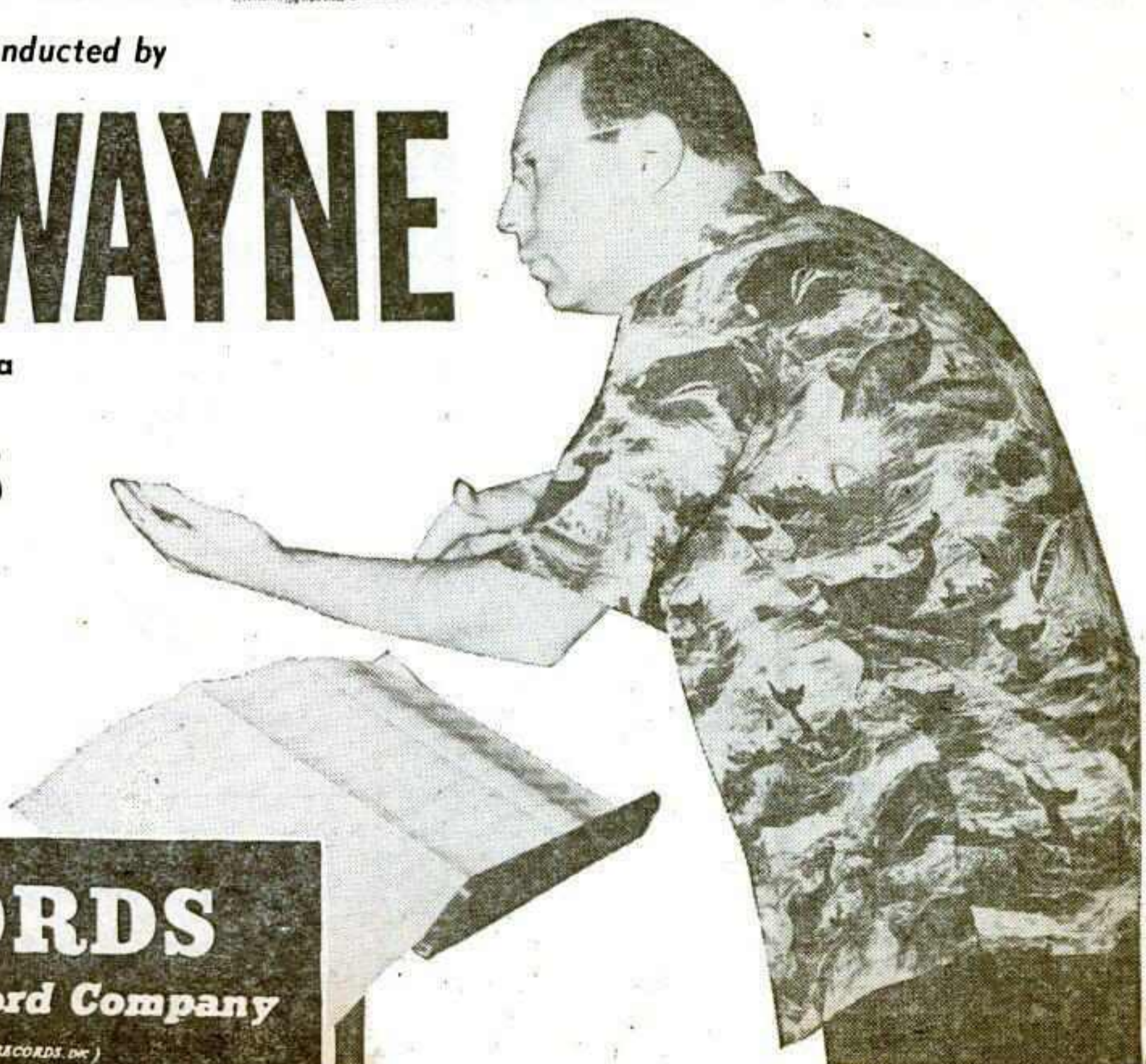
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The Billboard's Music Popularity Charts

PACKAGED RECORD REVIEWS

Packaged Record Review Ratings

CLASSICAL LP'S

CONCERTOS

RACHMANINOFF: RHAPSODY ON A THEME OF PAGANINI, OP. 43; SZYMANOWSKI: SYMPHONIE CONCERTANTE FOR PIANO AND ORCHESTRA, OP. 60 (1-12")—Artur Schnabel, Pianist. RCA Victor LM 1744	76
RACHMANINOFF: CONCERTO NO. 2 IN C MINOR FOR PIANO AND ORCHESTRA, OP. 18 (1-12")—Cor De Groot, Piano, with the Hague Philharmonic Orchestra; Willem Van Otterloo, Cond. Epic LC 3009	72
TCHAIKOVSKY: CONCERTO NO. 1 IN B FLAT MINOR FOR PIANO AND ORCHESTRA, OP. 23 (1-12")—Alexander Uninsky, Piano, with the Hague Philharmonic Orchestra; Willem Van Otterloo, Cond. Epic LC 3010	72
WEBER: PIANO CONCERTOS NOS. 1 AND 2 (1-12")—Friedrich Wührer, Pianist; Pro Musica Symphony, Vienna; Hans Swarowsky, Cond. Vox PL 8140	70

SHORT ORCHESTRAL WORKS

BRAHMS: HUNGARIAN DANCES; DVORAK SLAVONIC DANCES (1-12")—Hamburg Radio Symphony Ork; Hans Schmidt-Isserstedt, Cond. London LL 779	82
JOHANN STRAUSS: WALTZES (1-12")—Vienna Symphony Ork; R. Moralt, Cond. Epic LC 3004	73
OLD ENGLISH AND FRENCH MUSIC (1-12")—Westminster Light Ork; Leslie Bridgewater, Cond. Westminster WL 4007	68
MUSIC UNDER THE STARS: POPULAR ORCHESTRAL FAVORITES (1-12")—Urania URLP 7096	67

CHAMBER MUSIC

CASALS FESTIVAL AT PRADES, SERIES 3, VOL. 1 (3-12")—Chamber works of Brahms and Schumann. Columbia SL 182	78
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INSTRUMENTAL

FALLA: FANTASIA BAETICA AND OTHER PIANO MUSIC (1-12")—Menahem Pressler, Pianist. M-G-M E3071	72
SHOSTAKOVICH: THE TWENTY FOUR PRELUDES FOR PIANO, OP. 34 (1-12")—Menahem Pressler, Pianist. M-G-M E3070	71
STRAVINSKY: MUSIC FOR TWO PIANOS OR PIANO DUET (1-12")—Ethel Bartlett and Rae Robertson, duo-pianists. M-G-M E3038	70
DEBUSSY: FANTASIE FOR PIANO AND ORCHESTRA (1-12")—Fabienne Jacquinet, Pianist; Westminster Symphony Ork; A. Fistoulari, Cond. M-G-M E3069	65
ORGAN MUSIC BY MODERN COMPOSERS (1-12")—Richard Ellsasser, Organist. M-G-M E3064	66

POPULAR ALBUMS

DANCE BANDS

BENNY GOODMAN ORCHESTRA (1-12")—Columbia CL 534	75
PORTRAITS ON STANDARDS (1-10")—Stan Kenton Ork. Capitol H 462	73
DESIGNED FOR DANCING (1-10")—Tommy Tucker Ork. Lion E70011	70
DANCE WITH CHARLIE BARNET (1-10")—Clef MGC 139	65

JAZZ

MILES DAVIS: VOL. 2 (1-10")—Blue Note 5022	70
STAN KENTON ORCHESTRA (1-10")—Mac Gregor LP 201	65
NEW FACES. NEW SOUNDS: WYNTON KELLY (1-10")—Blue Note 5025	63
GEORGE WALLINGTON TRIO (1-10")—Prestige PRLP 158	62

CHRISTMAS SETS

CHRISTMAS FUN (1-EP)—Gene Autry. Columbia J-1782	80
CHRISTMAS HYMNS (2-EP)—George Beverly Shea. RCA Victor EPB.3149	73
SEASONED GREETINGS (1-EP)—Homer and Jethro. RCA Victor EPA 534	70
A COUNTRY CHRISTMAS WITH HANK SNOW (1-EP)—RCA Victor EPA 472	68

Music Paced Right for Dancing on New LP's

Despite cries from many levels of show business that the dance band business is still in the doldrums, record dealers have found

that disk buyers are still looking for good dance music on wax. Columbia has again dug thru the catalog for more of B. G. This one is called **Benny Goodman Orchestra**. It doesn't stack up to the previous Goodman issues on the label. The best is already available, but a few of the dozen selections in this package should make it a lot easier to sell. There's "Jumpin' at the Woodside," "Six Flats Unfurnished" and "How High the Moon." The latter almost sounds wierd done with a vocal and in dance tempo. It's still great nostalgic stuff, no matter the collector interest.

Capitol has issued still another **Stan Kenton** album, this called **Portraits on Standards**, and it should intrigue the many Kenton fans as well as offer the less-hip buyers some listenable and danceable music. Since this is Kenton's 13th album on Capitol, it figures that there's a good steady market for his waxings. Most of the selections are done in nice ballad tempo and all are familiar.

M-G-M has turned out another low-priced item on their Lion label featuring the **Tommy Tucker** ork delivering particularly danceable arrangements of current pop hits. Titled **Designed for Dancing**, the package should do quite well.



EXPLAINING THE REVIEW RATINGS

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

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 60-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Brahms-Dvor'k Package Tops Entries for Ork

Dealers will view with marked interest a new group of popular classics. These packages are mostly standard repertoire, but merit particular attention because of the factors of performance and coupling—or what might be termed programing.

Most notable is London Records' 12-inch LP which presents **Hans Schmidt-Isserstedt** conducting the Hamburg Radio Symphony in **Brahms Hungarian Dances and Dvorak's Slavonic Dances**. Devoting one side to each nationality, London has produced a disk replete with color, lush and familiar melody, and precise performance. The sound of this disk is superb and in the best London tradition. It should prove attractive both to old customers—who will recognize the superiority of the performance and engineering—and to new buyers, to whom the melodies will prove familiar.

On Columbia's Epic label appears a collection of **Johann Strauss Waltzes**, to wit, "Vienna Blood," "Blue Danube," "Tales From the Vienna Woods" and "Voices of Spring." **Rudolf Moralt** conducts the **Vienna Symphony Orchestra** on these sides. This is, of course, standard light repertoire, and the interpretation here is authentic.

Urania's **Music Under the Stars**, a collection of popular orchestra favorites, will prove attractive to the new record collector rather than the old buyer, inasmuch as it offers a wide selection on one disk. The range is extensive from the standpoint of both artists and repertoire. Thus, the disk features performances of the Vienna Philharmonic, Berlin Philharmonic, Radio Leipzig Symphony, Radio Berlin Symphony, etc., and such material as Greig's "Norwegian Dances," Chabrier's "España," Strauss' "Fledermaus Overture," Stravinsky's "Firebird," etc.

A fourth album fitting into the over-all category of light classics is Westminster's **Old English and French Music**, featuring **Leslie Bridgewater** and the **Westminster Light Orchestra**. Bridgewater is a scholar and great interpreter of this kind of period music. Suffice it to say that collectors of the unusual will find this esoteric fare much to their liking. It is in exquisite taste and includes such items as "The Incidental Music to Moliere's Le Malade Imaginaire" and "Courtly Masqueing Airs" by William Laws.

Paul Ackerman.

A few of the selections could even make good single sellers.

For the collectors, Clef Records has released **Dance With Charlie Barnet**. It's a mixture of standards and originals all with a big Barnet beat and a few in the style of Barnet in his hey-day. Cover and liner notes do little to enhance the commercial value, tho.

Joe Martin.

The Latest From Prades

New Casals 'Limited Edition' Is Strong Chamber Music Package

It was only a few short years ago that Columbia Records somewhat tentatively explored the "limited edition" package field with its initial "Casals Festival." The set almost immediately established itself as a big money earner and today expensive sets are common industry phenomena. Dealers have cash register evidence that there are enough collectors around ready to lay out the required cash.

Columbia now introduces its latest series of the **Casals Festival at Prades** (Series Three) and it too should enjoy a ready response. The current series features the chamber works of Schubert, Schumann and Brahms, with four selections by the latter two composers contained in Vol. 1, just released. Again, the series will comprise three volumes.

Of particular note in Vol. 1 is the fact that we are given less Casals than ever before. The eminent cellist is heard in but a single work, the **Brahms Sextet No. 1 in B Flat**, where he is joined by violinists Isaac Stern and Alexander Schneider, violists Milton Katims and Milton Thomas, and cellist Madeline Foley. In the **Brahms Quintet No. 2 (Viola)**, his **Piano Quintet No. 3** and **Schumann's Piano Quintet in E Flat**, the other works in the set, the cello part is played most ably by Paul Tortelier.

If Casals doesn't participate directly in three out of the four chamber works, his influence does make itself felt in the dedicatory nature of the performances. All are marked by great sensitivity and if the drilled precision of some of the permanent chamber ensembles is sometimes missing,

Yule Packs

New Sets Bid For Dealer \$

With Christmas merchandise starting to flow heavily thru the distribution channels, the dealer is once again faced with the problem of deciding how to ride the standard packages against the new material being issued. In addition, this is the first major EP year for Christmas merchandise. One EP item, however, which should pose no problem is Columbia's **Christmas Fun**, on which **Gene Autry** sings his standard "Frosty," "Rudolph," "Here Comes Santa Claus" and "Up on the Housetop." For the kiddie, pop and country markets, this would seem to be a good bet for this season—and seasons to come.

More good standard material on
(Continued on page 41)

More for the Hip Collector

Jazz these days is more than ever an all-embracing term. From the collectors', jockeys' and dealers' viewpoint jazz must be further categorized into such segments of music as Dixieland, bop, modern, swing, etc. And so, while the performing artists' names and past performance histories usually give the clue to the correct market category, it isn't always that simple. The MacGregor transcription firm, for example, has just issued an LP titled the **Stan Kenton Orchestra**. It's Kenton alright, but the Kenton of about a

(Continued on page 47)

the lack is hardly felt. A particular gem is the reading of the Brahms "Piano Quartet," with Dame Myra Hess as the pianist and Joseph Szigeti handling the violin part. Sound captured on the records is consistently good, a noticeable improvement over past Casals sets.

Ideally suited for suggestion as gift merchandise for the serious music lover, this new Casals edition should also move many copies for its inherent value. Dealers might point out with profit that the Brahms "Sextet" is nowhere else available on LP and that altho the Schumann "Quintet" is, this is the only treatment that couples it with another major chamber work on a single record.

Is Horowitz.

Keyboard

Moderns are Stressed in M-G-M Batch

Until a few years ago it did not seem at all likely that our generation would ever become as familiar with the music of our own time as it would with that of the last century. Competition has taught many classical record manufacturers to shun the obvious, and as can be seen from recently released group of keyboard albums by M-G-M, the modern literature offers the richest field for "first" recordings and worthwhile material that demands duplication.

Debussy's **Fantasia for Piano and Orchestra** is a little-known work that dates from his student years. The previously recorded, **Fabienne Jacquinet's** fresh, unaffected approach does much to reinstate this charming work into currency. This **Fantasia** is coupled with a quite mature work of the modern French composer, **Francois Poulenc's** his **Aubade**, beautifully played and recorded.

While the single selections in the album of **Stravinsky** music for four hands at one or two pianos, presented by **Ethel Bartlett** and **Rae Robertson**, are not new to the LP catalog, the packaging of the great "Concerto for Two Solo Pianos" with the "Sonata for

(Continued on page 47)

Concerti

Standards Top Piano Releases

Piano music has always had a strong hold on classical record customers, which is probably the reason diskeries never miss a chance to bring out new releases featuring their top pianists. Epic Records, for instance, has just released two of the most-waxed piano works of recent years, **Tchaikovsky's First Piano Concerto** and **Rachmaninoff's Second Piano Concerto**. Both are well-performed, the Tchaikovsky by **Alexander Uninsky**, with the Hague Philharmonic Orchestra under **Willem Van Otterloo**. **Cor De Groot** handles the piano on the **Rachmaninoff** work with the same orchestra accompanying him. At the present moment there are over a dozen waxings of the Tchaikovsky concerto on the market, and nearly that many LP's of the **Rachmaninoff**. The competi-

(Continued on page 47)

The Billboard's Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SYMPHONY

(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 2 AND 4 (NBC Symphony-Toscanini) ... RCA Victor LM 1723
- BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (NBC Symphony-Toscanini) ... RCA Victor LM 1757
- BEETHOVEN: SYMPHONY NO. 6 (NBC Symphony-Toscanini) ... RCA Victor LM 1755
- BEETHOVEN: SYMPHONY NO. 7 (NBC Symphony-Toscanini) ... RCA Victor LM 1756
- BERLIOZ: ROMEO AND JULIET (Boston Symphony-Munch) ... RCA Victor LM 6011
- BRAHMS: SYMPHONY NO. 1 (Vienna State Opera Orchestra-Scherchen) ... Westminster WL 5189
- FRANCK: SYMPHONY IN D MINOR (Detroit Symphony-Paray) ... Mercury MG 50023
- FRANCK: SYMPHONY IN D MINOR (St. Louis Symphony-Golschmann) ... Capitol P 8221
- PROKOFIEFF: SYMPHONY NO. 7; LT. KIJE SUITE (Philadelphia Orchestra-Ormandy) ... Columbia ML 4683
- VAUGHAN WILLIAMS: A PASTORAL SYMPHONY (London Philharmonic-Boult) ... London LL 721

OPERATIC EXCERPTS

(Listed Alphabetically)

- DONIZETTI: LUCIA DI LAMMERMOOR (Pagliughi, Chorus, Orchestra-Tansini) ... Cetra A 50139
- GERSHWIN: PORGY AND BESS (Winters, Matthews, Chorus, Orchestra-Engle) ... Columbia AAL 31
- LEONCAVALLO: PAGLIACCI (Albanese, Pearce, Merrill, RCA Victor Orchestra-Morel) ... RCA Victor LRM 7020
- LEONCAVALLO: PAGLIACCI; MASCAGNI: CAVALLERIA RUSTICANA (Tagliabue, Chorus, Orchestra-Simonetto) ... Cetra A 50144
- MOUSSORGSKY: BORIS GODOUNOFF (Mason, Rossi-Lemini, San Francisco Symphony-Stokowski) ... RCA Victor LM 1764
- MOZART: ARIAS FROM MARRIAGE OF FIGARO; CONCERT ARIAS (London, Columbia Orchestra-Walter) ... Columbia ML 4699
- MOZART: ARIAS (Steber, Columbia Orchestra-Walter) ... Columbia ML 4694
- OF GODS AND DEMONS (London, Vienna Symphony-Moralt) ... Columbia ML 4658
- PUCCINI: LA BOHEME (Tagliavini, Carteri, Chorus, Orchestra) ... Cetra A 50143
- VERDI: AIDA (Simoniato, Chorus, Orchestra-Gui) ... Cetra A 50142

1952 Best-Selling Christmas Albums

The following albums were the best-sellers during Christmas 1952 according to a national dealer survey. The results are published as an aid to dealers in making buying plans.

1. CHRISTMAS HYMNS AND CAROLS—VOL. 1 — Robert Shaw Chorale ... RCA Victor LM 1112
2. MERRY CHRISTMAS—Bing Crosby ... Decca DL 5019
3. CHRISTMAS HYMNS AND CAROLS—VOL. 2 — Robert Shaw Chorale ... RCA Victor LM 1711
4. MARIO LANZA SINGS CHRISTMAS SONGS ... RCA Victor LM 155
5. 'T WAS THE NIGHT BEFORE CHRISTMAS—Fred Waring ... Decca DL 5021
6. CHRISTMAS GREETINGS—Bing Crosby ... Decca DL 5020
7. AMAHL AND THE NIGHT VISITORS—NBC-TV Cast ... RCA Victor LM 1701
7. THE LITTLEST ANGEL—Loretta Young ... Decca DL 8009
9. CHRISTMAS WITH EDDIE FISHER ... RCA Victor EPB 3065
10. CHRISTMAS IN THE AIR—Voices of Walter Schumann ... Capitol H 9016
11. PERRY COMO SINGS MERRY CHRISTMAS MUSIC ... RCA Victor EPB 3023
12. CHRISTMAS CAROLS BY KEN GRIFFIN ... Columbia CL 6130
12. CHRISTMAS CHIMES—Blades and Smart ... London LB 82
14. THE MESSIAH—Huddersfield Choral Society ... Columbia SL 151
15. A CHRISTMAS CAROL—Lionel Barrymore ... M-G-M 16
16. JINGLE BELLS—Guy Lombardo ... Decca DL 5430
17. A SAMMY KAYE CHRISTMAS SERENADE ... Columbia CL 6196
18. THE THREE SUNS CHRISTMAS PARTY ... RCA Victor EPB 3056
19. CHRISTMAS CAROLS—VOL. 1—Randolph Singers ... Westminster WL 5100
19. CHRISTMAS MUSIC—Ethel Smith ... Decca ED 558
19. GREAT SACRED CHORUSES—Robert Shaw Chorale ... RCA Victor LM 1117

Yule Packs

(Continued from page 40)

EP (a two-pocket set) is Christmas Hymns sung by George Beverly Shea. Victor's wonderful sacred singer, whose previous packages have done quite well, tackles both familiar and not-so-familiar hymns for an ultra-smooth result. His years with Billy Graham and on radio have familiarized his name and voice to many thousands. One sample listen to a selection like "I Wonder as I Wander" or "O Little Town of Bethlehem" should sell

this one. On the light side, Victor has issued a new Homer and Jethro package on EP containing the boys' parodies on standard yuletide ditties. Called Seasoned Greetings, the package contains "Randolph, the Flat-Nosed Reindeer," "All I Want for Christmas Is My Upper Plate," "I Saw Mommy Smoochin' Santa Claus" and "Frosty the De-Frosted Snow Man." It's cute and fairly marketable to their many fans.

Hank Snow is also available on a Victor EP singing four standard items in a package called Country Christmas With Hank Snow. Until the country market becomes more of an outlet for packaged merchandise this one will do only fairly well. Joe Martin.

CHART COMMENTS

CHRISTMAS ALBUMS

As a special dealer buying service The Billboard is reporting elsewhere on this page the results of a survey just completed on last Christmas' best-selling seasonal packaged merchandise. The results of this 1,000 dealer survey show last Christmas' 21 top sellers (there was a three-way tie for 19th place). No distinction has been made between classical and pop packages.

In studying this Christmas list it will be noted that most of these have been available for several years, some dating back as far as five years. These have been consistent sellers every Christmas season. Those which were just released last fall have yet to prove themselves as consistent yearly sellers.

Naturally a great deal of new Christmas merchandise will be available in the coming weeks. Some of these will undoubtedly step out in sales as the "Amahl" and the Shaw, Vol. 2 did last season. Around Thanksgiving The Billboard will make a special survey of this year's new merchandise.

(Continued on page 47)

NEXT WEEK

CLASSICAL

- ★ Extended Orchestral Works
- ★ Chamber Music

POP ALBUMS

- ★ Vocal

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers thruout the country. Musical categories change weekly.

SYMPHONY


(Listed Alphabetically)

- BEETHOVEN: SYMPHONIES NOS. 1 AND 9 (NBC Symphony-Toscanini) ... RCA Victor LM 6009
- BEETHOVEN: SYMPHONY NO. 3 (NBC Symphony-Toscanini) ... RCA Victor LM 1042
- BERLIOZ: HAROLD IN ITALY (Royal Philharmonic-Beecham) ... Columbia ML 4542
- BERLIOZ: SYMPHONIE FANTASTIQUE (Philadelphia Orchestra-Ormandy) ... Columbia ML 4467
- BRAHMS: SYMPHONY NO. 1 (NBC Symphony-Toscanini) ... RCA Victor LM 1702
- BRAHMS: SYMPHONY NO. 4 (NBC Symphony-Toscanini) ... RCA Victor LM 1713
- DVORAK: SYMPHONY NO. 5 (Chicago Symphony-Kubelik) ... Mercury MG 50002
- HAYDN: SYMPHONIES NOS. 95 AND 100 ("MILITARY") (Vienna Symphony Orchestra-Scherchen) ... Westminster WAL 5045
- SCHUBERT: SYMPHONY NO. 8; MOZART: SYMPHONY NO. 31 (Royal Philharmonic-Beecham) ... Columbia ML 4474
- TCHAIKOVSKY: SYMPHONY NO. 6 (Philadelphia Orchestra-Ormandy) ... Columbia ML 4544
- TCHAIKOVSKY: SYMPHONY NO. 6 (NBC Symphony-Toscanini) ... RCA Victor LM 1036

OPERATIC EXCERPTS

(Listed Alphabetically)

- BIZET: CARMEN (Stevens, Pearce, RCA Victor Orchestra-Reiner) ... RCA Victor LM 1749
- GREAT TENOR ARIAS—JUSSI BJOERLING ... RCA Victor LM 105
- IMMORTAL PERFORMANCES—ENRICO CARUSO ... RCA Victor LCT 1007
- LEONCAVALLO: PAGLIACCI; MASCAGNI: CAVALLERIA RUSTICANA (Albanese, Merrill, RCA Victor Orchestra) ... RCA Victor LM 1160
- PUCCINI: LA BOHEME (Tebaldi, Gueden, Prandelli, Santa Cecilia Orchestra-Erede) ... London LL 649
- PUCCINI: LA BOHEME (di Stefano, Munsel, RCA Victor Orchestra-Cellini) ... RCA Victor LM 1709
- PUCCINI: MADAME BUTTERFLY (Tebaldi, Campora, Santa Cecilia Orchestra-Erede) ... London LL 650
- VERDI: RIGOLETTO (Berger, Pearce, Warren, RCA Victor Orchestra-Cellini) ... RCA Victor LM 1104
- VERDI: LA TRAVIATA (Albanese, Pearce, Merrill, RCA Victor Orchestra) ... RCA Victor LM 1115



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The Billboard Music Popularity Charts

... for Week Ending October 24

TOP COUNTRY & WESTERN RECORDS

This Week's New Territorial Best Sellers to Watch

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

Table with 3 columns: City, Record Title, Artist/Label. Includes Cincinnati, Memphis, Houston, Nashville, and New Orleans.

Territorial Best Sellers

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

Large table with 5 columns: City (Cincinnati, Memphis, Dallas-Ft. Worth, Nashville, Houston, New Orleans) and Record Title. Lists top-selling records in each city.

FOLK TALENT AND TUNES

Beginning next week, this column will be conducted by Joel Friedman, of The Billboard's Hollywood office. Contributions to the column should be addressed to Mr. Friedman, in care of The Billboard, 6000 Sunset Boulevard, Hollywood 28.

WERE's Tom Edwards of Cleveland bringing in Big Slim and his Wheeling, W. Va. (WWVA) gang as features of his first Saturday night "Circle Theater" outshow on November 7. It'll be weekly affair, with Tex and Glenn, of local WDOK, holding the regular artist spot. . . . George Popkins, who runs "Pop's Country Store" from Richmond, Va's., WXGI, had Ernest Tubb, Billy Byrd, Bill Monroe, Ray Price and Don Helms as guests on his show during their recent Richmond showing for Bill Bailey's Record Shop. During the three-day stay the artists did Pop's commercials with Ray Price nosing out as top announcer. . . . M-G-M's Tom Anderson busy with personals out of Richmond. His stock's way up from past two M-G-M wax releases. . . . Uncle Joe Johnson, who runs WPAQ's "Merry-Go-Round" in Mt. Airy, N. C., set for top business promoting Martha Carson for four days (27-30). He was big draw at Patrick County Fair, Stuart, Va., earlier this month with own "Merry-Go-Round" group. . . . Joe Morris, WKDK, Newberry, S. C., leaving station for six-month TV course in New York. Ray Gilliam will handle WKDK country wax during his absence. . . . Little Jimmy Dickens did Max Meek's shows with him last week while in town for J. C.'s (WMFR-High Point, N. C.). . . . WEZB, Homewood, Ala., now on air with Uncle Remus, Fred Wamble, Ganus Scarbrough, Gene Newman, Bob Umbock. Captain E-Z is handling the spinning chores from Bankhead Hotel studios in downtown Birmingham. . . . Chuckwagon Chuck Nichols, KOWB, Laramie, Wyo., says Little Jimmy Dickens and Hank Thompson holding down top request spots on his air. Thompson played Cheyenne Frontier Days rodeo past summer and popularity immediately shot up. . . . Ozark Jim, KRMS, Osage Beach, Mo., on with new hour live show in addition to his regular recorder. Byrd Brothers, Drifting Tennesseans, Wayman Dodson and the Fiddlin' Indian do the live music. Ozark Jim was in Nashville (17) with Ozark's Square Dance Team for "Grand Ole Opry" appearance on way to four weeks at New Orleans' Roosevelt Hotel. . . . Smokey Smith had 4,100 paid admits at KRNT Theater, Des Moines, recently when he promoted Webb Pierce, Marty Robbins and Stringbean. . . . Verne Lotz, KOTA, Rapid City, S. D., hosted Minnie Pearl and Del Wood during recent appearance there. Wade Ray was in for his show week before.

Aunt Louise Foster, KAND, Corsicana, Tex., in Nashville (16) as WSM's "Mrs. DeeJay USA" show. . . . George Morgan and Lonzo and Oscar set for "Grand Ole Opry," Prince Albert NBC net this week (24), with Ernest Tubb and the Carlises doing next Saturday. . . . Martha Carson guested on Whitey Ford's "Duke of Paducah" CBS'er for Locke Stove Company Saturday (17). The Carson group now carries her sister, Minnie O'Neil, with hubby, Charley Woodruff, and their four-year-old son, Mike, who does Hank Williams songs on every show. New M-G-M recorder, George McCormick, is also a member of the Carson show. Martha with hubby-manager, X. Cosse, set for Florida vacation November 7 following Missouri, Georgia and Carolina dates, where every date draws capacity crowds. . . . October 25 finds Ernest Tubb and Carl Smith sharing a Cleveland bill. Moon Mullican starts a week's stand in Detroit. George Morgan at the Lyric Theater, Harrison, Ark. Cowboy Copas plays Joplin, Mo. . . . Webb Pierce set for week (25-31) thru Mississippi and Florida. Johnnie and Jack, with Kitty Wells, doing week thru North Car. (Continued on page 46)

National Best Sellers

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

Table with 3 columns: Rank, Record Title, Artist/Label, Last Week, Weeks on Chart. Lists top 10 national best sellers.

Most Played by Jockeys

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

Table with 3 columns: Rank, Record Title, Artist/Label, Last Week, Weeks on Chart. Lists top 10 most played by jockeys.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Record Title, Artist/Label, Last Week, Weeks on Chart. Lists top 10 most played in juke boxes.

The Billboard's Music Popularity Charts . . . For Week Ending October 24

TOP R & B RECORDS

National Best Sellers

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

This Week	Last Week	Weeks on Chart	Record
1		11	SHAKE A HAND —F. Adams I've Gotta Leave You—Herald 416—BMI
2		6	ONE SCOTCH, ONE BOURBON, ONE BEER —A. Milburn What Can I Do?—Aladdin 3197—BMI
3		6	HONEY HUSH —J. Turner Crawdada Hole—Atlantic 1001—BMI
4		18	GOOD LOVIN' —Clovers Here Goes a Fool—Atlantic 1000—BMI
5		14	CRYING IN THE CHAPEL —Orioles Don't You Think I Ought to Know?—Jubilee 5122—BMI
6		2	TV IS THE THING —D. Washington Fat Daddy—Mercury 70214—BMI
7		2	BLUES WITH A FEELING —Little Walter Quarter to Twelve—Checker 780—BMI
8		11	TOO MUCH LOVIN' —Five Royales Laundromat Blues—Apollo 448—BMI
9		1	MONEY HONEY —C. McPhatter The Way I Feel—Atlantic 1006—BMI
10		5	FEELIN' GOOD —Little Junior's Blue Flames Fussin' and Fightin' Blues—Sun 187—BMI

Most Played in Juke Boxes

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

This Week	Last Week	Weeks on Chart	Record
1		10	SHAKE A HAND —F. Adams Herald 416—BMI
2		14	CRYING IN THE CHAPEL —Orioles Jubilee 5122—BMI
3		7	HONEY HUSH —J. Turner Atlantic 1001—BMI
4		5	PLEASE HURRY HOME —B. B. King RPM 391—BMI
5		7	NADINE —Coronets Chess 1549—BMI
6		5	DRUNK —J. Liggins Specialty 470—BMI
7		7	GET IT —Royals Federal 12133—BMI
8		3	IN THE MISSION OF ST. AUGUSTINE —Orioles Jubilee 5217—BMI
9		1	ONE SCOTCH, ONE BOURBON, ONE BEER —A. Milburn Aladdin 3197—BMI
10		4	BLUES WITH A FEELING —Little Walter Checker 780—BMI

This Week's New Territorial Best Sellers to Watch

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

City	Record	Label
Cincinnati	I HAD A NOTION	J. Morris, Herald 417
	MY COUNTRY MAN	Big Maybelle, Okeh 7009
Detroit	MY COUNTRY MAN	Big Maybelle, Okeh 7009
Philadelphia	WRITE AND TELL ME WHY	Orioles, Jubilee 5127
St. Louis	BANANA SPLIT	Kid King's Combo, Excello 2009

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

City	Record	Label
Atlanta	1. Shake a Hand F. Adams, Herald	
	2. Feelin' Good Little Junior Blue Flames, Sun	
	3. Honey Hush J. Turner, Atlantic	
	4. Good Lovin' Clovers, Atlantic	
	5. Rosemary Fats Domino, Imperial	
	6. Money Honey C. McPhatter, Atlantic	
	7. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin	
	8. Drunk J. Liggins, Specialty	
	9. TV is the Thing D. Washington, Mercury	
	10. Blues With a Feeling Little Walter, Checker	
Chicago	1. Shake a Hand F. Adams, Herald	
	2. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin	
	3. Please Don't Leave Me Fats Domino, Imperial	
	4. Honey Hush J. Turner, Atlantic	
	5. TV is the Thing D. Washington, Mercury	
	6. Nadine Coronets, Chess	
	7. Good Lovin' Clovers, Atlantic	
	8. Crying in the Chapel Orioles, Jubilee	
	9. Too Much Lovin' Five Royales, Apollo	
	10. Don't Deceive Me C. Willis, Okeh	
Charlotte	1. Shake a Hand F. Adams, Herald	
	2. One Scotch, One Bourbon, One Beer A. Milburn, Aladdin	
	3. Good Lovin' Clovers, Atlantic	
	4. Too Much Lovin' Five Royales, Apollo	

Cincinnati

1. Shake a Hand
F. Adams, Herald
2. Good Lovin'
Clovers, Atlantic
3. Too Much Lovin'
Five Royales, Apollo
4. I Had a Notion
J. Morris, Herald
5. Money Honey
C. McPhatter, Atlantic
6. Nadine
Coronets, Chess
7. Honey Hush
J. Turner, Atlantic
8. My Country Man
Big Maybelle, Okeh
9. Get It
Royals, Federal
10. Please Hurry Home
B. B. King, RPM

Detroit

1. Shake a Hand
F. Adams, Herald
2. Money Honey
C. McPhatter, Atlantic
3. Too Much Lovin'
Five Royales, Apollo
4. My Country Man
Big Maybelle, Okeh
5. Honey Hush
J. Turner, Atlantic
6. Good Lovin'
Clovers, Atlantic
7. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
8. Crying in the Chapel
Orioles, Jubilee
9. Mattie Leave Me Alone
Thrillers, Four Star
10. Please Don't Leave Me
Fats Domino, Imperial

Los Angeles

1. Honey Hush
J. Turner, Atlantic
2. Blues With a Feeling
Little Walter, Checker
3. Shake a Hand
F. Adams, Herald
4. Rosemary
Fats Domino, Imperial
5. Crying in the Chapel
Orioles, Jubilee
6. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
7. Feelin' Good
Little Junior's Blue Flames, Sun
8. Get It
Royals, Federal
9. Clock
J. Ace, Duke
10. Good Lovin'
Clovers, Atlantic

New Orleans

1. Shake a Hand
F. Adams, Herald
2. Blues With a Feeling
Little Walter, Checker
3. Rosemary
Fats Domino, Imperial
4. I Would If I Could
Ruth Brown, Atlantic
5. Honey Hush
J. Turner, Atlantic
6. Feelin' Good
Little Junior's Blue Flames, Sun
7. Ain't No Use
R. Gordon, Duke
8. Please Hurry Home
B. B. King, RPM
9. Crying in the Chapel
Orioles, Jubilee
10. In the Mission of St. Augustine
Orioles, Jubilee

New York

1. Shake a Hand
F. Adams, Herald
2. TV is the Thing
D. Washington, Mercury
(Continued on page 46)

Introducing A HIT
by 'The Wanderers'
#1169

"HEY, MAE ETHEL"

SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.



"Mad Love," as done by the sensational Muddy Waters on CHESS 1550, is breaking big all over the country. All segments of the country are reporting terrific increases in sales just as we predicted in this column previously. This one will rise straight to the top of the lists. Flip side on this disk shouldn't be ignored either. Muddy does a fine job on "Blow, Wind, Blow."

The new singing find from Baton Rouge, Sugar Boy, featured on CHECKER 783, is also getting a big slice of attention for his efforts on "I Don't Know What I'll Do," backed with a hot tune, "Overboard." Get on board this one, it's great.

A new group from Cleveland, The Moonglows, are featured on CHANCE 1147, doing a fine job on "Baby, Please," backed with "Whistle, My Love." Both sides look like they'll head for the top. The Spaniels, on VEE-JAY 103, emerged with two good renditions of "The Bells Ring Out" and "House Cleaning." The Spaniels have always enjoyed good sales and these two sides are no exception to the rule. Both operators and jockeys should get behind this one.

Starting to kick off in Chicago is the Floyd Dixon waxing of "A Hole in the Wall" and "Old Memories" on Specialty 477. This one can be real big from early indications.

Eddie Chamblee and his tenor saxophone are featured on UNITED 160, in which the renditions of "Walkin' Home" and "Lonesome Road" are paired. These two are great efforts by the great Eddie. Don't miss them. The tiny singer of great talent, Helen Thompson, featured on STATES 126, is going strong with her versions of "All by Myself" and "Going Down to Big Mary's." She's tops.

Tab Smith doing a number he wrote himself, "Seven Up," is sweeping fast. It is a jump tune with the good styling of his own tenor sax. On the other side of United 126 is "All My Life," on which he plays the alto sax. This man is very versatile. Will sell good.

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

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BABY DOLL
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MARVIN & JOHNNY
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Specialty records

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A New Hit
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"YOU SAID YOU LOVE ME"
"ROSE MARY"
#5251
Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

"New Territorial Best Sellers" Billboard, Oct. 24

"MONEY HONEY"
by
CLYDE MCPHATTER AND
THE DRIFTERS
Atlantic 1006

Atlantic RECORDING CORP.
234 WEST 56th STREET NEW YORK 19, N. Y.

PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC." IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

Thanks DJ's

... For your wonderful spins. We're happy you like this record, and if you keep playing it we'll have that "hit" we've been waiting for because already the public is buying

Sandy Stewart's

"SATURDAY NIGHT"

&

"I'M GOING HOME"



A great follow up to--

"LOVE EVERY
MOMENT YOU LIVE"

Mike Pedicin

"NEVER MIND"

b/w

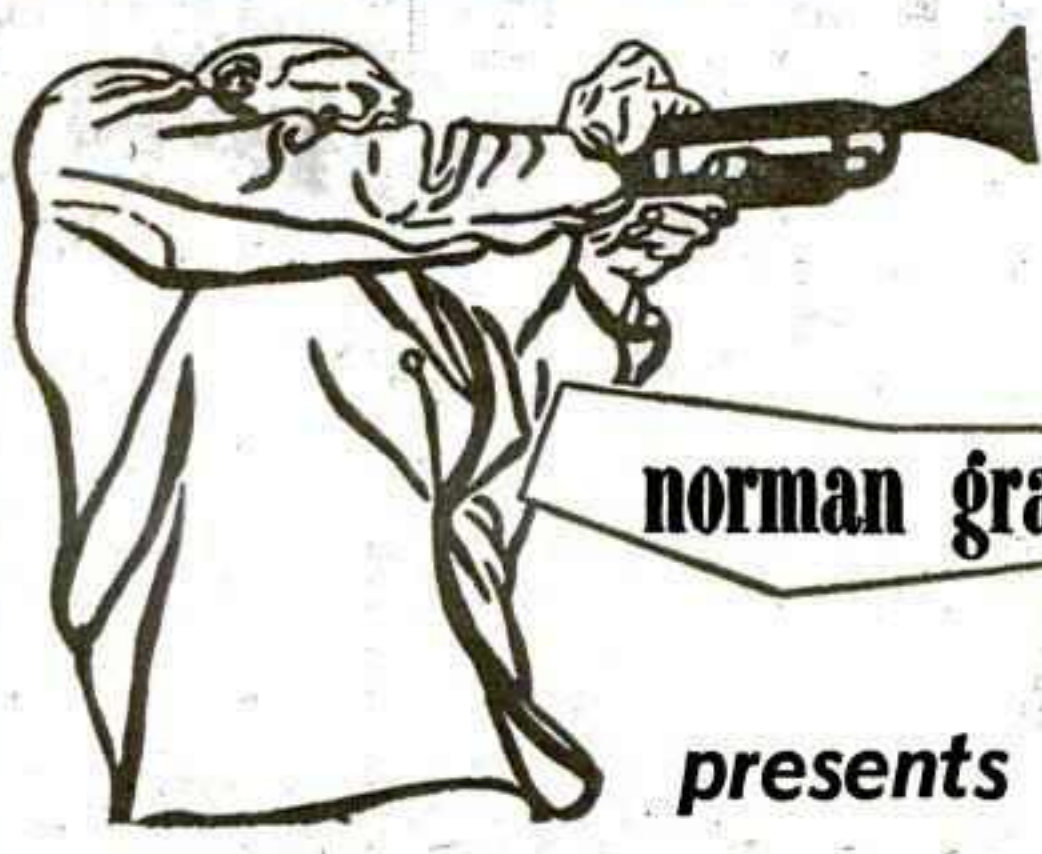
"MM--BOY!"



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**"SITTIN' AND ROCKIN'"
"MEAN TO ME"**

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BEVERLY HILLS, CALIF.

CLEF RECORDS

522 FIFTH AVENUE
NEW YORK 36, N.Y.

The Billboard's Music Popularity Charts

... For Week Ending October 24

TOP R & B RECORDS

R & B Territorial Best Sellers

Continued from page 44

- 3. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
- 4. Honey Hush
J. Turner, Atlantic
- 5. Crying in the Chapel
Orioles, Jubilee
- 6. Don't Deceive Me
C. Willis, Okeh
- 7. C'est Si Bon
E. Kitt, Victor
- 8. Money Honey
C. McPhatter, Atlantic
- 9. Good Lovin'
Clovers, Atlantic
- 10. Drunk
J. Liggins, Specialty

Philadelphia

- 1. Shake a Hand
F. Adams, Herald
- 2. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin

- 3. Baby It's You
Spaniels, Chance
- 4. Write and Tell Me Why
Orioles, Jubilee
- 5. Money Honey
C. McPhatter, Atlantic
- 6. Fat Daddy
D. Washington, Mercury
- 7. TV is the Thing
D. Washington, Mercury
- 8. Drunk
J. Liggins, Specialty
- 9. Too Much Lovin'
Five Royales, Apollo
- 10. Nadine
Coronets, Chess

St. Louis

- 1. TV is the Thing
D. Washington, Mercury
- 2. Blues With a Feeling
Little Walter, Checker
- 3. The Come Back
Memphis Slim, United

- 4. Shake a Hand
F. Adams, Herald
- 5. Drunk
J. Liggins, Specialty
- 6. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
- 7. In the Mission of St. Augustine
Orioles, Jubilee
- 8. Shake a Hand
S. Churchill, Decca
- 9. Banana Split
Kid King's Combo, Excello
- 10. Good Lovin'
Clovers, Atlantic

Washington - Baltimore

- 1. Shake a Hand
F. Adams, Herald
- 2. One Scotch, One Bourbon, One Beer
A. Milburn, Aladdin
- 3. Crying in the Chapel
Orioles, Jubilee
- 4. Good Lovin'
Clovers, Atlantic
- 5. Fat Daddy
D. Washington, Mercury
- 6. Rosemary
Fats Domino, Imperial
- 7. Baby It's You
Spaniels, Chance
- 8. Money Honey
C. McPhatter, Atlantic
- 9. Honey Hush
J. Turner, Atlantic
- 10. These Foolish Things
Dominoes, Federal

Denver Clubs Meet Unions

DENVER, Oct. 24.—Local niteries are gradually reaching agreements with two AFL catering unions which, earlier this month, threatened to "close down" places that did not come to terms with the union.

Organizers for the joint executive board of locals 8 and 14 of the Hotel & Restaurant Employees and Bartender's International, threatened to employ hit and run picketing tactics on nearly 80 of Denver's night spots in an effort to get minimum scale of \$1 per hour for waitresses, \$15 and \$16 per day for two classifications of bartenders, \$2 per hour for dinner cooks, with \$1.87 for fry cooks. Union officials are also asking 90 cents an hour for busboys.

FOLK TALENT AND TUNES

Continued from page 43

olina. George Morgan in Arkansas and Missouri. Cowboy Copas dates in Kansas, Missouri, Nebraska and Iowa. Minnie Pearl with Louisiana and Texas dates. Martha Carson in Georgia all week.

Bill Bailey, who had his own TV show and was known in the Chicago area as Cactus Jim, now has his own afternoon hillbilly show on WMAQ, Monday thru Friday. In addition to the afternoon show, Bailey is also an announcer on a late afternoon network show in which he announces with a country pitch to sell trucks to farmers.

Charlie Gore, guitar-playing folk singer on WLW's Midwestern Hayride, netted write-ups in two national publications recently. He was featured in the November issues of Real Magazine and Hoedown, the new mag for hillbilly and Western performers. King Records has just released Gore's latest disk of "I Didn't Know" and "Miserable Love."

Rex Allen, Decca artist, currently appearing at the World Championship Rodeo in Chicago's International Amphitheater, is making 32 personal appearances during his stay here. He visited the Shrine Hospital where he played for the crippled children and the St. Joseph Home for the Friendless.

Hollywood

WXGI, Richmond, Va., now using country and western music "across the board" with the exception of two hours a day. Station has done away with all pop, classical and gospel

RHYTHM AND BLUES NOTES

By BOB ROLONTZ

... The Shaw Artists giant package with Fats Domino, Paul Williams ork, Amos Milburn and thrush Margie Day, packed the Newark Mosque last week on a one-nighter date.

"Shake a Hand," the Joe Morris-Faye Adams smash selling cutting on the Herald label, is still holding its own as the top-selling record in the r.&b. field on The Billboard charts. The disk has been on the best-seller list for 11 weeks and on the juke box chart for 10. Another noticeable item about the charts this week is the fact that Atlantic Records has come up with three best-sellers at one time—"Good Lovin'," with the Clovers; "Honey Hush," with Joe Turner, and "Money Honey," with Clyde McPhatter and the Drifters. The tune, "Shake a Hand," by the way, is also a hit in the country field via the Red Foley cutting on Decca.

Marie Adams and Johnny Otis, both of the Peacock stable, are now out on a one-nighter trek. ... Raymond Taylor's ork and the Tempo Topper's quartet will play two dance dates in Oklahoma City on October 30 and 31. ... Clarence (Gatemouth) Brown is now playing one-nighters thru the South. ... The Charms' cutting of "Heaven Only Knows" and "Loving Baby," originally released on the Rockin' label, has now been issued on the De Luxe label. Both Rockin' and De Luxe are subsidiary labels of King Records.

Ruth Brown, the Paul Williams ork and thrush Margie Day will head out on one-nighters starting November 24 and will continue until the end of the month. The package will hit the Middle West and the South. Miss Brown had been ill for a week but is now rested and ready to go.

The Orioles, Joe Morris, Faye Adams and the Wild Bill Davis Trio are set as a package to play one-nighter dates in the East thru Christmas week. ... Jerry Wexler, Atlantic Records' veepee, became the father of a boy this week. The youngster is named Paul, after The Billboard's music editor. ... Lee Magid, with Savoy Records for the past two years, is leaving the diskery to start a new r.&b. diskery, Central Records. (See separate story.)

Chicago

Leonard Chess, of Chess Records, on a business trip to New Orleans, Atlanta, Nashville and surrounding territories. ... Joe Brown, head of Job Records, is assuming personal supervision of the label. ... Eddie Chamblee and His United Records Orchestra open at the Bagdad October 26. ... Tab Smith, another United Records band, is booked for an appearance at the Capitol Lounge sometime in November. ... Arthur Prysock and Mabel Scott headline the show at the Regal Theater.

shows. ... Eddie Hazelwood and Jess Willard have completed their tour of Korea and are now making the rounds of Army hospitals and bases in Tokyo. Pair skies to Okinawa, Manila, Guam and Hawaii to complete their overseas venture before returning to the States. ... The Hoosier Hot Shots in town prior to a schedule of 16 Elks Club dates in the Northwest. Group recently completed five weeks in Anchorage, Alaska, reporting the Northern outpost a hot spot for folk talent.

Two New Smash Records
The Hilltoppers Sing
"TO BE ALONE"
b/w
"LOVE WALKED IN"
Dot 15105
and
Mac Wiseman's new release
"REMEMBERING"
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3 FOR THE MONEY!

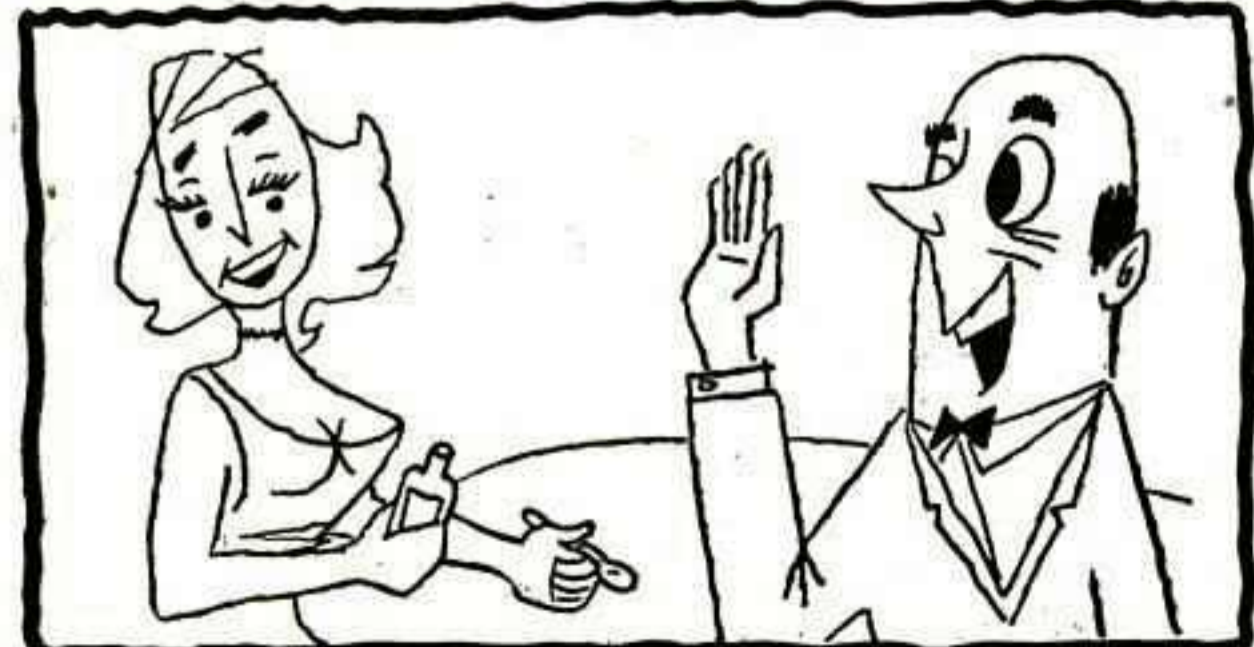
1 THE ORIOLES
"Write And Tell Me Why"
b/w
"The Mission Of St. Augustine"
Jubilee 5127

2 THE FOUR TUNES
"Marie"
b/w
"I Gambled With Love"
Jubilee 5128

EDNA McGRIFF
3 "These Things Shall Be"
b/w
"I'll Surrender Anytime"
Jubilee 5129

FIRST RELEASE! FIRST HIT!
PINEY BROWN
"DON'T PASS ME BY" and
"YOU BRING OUT THE WOLF IN ME"
Jubilee 5130

Jubilee RECORD CO., INC.
315 WEST 47TH STREET NEW YORK, N. Y.



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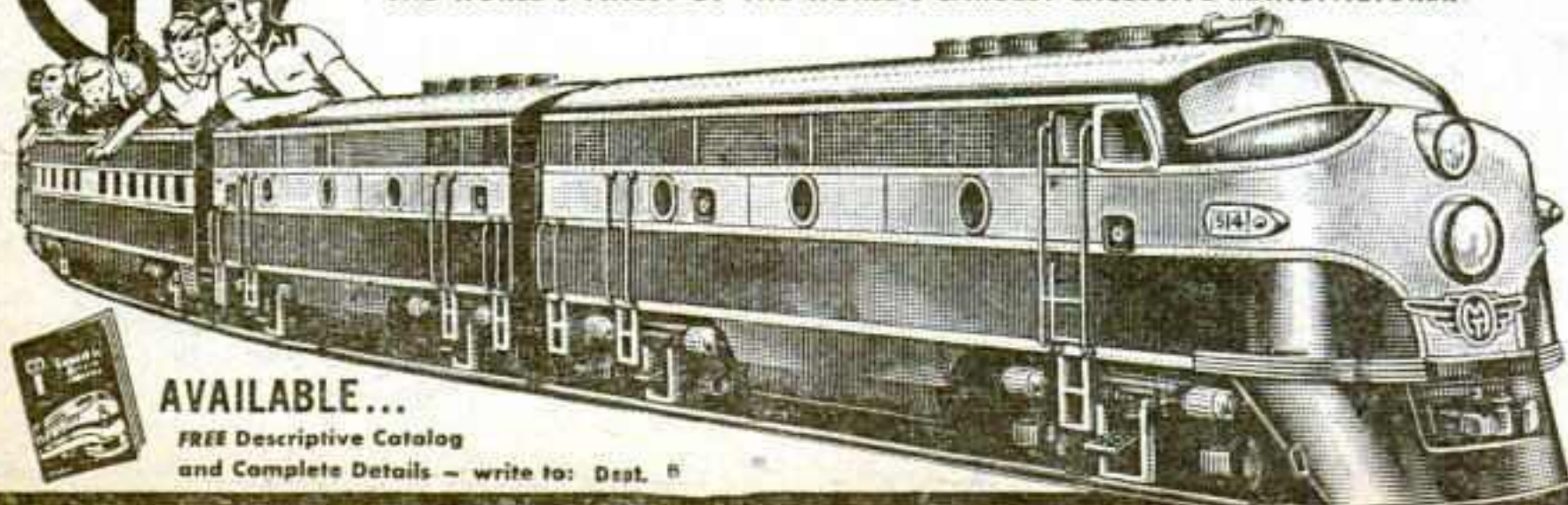
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MINIATURE TRAIN CO. RENSSELAER, INDIANA

Work for Yanks Seen In Danish Circus Sale

COPENHAGEN, Denmark, Oct. 24.—Sale of title and all equipment of Circus Belli to a new amusement set-up will greatly add to the importance of Copenhagen as the leading booking center in Scandinavia for circus, park and vaude acts. The new owners are a group of important Danish and Finnish amusement park owners-operators, and local booking agent Ernst Sahlstrom. The deal will allow the new owners to offer enough work to lure American acts.

Park men in the deal are brothers Volmer and Carl Bo Lind, who own and operate the big Karolinelund Tivoli, in Aalborg, and operate the Zoo-Tivoli, in Odense, Denmark; plus Svend Jarlstrom, director of the Linnan-

maki Nojespark, in Helsinki, Finland. All of these parks use top circus, thrill, vaude and musical talent, most of which is imported.

Sahlstrom, appointed director of the circus, for many years has been exclusive booker for the circus-vaude shows in Tivoli, for the National-Scala cabaret in Copenhagen, and for the Lind brothers' parks, in Aalborg and Odense. In

(Continued on page 79)

New Ride Bow A Winner at Mineola Event

NEW YORK, Oct. 24.—The new Roto-Jet ride was set up at Coney Island last week for demonstration purposes thruout the winter, after making its American debut at the Mineola Fair which ended Sunday (18). The German-designed device drew an average of over 2,000 paying customers for each of its seven days of operation, and orders were taken for four of the units, according to co-inventor Eric Wedemeyer.

Money totaling into six figures is involved in the transactions. Wedemeyer said three of the purchases represented amusement

(Continued on page 79)

Lubbock, Tex., Gate Dips 37,598

LUBBOCK, Tex., Oct. 24.—Panhandle South Plains Fair wound up its six-day run with a total attendance of 127,771, according to official figures released this week by A. B. Davis, secretary. The decline from last year's total of 165,369 was largely due to a duster on opening day and a heavy rain that pelted the fair's final day.

Hartford Expo Draws 100,000

HARTFORD, Conn., Oct. 24.—The Greater Hartford Industrial Progress Exposition closed its five-day program at the Broad Street Armory last Saturday night (10) with attendance passing the 100,000 mark.

Business and industry participants in the initial show expressed confidence in a similar program for 1954.



CENTER PIECE towering 28-feet dominates the Roto-Jet, which made its American debut at the recent Mineola (N. Y.) Fair. Four of the rides were ordered during the run of the fair.

HOUSE-CAR FOR SALE

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21 IN 1
AND IT'S
Magic
SEE PAGE 75

Talent Topics

The Aerial Alcidos, Edna, Louie and Wilfred, are skedded to do their first TV show November 14, when they appear on Sealtest's "Big-Top Circus."

Cy Taillon, rodeo announcer, will head for the Latin-American Countries following his mike chores at the Fort Worth Fat Stock Show and Rodeo in February. Accompanied by Mrs. Taillon, they will visit Honduras and other South American countries representing H. J. Justin & Sons, Inc., Fort Worth boot manufacturers. Following the tour, the Taillons plan to head for Europe on a pleasure tour.

Jerry D. Martin's 3 Fearless Stars, high contortion-trapeze troupe, wound up a busy season at Macon, Ga., Saturday (24). The Stars recently visited with the George Hanneford family when the Clyde Beatty Circus played Memphis. Jerry will again winter in Tampa and has signed to work in '54 for the Al Martin Agency, Boston.

Miss Happy Harrison and her animal act closed her outdoor season at South Boston, Va., Saturday (24). She plays several Ohio horse shows en route to Hartford, Mich., winter quarters. While at the Atlanta fair, Miss Harrison renewed acquaintances with Slivers Johnson and family, and did a TV interview stint with Slivers.

Betty Gorman, juggler, is currently working club date in Portland, Ore., after a good fair season. She will leave Portland

October 30 for a tour that has her booked solid to the middle of December.

Louis and Cherie, while playing Sioux Falls, S. D., with the Hollywood Circus, were visited by Art B. Thomas from his winter quarters in Lennox, S. D. Art plans on attending the Chicago convention before going to California. . . . With H. W. Jacobsen's Hollywood Circus, now in its fourth week in auditoriums, are Bobo Barnett, clown; Glen Henry Family, juggling, rolling globe, dogs, ponies and chimps; Victoria Troupe, English cyclists; Louis and Cherie, gymnasts; George Lerch, slack wire and juggling; the Morenos, Romeo and Juliet; the Olympians, comedy trampoline; Clark McDermitt, bears and baby elephant, Tandys; Spec Thomas, unicycle; Don Rey, musical director; Patty Henry, aerial ballet, and George Moreno, stage manager. Show is emceed by Don Rey.

Newton (Brother Tommy) Thomas, of WXGI, Richmond, Va., in New York for a few days setting tunes with pubber Nat Tannen.

National Association for Stock Car Racing, Inc. (NASCAR), has issued a 124-page record book edited by staff Bill Schubert. In addition to a 1952 NASCAR chronology the tome lists track records for the various divisions, resumes of race meets and is profusely illustrated with photos of drivers and officials.

Record Falls As Charlotte Gets Sunshine

CHARLOTTE, N. C., Oct. 24.—The Southern States Fair ended the most successful run in its history Saturday night (10). Dr. J. S. Dorton, manager, said, "I'll say the crowds have topped last year's total of 250,000."

Dorton put in a good word for the weatherman, and said the crowds were the most orderly in his fair managing experience. The rain, which all but spoiled Dorton's Cleveland County Fair at Shelby, missed Charlotte. With the exception of a cloudy opening day (6) the five-day event had sunshine thruout.

The Joie Chitwood thrill drivers capped off the successful week by performing before a packed grandstand at 10 p.m. Saturday (10). Jack Kochman's drivers performed earlier in the week. The success was also shared by James Strates, who said the week was the best his carnival ever played here, and by the Hamid grandstand revue.

Rhum, Clown, Dies at 49

PARIS, Oct. 24.—Henrico Sprogiani, 49, who attained world fame while clowning as Rhum, with Pipo the Peirrot as his partner, died Wednesday night (21) after a long illness. A veteran of 40 years of circus life, his last performance was given last month in London. Rhum's professional debut was made in 1911, when he was seven years old.

Rhum and Pipo were partners for 12 years, after which Rhum played more than 20 years at the Medrano Circus in Paris, with his partner, Alex. Playwright Sacha Guity had described the sad-faced, little Rhum as "the greatest clown of all time."

Sunshine Graces Opening Days at Pensacola Event

PENSACOLA, Fla., Oct. 24.—The usual sunny skies smiled Monday (19) as the seven-day Pensacola Interstate Fair got under way, and crowds were holding up with last year's thru the middle part of the week. The Gooding No. 3 unit arrived Sunday (18) with 25 rides devices and 15 shows, and was ready for operations when the acting Governor's motorcade entered the grounds the following afternoon to kick off the event.

Rides and shows will be available for 12 cents admission, altho there is no gate price for entry to the fairgrounds. Among attractions will be the educational-type exhibit of all State departments, the State poultry show, flower show and corn growing-contest. A record total of animals was entered in the rabbit show. The Curtiss Candy six-pony hitch is on display. The premium list totals \$7,000.

Kelly-Miller Truck In La. Train Wreck

NACHITOCHEs, La., Oct. 24.—Polar bear trailer of the Al G. Kelly & Miller Bros. Circus was involved in a truck and train collision near here Wednesday (21). Driver was injured but the truck was damaged. Trailer, which is used for town bally, was not seriously damaged. Show truck reportedly hit another truck which had stopped for a train and both hit the train.

Circus has been getting good night business in cotton country. At Tallulah, La. (14), three-quarter afternoon was coupled with the full night house.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Cards, 35 cents; \$2.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, 23¢, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 3 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, complete with 75 numbered markers, \$3.50
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 Set Numbered Ping Pong Balls... \$12.00
 Replacements, Numbered Balls, ea. .30
 3,000 Jack Pot Slips (strips of 7 numbers), Per 100... 1.25
 Middleweight Cards, 5 1/2 x 7 1/2: White, Green, Red, Salmon, Yellow, Per 100... 2.00
 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50
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 Scalloped Edge, Green only, M... 2.00
 Smaller Size, 3/4" diam., Red or Green Plastics, M... 1.50
 Adv. Display Posters, size 24x36, Ea. .15
 Cardboard Strip Markers, 10 M for Rubber Covers, Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00
 Thin, Transparent Plastic Markers, Brown, 3/4-inch Per M... 1.00
 Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed M... 2.25
 Round white N.J. Card board Markers, 2 sizes: 1 1/2-inch diam., 1800 to lb.; larger size, 3/4 diam., 1000 to lb. Either size, lb... .85
 Capitol Bingo Blower, electric operated, complete with 75 numbered Ping Pong Balls, weight 100 lbs. Send for illustrated circular for 140.00
 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted; immediate delivery.
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NOVEMBER 28

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to the complete attendance at Outdoor Conventions in Chicago during the week of November 29.
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Maximum attention to your ad during one of the heaviest buying seasons.

AT NO EXTRA COST TO YOU
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Central 6-8761
- ST. LOUIS 1, MO.
390 Arcade Bldg.
Chestnut 0443
- HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
Hollywood 9-5831

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ALL SIZES—ALL TYPES
 Materials on hand to make for either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.
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AMERICA'S FINEST SHOW CANVAS
 New, 40x60 Hip Roof Tent
IMMEDIATE DELIVERY
 NEW 20x30's—20x40's, 8 Ft. Sidewalls, in Stock for Immediate Delivery.
 Concession Tents, Show Tents
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 Bernis Mendelson—Charles Driver
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60" GE or Sperry SEARCHLIGHTS
 In Good Condition
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ROLL or FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED
 CASH WITH ORDER PRICES... 10M \$12.60 - ADDITIONAL 10M's SAME ORDER, \$2.60
 Above prices for any wording. Each change of wording and color add \$5.00. For change of color only, add \$1.50. Must be even multiples of 10,000 tickets of a kind and color.
STOCK TICKETS ROLL \$1.50
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 EACH ADDITIONAL ROLL SAME ORDER AT 75c PER ROLL
WELDON, WILLIAMS & LICK
 FORT SMITH, ARKANSAS
 Tickets Subject to Fed. Tax With Show Name of Place, Relationship, Price, Tax and Total. Must be Collectively Summed from 1 to 99 on Each Roll. 100 on Each Roll.

Paint, Wood, Blacktop Await Crewmen at Rye

RYE, N. Y., Oct. 24.—Preparations for black-topping 620,000 square feet of parking area at Playland, Westchester County-owned amusement park, have progressed to where the work is set to begin. The parking area, 1,500 feet long by 400, was the scene of intensive work by the park crew as arrangements were made for new conduits and lighting layout.

Also progressing rapidly is the rebuilding of the Boardwalk on the beach along Long Island Sound, 1,000 feet of the walk having already been replaced. The 300-acre plant is the location of numerous winter work projects assigned by Col. Alan MacNicol, director since 1948. Two

concession buildings have been jacked up and their rotten foundation beams removed for replacing. A towering stockpile of lumber awaits placing on the Roller Coaster supports. Tree surgeons spend long hours trimming foliage on the grounds. Four thousand gallons of paint await the end of the carpentry work, when a bright, new finish will be applied thruout the park.

The plant, which drew 1,750,000 visitors during the season to park, beach and picnic areas, grossed \$1.5 million. And the net, running at nearly \$400,000, is what Playland has to operate on the year around, so MacNicol is pouring into the plant whatever he can, to modernize and refurbish it. At the beach alone, 450,000 bathers turned out during the season at 20 cents a head, or at 60 cents, for which they got the use of bathhouse and beach. If the park, which holds 21 major rides and 14 kiddie rides, isn't ready for operation long before the 1954 season gets under way, it won't be MacNicol's fault.

London Funspot Shuttered as Too Expensive

LONDON, Oct. 24.—The Festival Gardens Funfair in London's Battersea Park was shut down Saturday (10) after a shaky three-year run. Originated to cope with an expected rush of visitors to Britain's 1951 Festival, the high-class funspot came under heavy newspaper fire for extravagance. But two successive governments continued to support their existence, until the general overall loss mounted to \$3 million—payable by the taxpayers.

In all, 12,500,000 people, 15,000 the final night, paid the admission fee which fell this year to 7 cents. It seems that while individual stands which provided what the public wanted once they were there, showed profit—there were too many expensive features of the Gardens which were not draws. The Ministry of Works paid an undefined lump sum to the London County Council for demolition of the fixed fittings. Movable assets will be auctioned next month.

Norton Again Heads Group

HARTFORD, Conn., Oct. 24.—Julian H. Norton, co-owner of Lake Compounce, Bristol, Conn., amusement park, has been re-elected treasurer of the Connecticut State Park and Forest Commission.

Atlantic City Nixes Plan For Beach Fee

ATLANTIC CITY, Oct. 24.—Altho the neighboring resort communities of Longport and Ventnor are giving serious consideration to beach admission fees, Atlantic City will not consider the program under any condition. Mayor Joseph Altman pointed out that the City Commission had gone into this revenue-raising idea several years ago, but abandoned it in favor of the present luxury tax.

Mayor Altman said, "When we first sought ways of raising the necessary funds to help carry out our capital improvement projects, we delved into the beach admission fee. We dropped the idea in favor of our present luxury levy on four items. Our program has proven satisfactory."

New Bldgs. Okayed For Calf Pasture

NORWALK, Conn., Oct. 24.—The Park Committee of the Norwalk City Council this week approved plans for the erection of a bathing pavilion and concession stalls at Calf Pasture Beach.

The buildings, to replace existing facilities, will cost between \$250,000 and \$300,000.

Ads, Gifts to Moppets Disputed But More Seen for Coming Season

By IRWIN KIRBY

NEW YORK, Oct. 24. — New York area kiddie parks have varying attitudes toward offering inducements that will attract moppet patrons to their locations. While several operators are in favor of their policy of giving away free items, such as lollypops and balloons, others feel that in their congested neighborhoods they have ideal locations and therefore get plenty of patronage whether or not any giveaways are offered.

The giveaway faction, however, is a sizable one, just about equal in number of operators to that of the negative leaning. And those who believe in presenting inducements all claim wonderful results therefrom. A leading exponent of the giveaway, Mortie Spicer of Joyland Kiddie Park on upper Broadway in the Bronx, a nine-ride location, is an ex-newspaper circulation man who is well grounded in promotional techniques, so he is by no means a typical operator. But Spicer's program is akin to that followed by several other kiddie park men, and has proven successful.

In Joyland's case, the offerings are a barrage of lollypops, balloons, merchandising tie-ins, and cut-rate newspaper tempters. The tie-in, worked with Bond bread, drew very good results despite a slight delay in distribution of tickets. The coupons, printed with Bond publicity information and distributed in groceries by a Bond Hopalong Cassidy chuckwagon, were handed out at check-out counters and offered rides at half price. The offer ran for 11 days, not including Sundays.

Ads Pay Off

Newspaper-wise, Joyland has advertised steadily with good results for the two years of its existence, concentrating on neighborhood publications—the weekly Riverdale Press, and Herald Statesman of Yonkers, which is just over the Bronx line in Westchester. The New York

Post was used early this season, but was dropped. Original ads offered free-ride clippings, but Manager Harry Lubell of Joyland says so many clippings were returned that the offer had to be discontinued. Ads are still run regularly by Spicer.

Another gimmick used by Spicer and a couple of other metropolitan kid spots is the Saturday-Sunday employment of a clown, in this case, Bertie the Clown, to walk around and hand out presents to children. Altho Bertie is a working performer, other spots have employed retired funnymen to entertain moppet patrons and their parents one or two days a week. And the parent part of it is important, for the older generation has proven that it appreciates the little offerings to youngsters, by returning for more of the same.

The service aspect of the operation is not far removed from that in any other type business, where customers will return to the place that treats them best.

Against Giveaways

"We don't need inducements," is the other side of the story, as voiced by operators like Leo Davis and Irving Miller of Fairland in Brooklyn, and by Arthur Becker of Kiddie Park in the Bronx. Becker represents the school of thought that believes there is plenty of natural business without resorting to free lollypops. But he did use TV clown Clarabel in 1951 to open his place, and the greasepaint comic packed them in. Davis and Miller advertise occasionally, but feel there is no effective way to check the pulling power of the ads, unless an outright offer is made.

The general picture seems to be one of increased extra attractions, altho the trend is a slight one. Several parks have expressed interest in the tie-in operation, and others are contemplating giving away cheap items at the ticket booth in 1954. The advertising is most popular where there are neighborhood

papers offering inexpensive rates, as most operators steer away from the major dailies' steep advertising prices. There will be more balloons, lollypops, leis and other items given away next spring and summer, since there is a predominance of automobile business and it has been proven that good service and free prizes stimulate repeat customers, and happy patrons tell their friends and neighbors. With the car available, the customer finds it just as convenient, in many instances, to travel a bit further to where his child anticipates that free gift. It's the old public relations grind, and it pays.

End in Store For All Rocks' Wood Buildings

NEW YORK, Oct. 24. — The winter maintenance program at Rockaways' Playland, Queens funspot, calls for finishing the replacing of all wooden buildings with permanent structures of masonry and steel, and extensive work has already been accomplished on substructures of the midway buildings. Park Manager Lowell Young has completed two-thirds of the new concession building which is located on the old goat ride site.

Young said present plans do not call for purchase of any new rides, altho it is expected that several coin-operated kiddie rides will be added to the Arcade line-up. The management has shown interest in Hot Rod cars, but has been unable to locate space for anything of this size.

The Mirror Maze installation will be completed before the end of January and will operate on week-ends with the rest of the park equipment. Mirrors are being installed for the Skooter ride, to increase illumination and to flash up that operation.

New Ride & Pavilion Listed for Riverside

AGAWAM, Mass., Oct. 24.—A new ride, game stand, and dining area are being erected on the Riverside Park grounds for 1954 season use, as part of the funspot's winter operations. A "Carousel" semi-outdoor dining pavilion is being built on the east-west midway, room for which is being provided by shifting the Roll-a-Plane to the south end of the grounds.

while Jackie and Jacqueline Toliver, Skinny Goe and George Penny, also from Rogers, caught Gil Gray at Shreveport.

Destinations for Wallace & Clark people include: Walter, Ethel and Jo-Ann Jenner, indoor dates; Billy and GeeGee Powell, their pit show; Murillo Troupe, Monterrey, Mexico; Wayne Newman Troupe, John J. Lynn and Sam Price, Hugo, Okla.; Pete and Vivien Rhea, Thousand Oaks, Calif.; Basil Duncan, Kingsport, Tenn.; Cy Murray, Holyoke, Mass.; Red Rumble, Gonzales, Tex.; Billy Griffin, Evansville, Ind.; Ed and Moore, Daytona Beach, Fla.

Bill and Jackie Wilcox, Hot Springs; Mr. and Mrs. Floyd Bradbury, Ventura, Calif.; Tommy Whitesides and James O'Connell, Wichita, Kan.; Archie (Pappy) Johnson, Chicago; Pearl Ferris, Huntington, W. Va.; Kenneth Ikert, Ring Bros. Circus; Enoch Bradford, Chicago; Bob Cusson, Champaign, Ill.; Howard Riggs, Los Angeles; Dorothy Carr, Charleston, Mass.; Jim Elmore, Sarasota; Bill Perkins, Houston; Harper Hardwicke, Brownsville, Pa.; Harvey Boucher, Troy, N. Y., and Dean Lester, Los Angeles.

Capt. Guy Leslie and his Wonder Seals are now appearing with H. W. Jacobsen's Hollywood Circus. Leslie reports the purchase of a sea lion, which he'll start training immediately.

Under the Marquee

Continued from page 56

Miller, wife of Oberl Miller, general manager of the Kelly-Miller show, is driving a new automobile, which was purchased from Bert Siebert, Green Bay, Wis., auto dealer and show fan. Tom W. Bridges by-lined the Lubbock, Tex., coverage of the Ringling show.

Six of Cole Bros.' elephants will play the Fort Worth Shrine date for John Andrews. Art Eldridge, who has had Cole bulls on the World of Mirth, will have the Fort Worth six. Johnny Fulgum, of the Kelly-Miller advance, has caught 11 other shows this season. He and Harry Doran close their Kelly-Morris work November 5.

Roy Barrett, who has been clowning with the Beatty show since September 1, will play dates at Houston (November 4-17) and Fort Worth (November 20-29) and then vacation at Hot Springs.

Charles (Jonesy) Jones again will handle rigging on the Houston Shrine date for Orrin Davenport. He'll be assisted by John Manko and William Dwyer. The Snell Brothers, clowns, are back in full action. They'll make Baltimore and Philadelphia for Pollock Eastern, a trio of Christmas events for Len Fisher, an indoor circus at Indianapolis and Edna Curtis' show at Minneapolis.

Jack and Barbara Fulton left Kelly-Miller, where they had the pie car and giraffe show. George and Mary Morrissey caught Wallace Bros. Circus at Logansport, La., and visited with Ben Davenport. Butch Cohn and Jean Allen greeted Doris and Harry Chipman when the latter went thru Houston recently. Pat O'Toole and George McCarthy have a home show in Brownsville, Tex., in November.

Mabel Stark sailed October 17 for Japan with a five-tiger act, which she will deliver to the Japan Traveling Zoo. After training a person to work the act, she will return to Thousand Oaks, Calif.

Appearing with Byron Gosh's circus unit at Hillsville, Va., recently were Frisco's Seals; Frank Doss' dogs and ponies; Chuck and Lee, rolly-bolly; Bozo and Wimpy, clowns; Fuller Trio, trampoline; Gus Kanerva, aerial; Wyoming Duo, whips; Walter Bixler, dressage horse, and Minnie Rooney. Same unit was playing Galax and Danville, Va., and Mount Airy and Statesville, N. C.

Rogers Bros. was a week ahead of Kelly-Miller at Natchitoches, La. Vasques Family, Joe Horwath, Carlos Ricci and Maurice Marmolejo, all with Rogers, visited Mills Bros. at Homer, La.,

FOR SALE
One Allan Herschell Kiddie Auto Ride and one Kiddie Jeep Ride; both rides in good condition. Can be seen at Seaside Heights Pool and Casino. Price for both \$2,000.00.
J. ERNEST MOBERG
Seaside Heights, N. J.

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Look at the success leading amusement parks make every season with Holmes Cook giant miniature courses. You give us 15,000 sq. ft. We'll provide a layout, equipment and accessories that are every way superior. Inquire promptly.
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Office & Showroom:
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Plant: New London, Conn.

FOR SALE
Big Eli No. 5 Wheel, extra good; new type clutch, double circle lights, \$4,950 cash.
HIATT AMUSEMENT PARK
CRESTON, IOWA

FOR SALE OR PARTNERSHIP
Fifteen acres of Land, Buildings and small Lake; Route 7, Connecticut Highway. Suitable for amusement park. Write
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High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
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Absolutely in A-1 condition with new Platforms. Never out of our park—This ride is priced right.
OLCOTT BEACH AMUSEMENT PARK
Olcott, New York



A TRIO OF OLD HANDS in cookhouse operations, Tom Pappas, Sam Landesman and Jake Drager, pose during a lull on the West Coast Exposition Shows.

Midway Confab

Birthday party for Carl J. Sedlmayr Sr., owner of the Royal American Shows, was given Wednesday night (20) in the Marlin Room of the Captain Shreve Hotel, Shreveport. J. C. (Tommy) Thomas, RAS special agent, and Harry Julius, operator of the Arcade on the show, were hosts. Guests included Mrs. Carl J. Sedlmayr Sr., C. J. Sedlmayr, Mr. and Mrs. Robert Lohmar, Mr. and Mrs. Sam J. Levy, Mr. and Mrs. Sam Gordon, Mr. and Mrs. Al Sweeney, Robert K. Parker and Frank Morrissey.

Paul M. Farris, concessionaire with Snapp Greater Shows, is seriously ill at St. Francis Hospital, Cape Girardeau, Mo., with heart and lung ailments. Farris, who became ill during an engagement at Magnolia, Ark., recently, flew to Cape Girardeau with Mrs. Farris. The Farris concession remained with the show to finish the season under the management of George White, and then went into winter quarters at Chaffee, Mo.



TWO VETERANS on the Royal American Shows, Tom Mooneyhan (left) and Frank Stubblefield (right) reminisce over their long years with RAS. Stubblefield is the oldest employee in point of service on the show. Mooneyhan has been with it for many years as mailman and The Billboard agent.

Visitors at the Piedmont Interstate Fair in Spartanburg, S. C., who dropped in to see fair President Paul Black, included Frank Bergen, Bucky Allen and Gerald Snellens of World of Mirth Shows; James E. Strates and Al Travis of the Strates organization; Ben Wolf of Wolf Amusement Company; George A. Hamid Sr.; Roy B. Jones of the Pepsi-Cola Company, and Paul V. Moore of the Columbia (S. C.) State Fair.

Tommy Carson, business manager of Vivona Bros. Shows, is seriously ill and facing a possible leg amputation. Tommy would like to hear from his old friends who can write him at the Carolina Motor Court in Asheboro, N. C.

DALLAS FAIR NOTES: Office staffers for the Murphy-Pugh-Lindsey operation during the fair consisted of John Obluck and Harold English, plus Mr. and Mrs. Joe Murphy, Mrs. Margaret Pugh and Mr. and Mrs. Jack Lindsey. Veteran concessionaires included Bill Bonta, Charles (Chuck) Moss, Woody Woods, Blackie Schofield, Bennie Spencer and Math Herman.

Mrs. Hattie Longchart, operator of the Cuddle-Up ride, the scales and a cookhouse, reported that her business for the entire season was far above that for last year. Fred McFall, operator of the Penny Arcade, various rides and attractions, reports it has been his best season.

Varieties of 1953, featuring Mitzie, highlighted the Southeastern Fair-A-Ganza midway in Atlanta, drawing standing-room-only crowds for several days. Harry Breyn, the show's emcee, and the Five Echoes of the Brownskin Models show, entertained at the press luncheon. Guests at Atlanta

included Frank Kingman of Brockton, Mass., secretary of the International Association of Fairs; Guy Crowell of the Saginaw (Mich.) Fair; Pat Kerr of the Tennessee Valley Exposition; F. H. Williams of the Athens (Ga.) Agricultural Fair; Bob Williamson of the Bluffton (Ind.) Fair; Col. & Mrs. Jack Wilson and Mrs. Bill Moore of Cetlin & Wilson Shows; Maurice O'Hearn of Amusement Corporation of America; L. J. Heth, of the Heth Shows; and Phil Lucy of the Orange Festival in Winter Haven, Fla.

Mr. and Mrs. Bill Rowell and son, Billy, ended the season with their grind show, "Faraway Places," at the recent Texas State Fair, Dallas. They played Minnesota, Iowa and South Dakota into September to good biz.

Charles K. Robinson, son of Mr. and Mrs. Robert Robinson, frozen custard concessionaire, joined the Air Force recently and is taking basic training at Lackland Air Force Base, San Antonio.

Joseph Lehr, spot worker, pens from Philly that he hopes Spot Pinsonault and Spot George Harris encountered luck at the recent Texas State Fair, Dallas.

Ethel T. Reitz, who married Foster Jewell, (non-pro), in Houston October 15, is in Baptist Memorial Hospital, that city, for an operation. . . . Nick Russo and Little Joe Shaw pooled their resources recently at Charlotte, N. C., and are now the joint owners of a new Buick convertible. Thus far they have had a successful season with the O. C. Buck Model Shows, according to A. C. Brooks. . . . After closing with Addie Evans' Side Show on the Dumont Shows recently, Penny Law joined Virginia Greater Shows as annex attraction in Allen's World's Fair Freak Show. . . . Prof. Willie J. Bernard and wife, Mildred, arrived at their home recently in Hancock, N. H., after working as ride ticket sellers at fairs in New Hampshire and Maine. They are contemplating going to Florida this winter.

Mrs. Carl (Lois) Hanson is resting in St. Vincent's Hospital, Little Rock following major surgery. According to doctors she will be released in a matter of a week.

Mr. and Mrs. Merl Sharp, who have operated the City Cafe at the Lubbock, Tex., fair for 25 years, were honored during the recent run on their silver anniversary at the annual Charles L. Adams Jr., fair president, made the presentation of a number of gifts from various suppliers. Included were matched luggage, flowers and a special cake.

Mr. and Mrs. Ray Oakes, Lyons, Ill., games manufacturers, are back home after a two-week vacation in Tampa, where Ray looked over some property. . . . Personnel on Bob Rand's Side Show with C. A. Stephens Shows includes Terry Lund, talker; Sherman Spanks, fire and torture; Dorothy Bryant, blade box; Zeno, mental and mitt camp; Edgar Shepard, alligator boy; Rose Faye gazelle girl; Ed Doyle, balloons, and Sue-Dan, annex attraction.

Ward Hall, of Hall and Leonard's Side Show, writes that business in the Southeast has been good. Show carries Leonard's Punch and Judy; Milos and Wardellos, juggling; Frank Donnell and Wardello, fire eaters; Bea Rockwell, handless and footless girl; Don Franko, snakes; Leonardos, knife throwing; Frisco Bill, tattooed man; Ralph Johnson, pin cushion; Lady Faith, mentalist; Vaggies, bag punching; Alгато. (Continued on page 62)

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LAST BIG STATE FAIR IN THE WEST
 GET YOUR WINTER BANKROLL HERE 250,000 ATTENDANCE. UPTOWN LOCATION.
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Can place any worth-while Show with own equipment and transportation. No Girl Shows.	Will book non-conflicting major Rides for now and Florida dates. Liberal terms.

Will give any Ride or Show free winter quarters who makes the Florida dates.
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 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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 By WILLIAM LINDSAY GRESHAM
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Now booking Concessions of all kinds such as Glass Pitches, Fish Ponds, Ball Games, High Striker, etc. Also Eats and Drinks. Attention, Showmen! Will book clean Attractions of all kinds. Attention, Minstrel Show Performers. Can place Musicians and Chorus Girls to join at once. All replies

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I-T'S SEASON OK; MINEOLA BAD ONE

Equipment in LI Quarters; More Fairs Needed for 1954 by Enlarged Outfit

NEW YORK, Oct. 24. — I-T Shows ended its season Saturday (17) on a dismal note, and packed its equipment into its Patchogue boathouse and Roosevelt shop on Long Island. The Mineola Fair, a customarily strong one for the Isser-Trebish carnival, was a bust this year, altho the fair's new location at Roosevelt Raceway in Westbury, L. I., has potentials for being a lush fair date. For the season, the carnival's earnings were practically the same as last year's, altho the nut was much greater with the acquisition of new equipment.

Many concessionaires lost the night's grosses.

In mid-week, realizing their fair was too thinly spread, officials asked I-T to set up among the exhibit tents one of the three Eli Wheels, a Merry-Go-Round, Chair-Plane, and Mouse Circus, and the carnival complied.

The Mineola bust kept I-T's season grosses from going more than a shade ahead of last year's, far from the hoped-for big money with which to erase debts on the new equipment purchased for the season. The expanding organization needs more time for this, and Isser said at least two or three additional fair dates will be sought for the 1954 route. I-T this year added two diesels, four Sherman closed vans, 11 tractors, a Herschell kiddie tank ride, and new canvas, including three show tents and a Merry-Go-Round tent.

The show's 25 trailers, loaded with equipment, more than fill the Patchogue boathouse, and it is foreseen that if I-T continues to grow, more winter space will be required.

Brightest spots for the season were the praises heaped on I-T by the Middletown, N. Y., Chamber of Commerce, and by President John Leahy of the Danbury Fair, played by I-T for the first time. "If they can keep it just as neat and clean again," Leahy said after his event ended, "there's no reason why we can't have them back next year." This was I-T's first time at Danbury.

Using the vast raceway plant for the first time, fair officials put the carnival on the opposite side of the track from the grandstand and the 14 huge exhibit tents. A walk of several hundred yards was necessary for patrons to hit the fun zone, after having marched nearly a half-mile in order to see all the displays.

In addition to location, General Manager Phil Isser was beset by other woes: both Sundays of the nine-day stand were lost due to a town regulation, and half the midway was dark on opening night Saturday (10).

Biz Off Badly

When it was all over, I-T reported its 22 rides off 35 per cent from the 1952 Mineola edition, and business at the 10 shows as being 40 per cent off. There were about 60 concessions on the midway.

Playing overlapping dates, I-T split its layout between Danbury, Conn., and Mineola. For the opening day at Mineola, Saturday (10), Isser and Morris Brown set up the Octopus, Merry-Go-Round, two kid rides, one Ferris Wheel, the Chair-Plane, and Eric Wedemeyer's new ride, the Roto-Jet. Shows were: Mr. and Mrs. G. N. Burns' Torture House; James Ferrenti's girl show, Jeannie; Jim Rosen's What is It? and the Joe Ricco-Gus Rabb wrestling tent. Is Trebish stayed behind to close the Danbury midway the following night, and I-T was complete for Mineola on Monday (12). Additional shows brought down were a Side Show, Illusion, Mickey Mouse Circus, Volstead's Side Show and Wild Life Show, and Fitzgerald's Natural History Show.

Altho it was known that the town of Hempstead has a ruling that prevents carnival operations on Sundays, it was hoped that fair officials could persuade the town to make an exception. The efforts failed, and two Sundays were lost. A hearing will be held by the town board, at which a variance in the law will be sought, enabling midway operations to be held in 1954.

Wiring Prevented

Electricians caused the opening night woes. Whereas no union trouble was encountered during the carnival's years at the old Mineola grounds, the raceway electricians are strongly organized and prevented the carnival men from finishing hooking up once they had wired half the midway. The track crew worked into the night but succeeded in making only a few individual connections.

Page Frames Two Units for '54 Season

ARDMORE, Ala., Oct. 24.—Page Bros.' Shows will operate two units in '54, Owner W. E. Page announced here as the show closed its season today.

Elmer Reed will manage the new unit, which will go out, according to present plans, with 5 rides, 3 shows and upwards of 25 concessions. The No. 2 show will confine its operations mostly to Tennessee.

New equipment is being added before the show heads for its Springfield, Tenn., winter base this week-end. An office semi-trailer was purchased from Mrs. Kellie Grady of Florence, Ala., and show painter Ben Able has already decorated the vehicle in Page colors. A new Chevrolet tractor also arrived from the O. K. Chevrolet Company, Dresden, Tenn.

Midway Confab

• Continued from page 61

alligator skinned boy; Viola Webster, iron feet; Ward Hall, vent; Sally Vagge, musical; Kasham Singh, two-headed boy, and Diane, annex attraction managed by George Searls. Doc Le Roy is talker; Rocky Rockwell and Bill Christy, tickets, and Wyatt Davis, clown-magician.

Thrill driver Dell O'Neill of Houston was seriously injured on Sunday (25) while performing in Augusta, Ga., with the Hollywood Thrill Circus, when he failed to leap a convertible 117 feet over three other cars. O'Neill, who trained under Lucky Teeter, is in University Hospital in Augusta.

A son, Thomas John, was born to Mr. and Mrs. Joe Sciortino September 26 in Dallas. Father this season operated the "Scandolls" on the 20th Century Shows and had girl shows at the Michigan State Fair, Tennessee State Fair, and the Dallas fair.

Jack Ruback Heads for WQ After OK Trek

SULPHUR, La., Oct. 24.—Jack Ruback's Alamo Exposition Shows are here at the fair this week in the next to the final stand of their season. Org will close next week at Port Arthur, Tex., and then head for its San Antonio winter quarters.

The show covered a total of approximately 6,000 miles this season, played 14 fairs and celebrations and, despite a rough spring, wound up the season in the black. The org recently was again signed to provide the midway attractions at the Charro Days Celebration, Brownsville, Tex., February 20-28, and the Battle of Flowers, San Antonio, April 19-24.

Latin Quarter Named Site of Miami Banquet

SOUTH BOSTON, Va., Oct. 24.—Patty Finnerty, long-time chairman of the annual banquet and ball of the Miami Showmen's Association, announced here this week that the gala event will be held in the Latin Quarter, Miami. Tickets will cost \$10 and reservations are now being accepted, he said.

Finnerty, concessions manager of Proll's Broadway Shows, said that the club was booking in an especially strong show for the period in which the banquet will be staged. The club set-up, he said, was deemed the best to assure good food and top talent for the event.

Miami Showmen Home Readied For Nov. Meet

MIAMI, Oct. 24.—The Miami Showmen's Association will meet in its new building for the first time on November 3, with the committee assured by contractors that the key will be turned over on November 1. Final touches to the building are being made, and Secretary Phil Cook reports that funds are still coming in, \$9,000 having already been collected thru jamborees, bingo, award boards, and other games.

President William Cowan will fly in to preside at the inaugural session, at which present furniture will be used until details for securing new items can be worked out. Cowan has set Sunday, December 13, for the dedication of the structure.

Shep Blumberg and Tommy Carson, chairmen of the membership committee, report that 546 new members have been secured so far this year, and look for at least 700 new ones being signed before the initiation fee goes up to \$35, following completion of the new building.

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RIDES • SHOWS
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For Our 1954 Season
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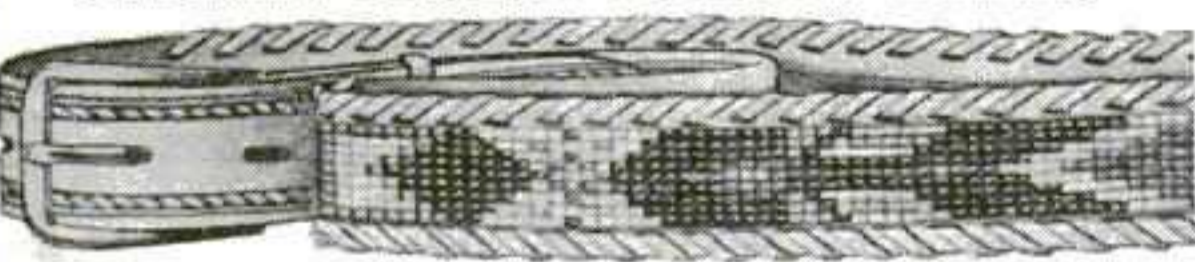
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Port Saint Joe, Florida, Fair
Want Ride Help. Can place
A-1 Wheel Man for balance of
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Can place Grab and Photos.
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Port Saint Joe, Florida, this
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1950 Chev. Tractors
2-speed rear, 8.25-20 tires, mechanically good, \$645. New Buick Roadmaster Sedan, \$2995.
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Want for '54. Will sell ex on Cookhouse, Grab, High Striker, Photos. Deposit required. Open in April. Want Ride Foremen who drive and don't drink on Octopus, Tilt, Jenny, Cat, Spittire, Roll-plane and Dodgem. For Sale—Caterpillar and Spittire with trailers and tractors if desired. Contact West Helena, Ark; this week, or Searcy, Ark., winter quarters.

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\$16.15 PER DOZEN IN ASST. SIZES 20 TO 42

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CHARLESTON CO. COLORED FARMERS' FAIR
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CHARLESTON, S. C., NOV. 9-14.

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VIDALIA FALL FESTIVAL, VIDALIA, GEORGIA, Nov. 9 to 14 Inclusive

Will place Animal Show, Monkey, Glass, Drome or any Grind or Bally Show not conflicting with what we now have. Will place legitimate Concessions of all kinds. Need Custard, Foot Long, Pronto, Novelties, Hats, High Striker, Arcade, Ball Games, String or any Stock or Sale Concession.

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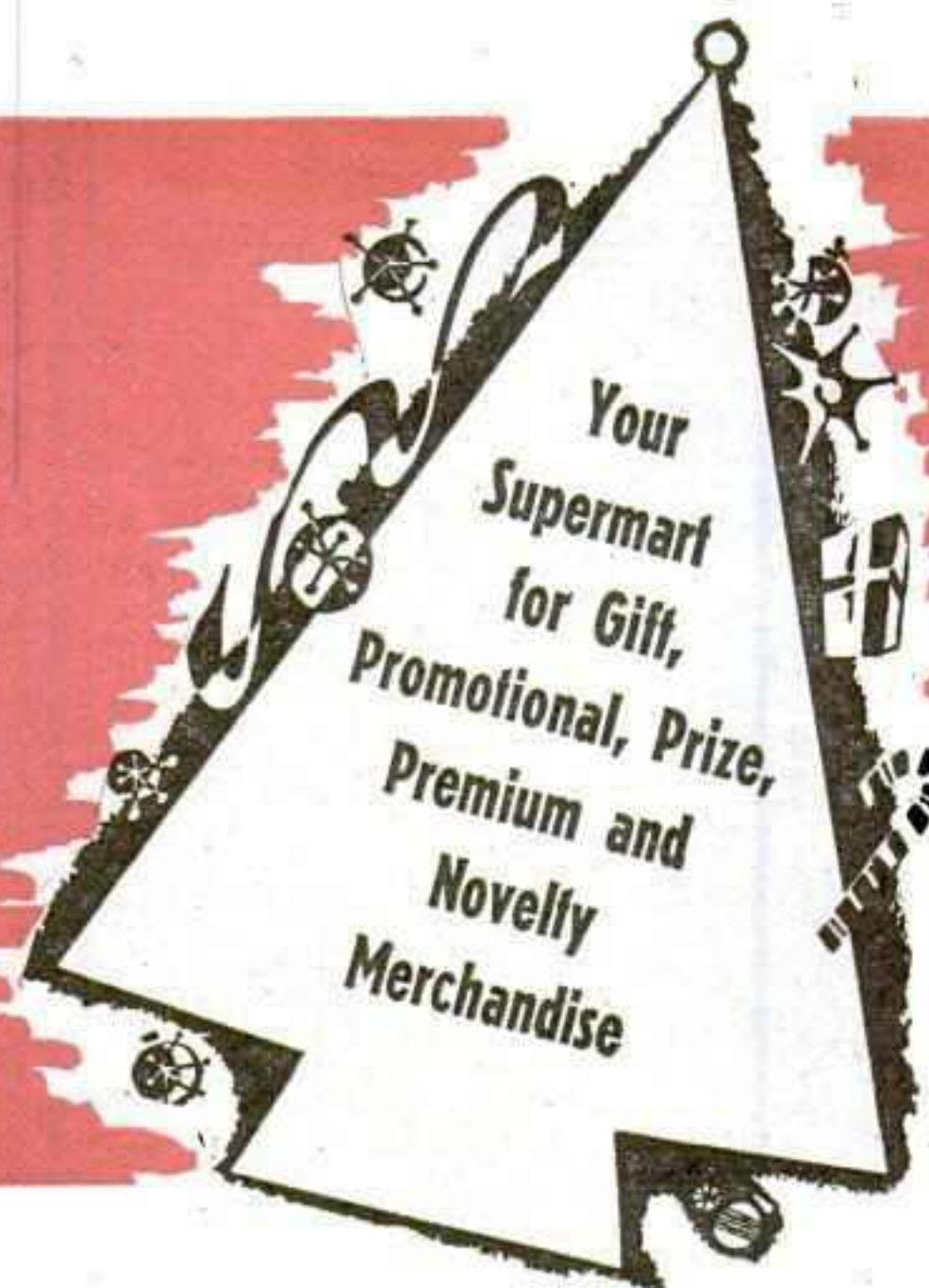
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Jewelry, Arcade, any Concessions that work for stock.
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Bonifay, Florida, this week.



1953 CHRISTMAS MERCHANDISE SECTION



YOUR ANNUAL BUY-GUIDE TO A
GREATER AND MORE PROFITABLE CHRISTMAS SEASON...

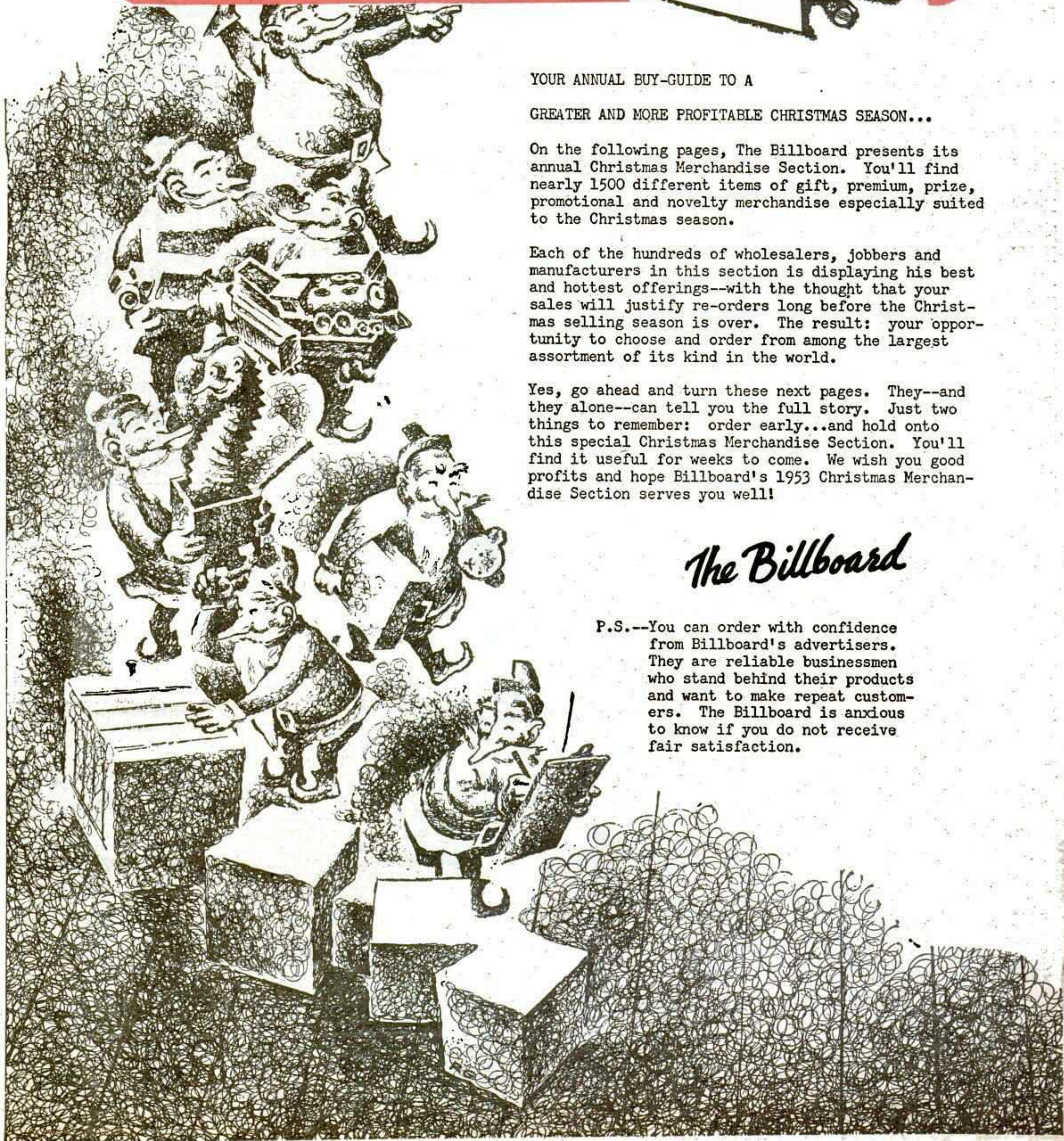
On the following pages, The Billboard presents its annual Christmas Merchandise Section. You'll find nearly 1500 different items of gift, premium, prize, promotional and novelty merchandise especially suited to the Christmas season.

Each of the hundreds of wholesalers, jobbers and manufacturers in this section is displaying his best and hottest offerings--with the thought that your sales will justify re-orders long before the Christmas selling season is over. The result: your opportunity to choose and order from among the largest assortment of its kind in the world.

Yes, go ahead and turn these next pages. They--and they alone--can tell you the full story. Just two things to remember: order early...and hold onto this special Christmas Merchandise Section. You'll find it useful for weeks to come. We wish you good profits and hope Billboard's 1953 Christmas Merchandise Section serves you well!

The Billboard

P.S.--You can order with confidence from Billboard's advertisers. They are reliable businessmen who stand behind their products and want to make repeat customers. The Billboard is anxious to know if you do not receive fair satisfaction.



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Complete Ensemble in 24 Kt. Gold Finish

A FABULOUS CHRISTMAS GIFT PACKAGE . . . styled after the most famous gems in the world. Large Sunburst design has been the sensation of the nation in the most costly jewelry and now all its regal beauty has been captured at this low, low price. The neck cluster may also be worn as a brooch. You're bound to multiply your Christmas profits with this outstanding value. Boxed for luxury . . . comes complete with satin lining and 9.95 price tags.

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per doz. sets BOXED

Minimum order 1 doz. Same Set--OPAL Center--\$15 doz.

3 Pc. Set

Made to Retail for 9.95

- EXQUISITE LEATHERETTE GIFT BOX
- WANTED SUNBURST DESIGN--PEARL SET
- IN TIME FOR FAST CHRISTMAS BUSINESS



EVEN MRS. SANTA WANTS THIS GIFT . . . THINK OF HOW YOUR CUSTOMERS WILL REACT!



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24 KT. GOLD-PLATED

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24 Kt. Pl. Gold "Tiffany Style" Sets

BRAND NEW, STUNNING RAINBOW OPAL "SEA-PEARL"

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A choice gift set! Glistening rainbow opal "sea-pearls" dramatically set in 24 kt. pl. gold sunburst highlighted with large multi-facet rhinestones. A real gleaming beauty! Dainty gold-link necklace with safety clasp. A thriller that will really sell!

ALL VITAL STONES HAND-PRONGED

These exclusive sets glisten with a radiant beauty enhanced by the sunburst of glittering iridescence.

DOZEN 9.75

Minimum order 1 dozen

Includes \$7.95 gold embossed price tags and satin-lined gift box. Sizzling with eye-appeal.

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Complete with gold-embossed \$19.95 price tags . . . smartly packaged in a felt-clad box, satin lined. Expansion bracelet on knob-rest display pad . . . an eye-catcher with selling impact!

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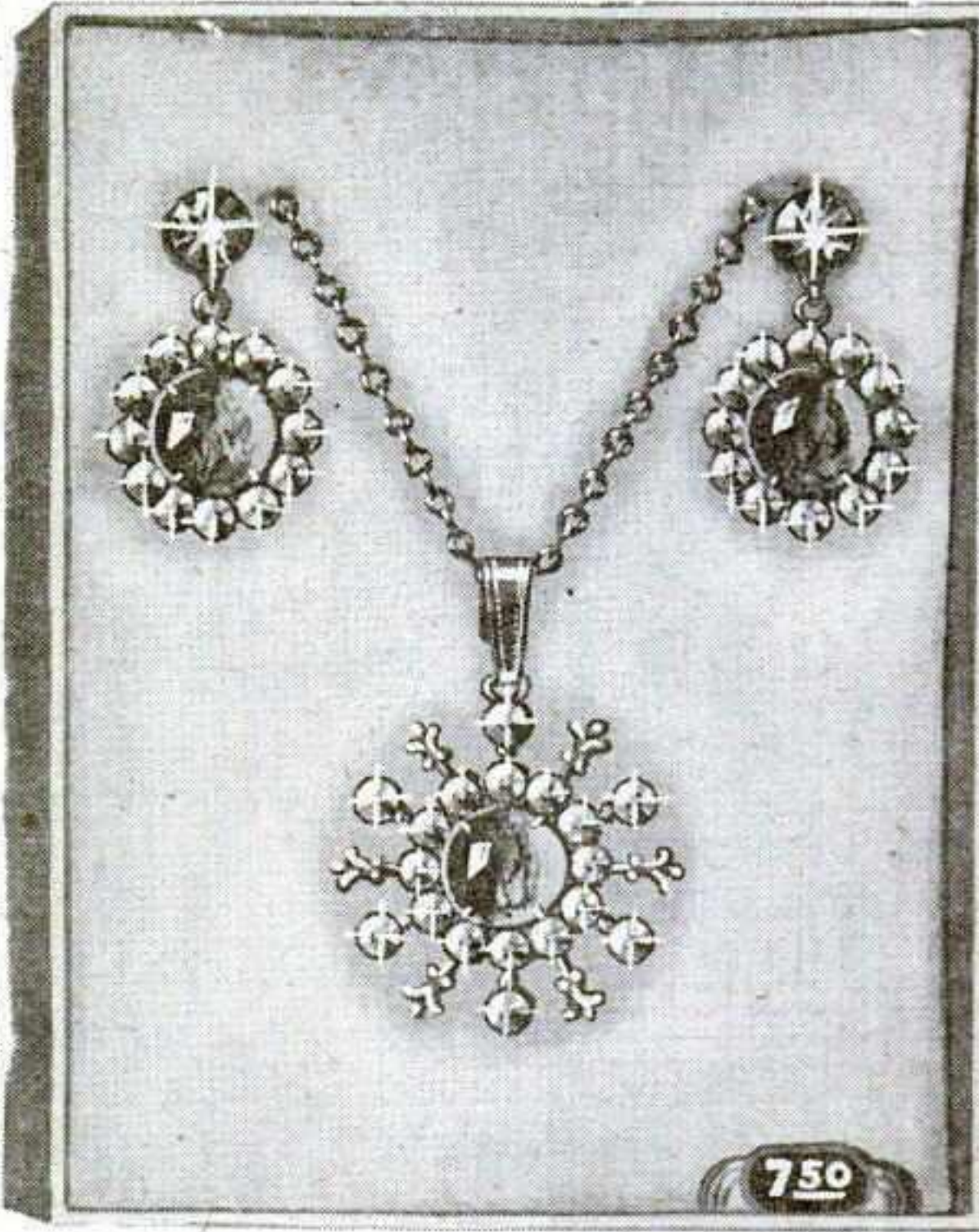
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Phone ADams 4621

Sterling Jewelers---Headquarters for Christmas Gifts • Sterling Jewelers---Headquarters for Christmas Gifts

GREATER DEMAND THAN EVER!

SIMULATED DIAMONDS—HEMATITE—ONYX—CAMEO—RUBIES
and HUNDREDS OF OTHERS

Sensational Response

to OUR PREVIOUS ADVERTISING
MAKES a "REPEAT PERFORMANCE"
NECESSARY!



HINGED JEWELER'S TRAY

Complete With Assortment

You get this beautiful velvet jeweler's tray with leatherlike lid PLUS a sensational assortment of 12 men's most wanted rings as shown all at one amazingly low price. Never before, maybe never again, a value like this. Order immediately... you can get a fortune in quick sales. If desired, same assortment in open-face tray — 50c less (\$3.75 dozen). (Also Ladies' assortment.)

4.25
DOZ.

in 3 Dozen Quantities
2 Sample Trays
\$10.00
Postpaid
One Gross Rings
12 Trays
\$45

OTHER ASSORTMENTS AVAILABLE IN TRAYS

TRAY A—ASSORTMENT A



TRAY B—ASSORTMENT B

3.75
DOZ.
MINIMUM 3 doz.
2 Sample Trays
\$10.00
Postpaid
One Gross Rings
12 Trays
\$42

OPEN FACED TRAY

COMPLETE WITH ASSORTMENT

If you prefer this open-faced velvet-lined tray with 12 rings in tray, it's yours for a tiny price. The rings look like many, many times their low price. You can easily make sensational profits. Order now! If desired, same assortment in closed tray — 50c extra (\$4.25 dozen). (Also ladies' assortment.)

SAMPLE OF BOTH ASSORTMENTS

Sent for \$10.00 Postpaid—each containing 12 Rings as illustrated



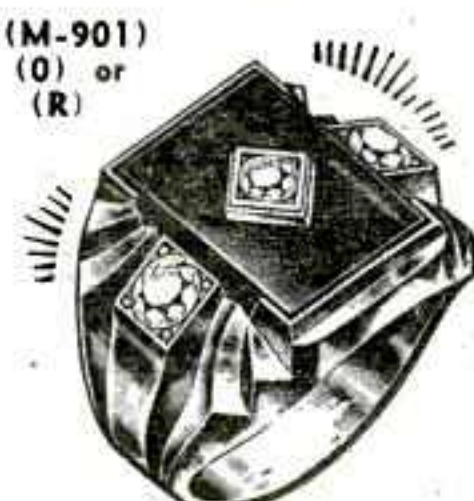
(M-90) (c)

IMIT. CAMEO Heavy with 2 sim. diamonds. **\$3.25** doz. \$33 gross



(M-719)

3 BRILLIANTS, newest style fiery sim. diamonds. **\$3.50** doz. \$39.00 gross



(M-901) (O) or (R)

ONYX with CHIP (Available also with ruby top and chip). **\$3.50** doz. \$39 gross



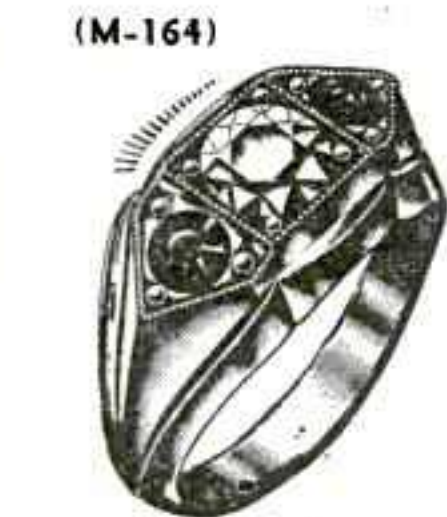
(M-314)

TWIN FIRE, massive ring, fast seller. **\$3.00** doz. \$30.00 gross



(M-214)

FIRE BRILLIANT. Sim. Ruby side stones, heavy ring. **\$3.25** doz. \$33.00 gross



(M-164)

MASSIVE BRILLIANT. Large center sim. diamond—twin sim. rubies. **\$3.75** doz. \$42 gross



(M-191) (H)

KNIGHTS gleaming sim. silver insert. Ring with **\$3.00** doz. \$33 gross



(M-01)

5 BRILLIANTS. Giant sim. diamond. 4 side stones. **\$3.75** doz. \$42 gross



(M-901) (H)

HEMATITE. 2 rich side sim. diamonds. **\$3.25** doz. \$33 gross



(M-191) (c)

IMIT. CAMEO double head. Rich effective heavy mounting. **\$3.00** doz. \$33 gross



(M-019)

BRILLIANTS—RUBY. Brilliant Center. 2 sim. ruby or white stones. **\$3.25** doz. \$33 gross

JOBBER DISTRIBUTORS

We allow a 10% discount on all orders for 10 gross or more. ORDER IN QUANTITIES AND SAVE REAL MONEY.

A FORTUNE WAITING

for alert Salesmen and Distributors who know a good thing when they see it. Every ring shown on this page has a heavy, hand-pronged mounting and a 16 Kt. Gold Finish. The demand is terrific and profits run as high as 300% OR MORE. A "shoe string" investment gets you started and the sky is the limit as far as earnings are concerned.

All orders shipped from stock 10,000 GROSS.

IMPORTANT

Ring assortments are available only in trays. At these sensationally low prices, it is impossible to fill orders for less than one dozen of any one style in bulk. See box at left for special 10% discount offer.

RUSH!

Rush order today while these Special Sale Prices still hold good. Please order by number to speed delivery. Enclose a 25% deposit with your order and we'll ship C.O.D. for the balance. Hurry! Get in on this "Gold Mine" while there is still time.

Minimum order shipped \$10.00.

\$20.00 minimum order from Canada and foreign countries.

STERLING JEWELERS

44 E. Long Street
Columbus, Ohio
Phone ADams 4621
Send for CATALOG

OUTSTANDING SELLERS!

FIRE & ICE

- New, Stunning Gift Box
- Rhodium Plated Finish
- All Hand-Pronged Rhinestones
- Low, Low Price

Now—just in time for big Fall and Winter Sales—the greatest jewelry value ever seen anywhere! Our sensational FIRE and ICE Sets—three exquisite designs in all—Each set has four exciting pieces—all with settings of beautiful simulated DIAMONDS! The Gift Box is new—3-dimensional creation with an ACTUAL MINIATURE LOVING CUP which can be removed from the box and used as separate Ornamental work of art for mantel or vanity table. Never before has such an outstanding Gift Set been offered to any Salesman—anywhere.



3-D Gift Packaging
Real Miniature Loving Cup
Gold and Satin Interior
\$39.50 Rhodium Plated
Price Tag Included

DO NOT CONFUSE WITH CHEAP JEWELRY. EVERY PIECE IS AMERICAN MADE.

EVERY PIECE PLATED IN GENUINE PRECIOUS RHODIUM PLATE

UP TO 800% PROFIT

FIRE and ICE Jewelry Sets sell on sight at prices unbelievably low—profits fantastically high. You make up to 800% PROFIT on every single sale! You can't afford to pass up an offer like this.

SURPRISINGLY LOW PRICE!
\$4.50 IN LOTS OF 6 each
Only \$10.00 will bring you 2 Sample Sets of this sensational jewelry—a Set price-tagged \$39.50! Every piece is a real jewelry masterpiece. If you want fast action order now in quantities at the amazing price of only **\$48 dozen**

Dazzling Brilliance! 3-Row Rhinestone Exp. Bracelet

Complete With Very Fancy Mirror Case
All stones pronged in. Rhodium finish. Beautifully styled in exquisite mirrored box.
You will enjoy exceptionally **BIG SALES** from this item thruout entire holiday season.
GET ON THIS ONE QUICK!

Holiday Sales Galore!



\$2.50 Each in lots of 6
\$27 doz.
3 Samples Postpaid \$10

Complete With \$19.95 Rhodium Finish Tag

25% deposit is required on all orders. (No exceptions.) Balance C.O.D. Send for complete catalog.
\$20 minimum on all orders from Canada and other foreign countries.

STERLING JEWELERS

44 EAST LONG ST., COLUMBUS, OHIO
PHONE ADAMS 4621 SEND FOR FREE CATALOG

DIRECT FROM MANUFACTURER

Beautiful heart-shaped sets with brilliant jeweled centers, 24K gold-plate, 4 matching pieces in satin-lined velvet boxes. **SPECIAL INTRODUCTORY OFFER—\$1.00 EA. IN DOZEN LOTS (Assorted Styles).** This is not Job Lot Make. or Seconds—Available year round for steady business!

OTHER SENSATIONALLY PRICED ITEMS:

- Opal and Cameo Sets—\$8.50 per dozen.
- Pin and Earrings—\$4.50 per dozen.
- Necklace and Earring Sets—\$7.50 per dozen.
- Earrings—\$2.50 and \$3.50 per dozen.
- Scatter Pins (Boxed)—\$3.50 per dozen.
- Adjustable Ladies' Rings (Boxed)—\$3.50 per dozen.
- Rhinestone Bracelets (Boxed)—\$6.00 per dozen.
- Charm and Gadget Bracelets (Boxed)—\$4.00 per dozen.
- Men's Identification with Expansion Band—\$5.75 per doz. Rhodium. \$4.50 per doz. Gold Plate.
- (Watch Type Display Box—\$1.00 per doz. EXTRA)
- Locket Necklaces—\$5.50 per dozen.

ALL SETS HANDSOMELY GIFT-BOXED! Many other profit-making items. Send for Latest '53-'54 Giant Catalogue! 25% deposit on C.O.D. orders

PACKARD JEWELRY CO., 220 FIFTH AVENUE NEW YORK, N. Y.

Bulova • Waltham
Elgin • Benrus
Green Watches
for men \$9.95 EA.
for women \$8.95 EA.

Yellow Expansion Band, 95¢ add.

SPECIAL \$50 DEAL
4 ass't. above Watches & 6 Exp. Bands to match. You save an extra \$15.40. New model cases and dials. Reconditioned and guaranteed like new.

RUTILE "TITANIA" GEMS
Synthetic diamonds, but more brilliant. Carat ... \$8.25
Set in 14-kt. mountings, ladies', \$10 add.; gents', \$15 add.

New Big 1953 Wholesale Catalog 25¢

Wholesale only—25% with order, balance C.O.D. 3-day money-back guarantee if not satisfied.

Joseph Bros. 5 S. Wabash Av. Chicago 10, Ill. Dept. B-31
"The Watch and Diamond House"

\$ BIG CHRISTMAS BONUS \$

2 Fast-Selling Premiums For Big Quick Profits

BING CROSBY'S SPECTACULAR, Patented COFFEE-TAP

Every coffee maker will buy! Opens can, prevents waste, protects flavor, accurately measures coffee, saves time, eliminates unwinding metal band and cut fingers. Tested and approved. Individually boxed. Retail value \$1.00. Send \$1.00 for 2 samples postpaid, or order now: 1 to 4 Dz., \$4.80 per Dz. F.O.B. Chicago. 6 Dz. up, \$4.00 per Dz. F.O.B. Chicago. Immediate Delivery. Open account to rated firms, otherwise 25% deposit—balance C.O.D. **JOBBER INQUIRIES INVITED.** Send for Circulars on other fast selling items.

BERKELEY MFG. CO. 7720 ARCHER AVE CHICAGO 90, ILL.

NEWEST SALES SENSATION

Snuggly Hug
SALT AND PEPPERS

The cutest, cleverest SALT AND PEPPERS you can SELL! They actually hug each other—can't resist picking them up separately or together—apart they look as silly as most lovesick victims do. 3" high, beautifully decorated china. Ideal for table use, hostess gifts, wedding presents, prizes—choice of assorted pairs of Bunnies, Boys & Dogs and Ducks.

Sample Order: 1 Dz. prs., \$6.00 postpaid. 2 Dz. to 6 Dz., \$4.80 per Dz. prs. F.O.B. Chicago. Immediate Delivery.

AGENTS . . . SALESMEN

Why Fool Around With Piker Propositions?

"PlasStickOn" changeable letters, the hottest thing in signs since neon, sell on one-minute demonstration to merchants.

These letters stick to glass, porcelain, baked enamel and other smooth surfaces without the use of any adhesives and leave no sticky mess or marks when removed. Can be used over thousands of times and changed in a few seconds.

Send 50 cents for sample and full particulars or get started making Big Money immediately by ordering one or more of the following sets:

- 210 1 1/2" letters and numbers and two rigid plastic backgrounds, 12 1/2"x20" . . . \$ 8.75
- 100 3" letters with two backgrounds, 12 1/2"x20" . . . 9.75
- 100 5" letters and numbers only . . . 12.50

40% discounts to agents. Special get-started offer: Send \$17.50 for one each of above three sets. Retail value \$31.00. We guarantee your first order, any unsold sets may be returned within ten days for full refund.

Address: "PlasStickOn"

MODERN NEON SIGN CO.
231 MAIN STREET HURON, OHIO

NEW! Just in Time for CHRISTMAS!

MINIATURE HOLY BIBLE

Just Out! A brand new item with terrific appeal in miniature Holy Bible in open framed gold case with gold plated bracelet. Actual size 1 3/8" x 1 3/4" inches. Per Gross . . \$84.00 Per Dozen . . 6.75

BIBLE WITH KEY HOLDER
Miniature Holy Bible with open gold case and gold plated key holder.
Per Gross . . . \$84.00 Per Dozen . . . 6.75

Miniature "MY DIARY"
New Smash HIT! Contains 123 pages of months and dates of year, memo pages, birthstones, anniversaries, etc., with cover.
Per Gross . . . \$12.00 Per Dozen . . . 1.20

Also in open-framed gold case with bracelet or key holder.
Per Gross . . . \$84.00 Per Dozen . . . 6.75

All Prices F.O.B. Chicago. Write or wire for full information.
JAY SALES CO. 192 N. Clark St. Chicago 1, Ill.

ENGRAVERS—CONCESSIONAIRES AND OPERATORS

SEND FOR OUR GENERAL CATALOG LISTING IDENTY-RINGS-PINS-EARRINGS-SETS, ETC. PLEASE STATE YOUR BUSINESS—ALSO GIVE US YOUR PERMANENT ADDRESS SO WE CAN MAIL OTHER CIRCULARS TO YOU

RINGS \$5.50 Per Gross and up **HAND POLISHED IDENTY \$7.50** Per Gross and up

NO. 2400, assorted styles—per gross \$5.50 NO. 2000, aluminum identy—per gross \$7.50

WE PAY POSTAGE ON ALL PREPAID ORDERS WITH THE EXCEPTION OF AIR MAIL

Free Vibro-Graver Outfit with Each Order Amounting to \$100.00 or MORE
Free Parking for Our Customers in Parking Lot—Directly Across the Street

FRISCO PETE 604-606 W. Lake St., Chicago 6, Illinois All Phones—Franklin 2-2567

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials. Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

CHRISTMAS SPECIALS



BALL POINT PEN

These pens are first quality no seconds!

\$7.00 Gr

FINE JEWELRY SETS

3-piece Jewelry Sets by L'Amour of Fifth Ave. in plush Gift Boxes. Beautiful cut stones consisting of earrings, necklace, brooch pin and bracelet. Complete with price tags, guaranteed, gold plated, Hamilton finish. Assorted styles to the dozen. Minimum order 4 sets.

Minimum order 4 sets.
\$2.50 Each Set **\$24.00** Per Dozen

JEWELRY SET

Beautiful 3-piece necklace and earring set by L'Amour of Fifth Avenue in satin-lined gift box with price tag. 24K gold plated, Hamilton finish. Assorted, beautiful styles.

\$2.00 Each Set
 Minimum Order 4 Sets.
\$18.00 Doz. Sets




Sensational Item

Pearlized Crucifix. Gold tone Corpus. 6"x12". Beautifully boxed.

\$6.00 Doz.
\$66.00 Gross



SPECIAL New Refractable BALL POINT PEN

The new, sensational, refractable Ball Point Pen with no-smear ink. Carded. Bankers approved, guaranteed leak proof—large ink supply.

Special \$2.50 Per Doz.
\$24.00 Per Gross



SLUMBER QUEEN

Two-Tone Rayon Taffeta Quilted DeLuxe Comforter. 72"x84". Individually wrapped in plasticene bag, packed 6 to a carton, in assorted color combinations. \$22.95 price tag.

Specially Priced, \$6 each
 Samples \$6.50 each.



Waxed Dahlias

Assorted Colors

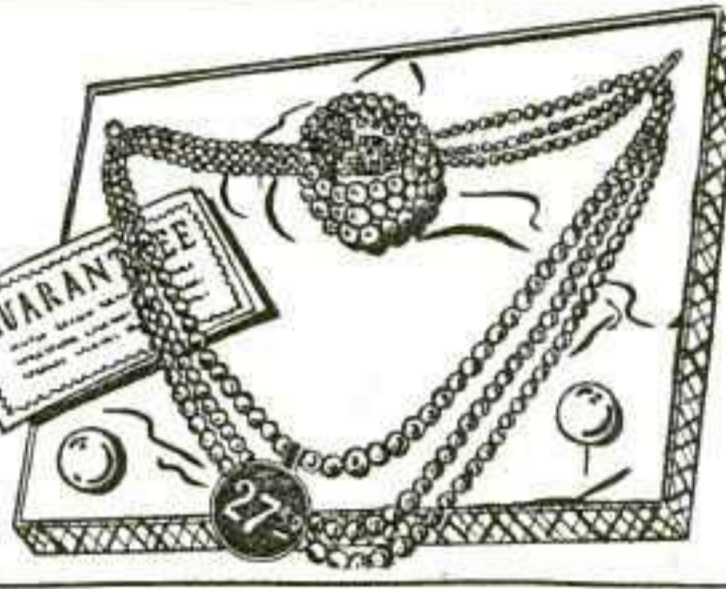
\$3.50 per 100
\$30.00 per 1000

HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace—matching 3-strand indestructible pearl bead bracelet and pair of matching indestructible pearl button earrings, sold complete in a silk-lined, velvet-covered box with \$27.50 price tag.

\$12.00 Doz.
Sample \$1.50
 4 Sets, Minimum Order.

This is a terrific flash and sells on sight. Canvasers and agents are cleaning up.



JEWELRY SETS

Fine Rhinestone Sets in exquisite Rhodium finished, hand-pronged mountings. Beautiful assorted styles. 4-piece set—earrings, necklace and bracelet sets—complete in gorgeous plush satin-lined gift boxes with price tags. These will positively sell on sight.

\$4.00 Each Set **\$42.00** Per Dozen



ELECTRIC DRY SHAVER

Ideal for Men & Women

\$21.00 doz.
Sample \$2.00

With guarantee ticket and price tag.

THE NEW MIRACLE CROSS and CHAIN

With magnified Lord's Prayer in center of Cross.



Each Cross in a beautiful box.

\$5.00 Dozen

SPECIALS

Large Field Glasses, with compass and shoulder strap... Dozen \$5.75 Gross \$65.00

7" High Hat Feather... Dozen \$1.50 Gross 14.40

Dolls Midget Harmonicas, with key chain... Gross 4.50

#16 Padded Mottled Balloons... Gross 7.00

#15 Mickey Mouse Balloons (Pioneer) Gross 8.00

Tri-Motor Bombers, long sticks... Gross 17.50

New Plastic Whistling Birds, American made... Gross 9.00

Lancaster Bats with Bell and Tinsel Top... Gross 14.00

Swagger Sticks... Gross 8.50

Long Silk Lash Whips... Gross 14.00

12" Fur Monkeys with Fez and Pipe... Dozen 2.50

7" Fur Monkeys with Fez and Pipe... Gross 9.00

4" Celluloid Badge Board Dolls... Gross 8.50

Necklace Beads, Slum... Dozen 3.00

24" Spread Rayon Parasols... Dozen 3.00

12" Celluloid Hula or Feather Dolls... \$3.50 Dozen Gross 39.00

American-made Flying Birds with Whistle... Gross 9.00

Bamboo Canes... Gross 12.90

Confederate or Pirate Flags, muslin, 12x18... Dozen 2.00

Medium size Rubber Horses... Dozen 3.25

Rubber Squawking Animals... Dozen 3.50

12" Inflated Rubber Elephants, with moving eyes... Dozen 3.00



3-PIECE PEN SET

WITH METAL CAPS AND CLIPS

Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed \$7.50 tag comes with set.

\$4.50 per dz.
\$45.00 per gr.

PLUSH TOYS

30" high Bears, assorted Animals, Majors, etc.

\$34.50 dozen
 Samples \$3.50 Each



LARGE PEARL-HANDLED PISTOL LIGHTER

FULLY AUTOMATIC

Special \$6.00 DOZ.

Very beautiful, each in box.



THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET



Consists of 4 card holders, secret pocket and Billfold all in one.

\$3.75 doz. **\$42.00 gr.**

"WANDA" THE WALKING DOLL

18" tall—Walks, stops and turns. Has stop and go mechanism. Beautifully dressed in the finest material. Everybody will love this doll. The greatest mechanical doll in the country. Individually boxed and guaranteed.

\$7.50 Each
\$84.00 Dozen



Sensational Value 6-PIECE WATCH SET

In luxurious gift box consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

\$7.50 each set
 \$1 additional for samples.




MONKEY AND SNAKE BOW TIE

\$1.75 Doz. **\$16.50 Gro.**

Men's Assorted FINGER RINGS

In a velvet-lined tray, complete

\$5.50 Per Doz.

Ronson-Type Fully Automatic POCKET LIGHTERS

Boxed **\$6.75** Dozen

3-Piece JEWELRY SET

Special Assorted 3-Piece Jewelry Sets

\$10.80 Dozen




Mechanical Donkey

Terrific number—spins its tail, walks and shakes its head. About 4" long.

\$21.00 GROSS **\$2.00 DOZ.**
 Minimum 6 Doz.

The Boys Are Cleaning Up With Donkey



6-Piece Utility SCREW DRIVER SET

Every mechanic, home owner and car owner needs one. Sells on sight. Precision made with fully polished, hardened, tempered steel which is magnetized. Has a blade for every size and type of screw. Vise-grip chuck with unbreakable flameproof plastic handle. Locks blades securely in place. Comes complete with plastic pouch. Fully guaranteed.

\$7.00 Dozen

"AQUA-GLOW" Television and All-Purpose LAMP

Furnished with an artificial flower that glows beautifully in vase when filled with water. Glass vase is constructed of 8" block and its wood base is finished handsomely in either Walnut or Blond Maple. Individually boxed.

\$2.25 Each
\$24.00 Dozen

MAUNA LOA DELUXE UKULELE

Full size and beautifully detailed in styling and tone quality. Plastic body, long wearing Nylon strings and metal non-slip pegs. A beauty in appearance and tone—complete with tuning and chording instructions and several songs for practice. Individually boxed. Samples.

3 for **\$5.00**
 OR
\$18.00 Per Dozen

MEN'S WATCHES

Imported Swiss made. Anti-magnetic. Shock protected. Jeweled movement. Radium numerals and hands. Sweep second hand. Leather band. Goldtone cases. Fully guaranteed.

\$4.95 Each
 6 on Display Card—\$28.00
 Save the Difference

HURRICANE LAMPS

Flashy Number. Individually Boxed.

\$1.75 Each
\$18.00 Dozen

HATS

BeBob Hats... \$42 Gr.
 Top Banana Hats, while they last... 51 Gr.
 Gabardine Crew Hats With Pompons... 57 Gr.
 Felt Crew Hats With Pompons... 34 Gr.
 Kiddie Felt Hats With Pompons... 27 Gr.
 Felt Jockey Hats With Pompons... 37.50 Gr.

Ladies' Gabardine Peak Hats... \$46 Gr.
 Western Felt Cowboy Hats... 39 Gr.
 Miniature Felt Hats With Feathers... 10 Gr.
 Fuzzy Wuzzy Straw Hats, large size, while they last... 30 Gr.
 Black Felt Darbys, regular size... 34 Gr.

25% deposit required—Money order or cash. We ship same day as we receive order Ship all over the world.

HARRIS NOVELTY CO.

1102 Arch Street THIS IS OUR ONLY STORE Philadelphia 7, Pa.
 Phones: MA 7-9848—WA 2-6970 SEND FOR LATEST CATALOG



TAN'S RING MFG. CO.

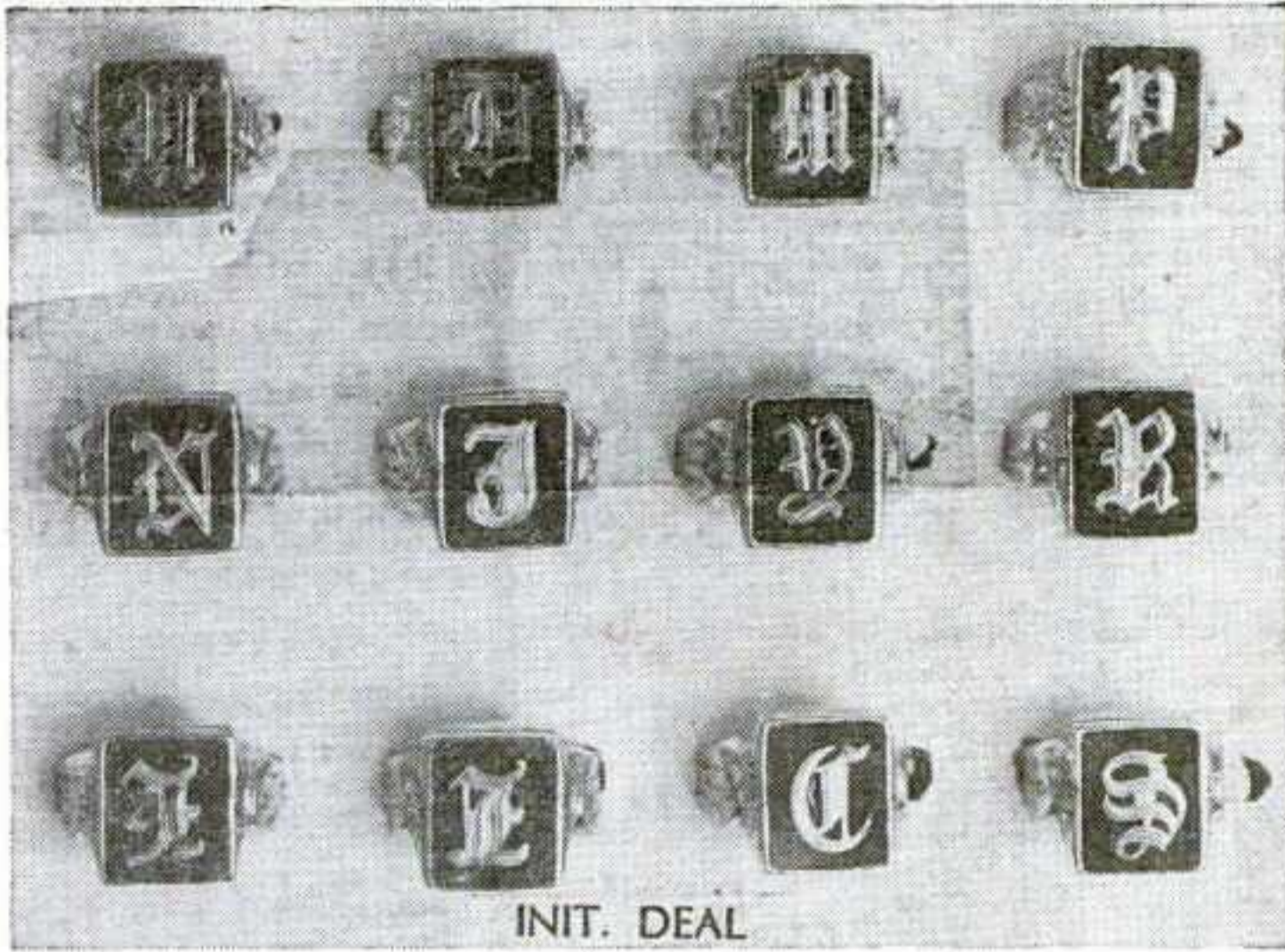
100 CATHEDRAL AVE.

PHONE DEXter 1-0783

PROVIDENCE, R. I.

Skull, Snake, Indian Rings, Etc., \$9.00 Per Gross, 5 Gross Lots

14-Kt. RGP Gents' Ring Deals, assorted styles, with open tray or tray with cover incl'd, \$12.50 per tray
Many other styles and items—SEND FOR CATALOGUE



INIT. DEAL

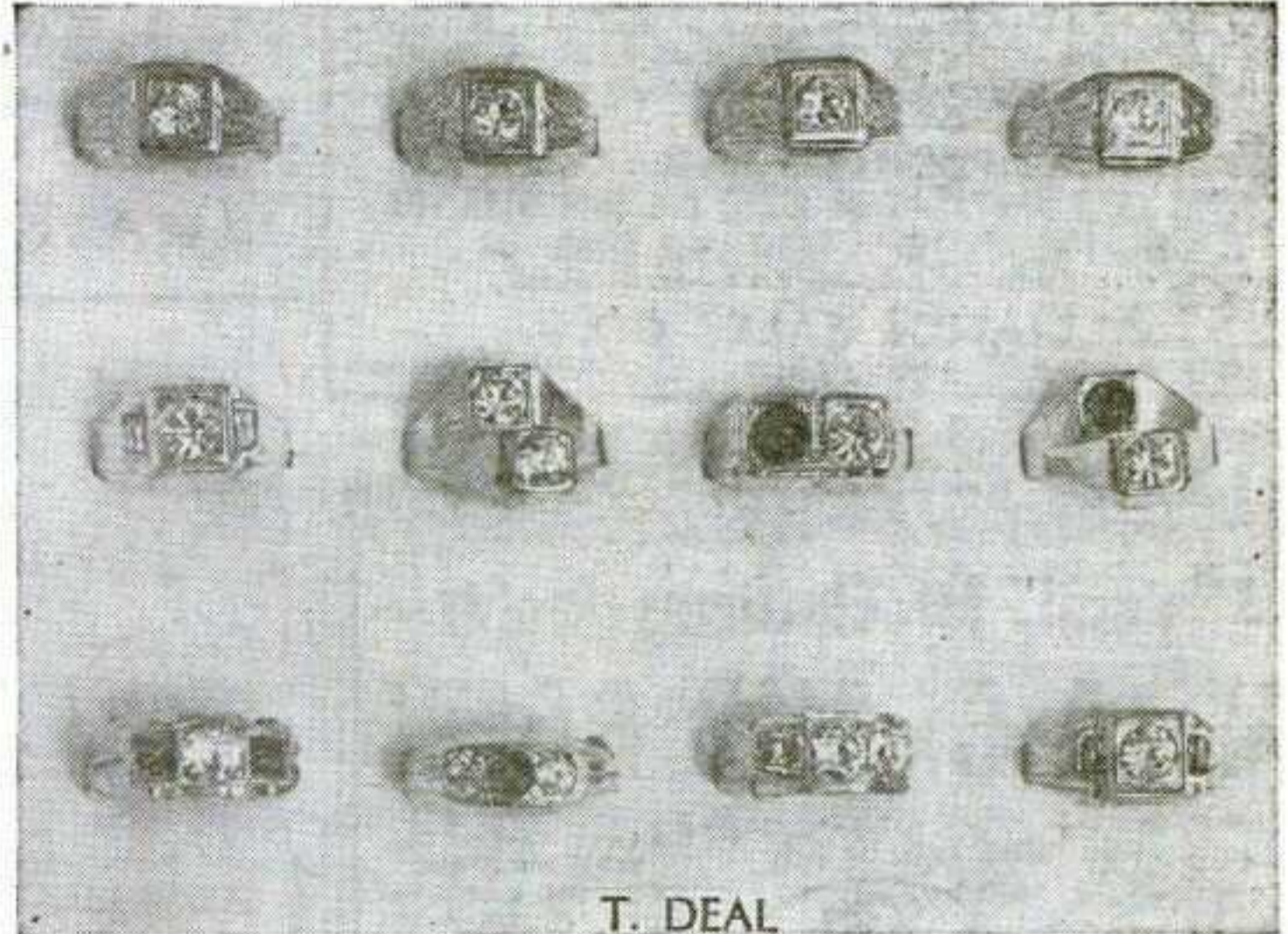
INIT. DEAL

\$5.00 per tray as is or with cover tray
Additional interchangeable initials, \$1.75 per dozen

25% Deposit, Balance C.O.D., F.O.B. Providence, R. I.

T. DEAL

\$2.75 per tray as is or with cover tray



T. DEAL

GREATEST NOVELTY ITEM SINCE "KING TUT"
The Amazing BARREL OF FUN
Actual size of Barrel, 2 1/4" x 1 3/4". Handy to carry around.
It will mystify all when only YOU can control the movements of this hilarious fun maker.
JOBBERs, Write for Quantity Prices
CIRCLE MAGIC 1661 Broadway, New York City

\$4.80 Add 20¢ per doz. for postage.
per doz.
25% deposit on C.O.D. orders.

SELLS ON SIGHT! New "BANK ROLL"*
IMPORTED CHINA COIN BANK
Looks just like a fat roll of dollar bills . . . gets lots of attention, sells on sight! Imported china, realistically colored and banded. Takes coins from pennies to quarters, can easily be emptied without breaking. Ideal for Christmas promotion!
Individually Boxed—Immediate Delivery
\$9.00 dozen in dozen lots
Send \$1.00 for Sample (patent pending)
STYSON ART PRODUCTS CO., 141 East 47th Street • New York 17, N. Y.

SPECIAL \$48 DOZ.
CALENDAR CHRONOGRAPH BRAND NEW WHILE 1000 LAST!
"OUR BEST SELLER"
Also Round Gold-Plated Geo. Wash. model jeweled Anti-Magnetic. A real Flash! Now Special \$54 (was \$60) doz. Price incl. matching Expansion Band.
Date Changes Daily Automatically In The Window
Also brand new thin Geo. Wash. Model, 7 and 17 Jewel watches. Close out prices. Box and price tag.
B. & B. Jewelry Sales Wholesale Only
FANNIN BLDG. CH 7427. HOUSTON, TEX.
Price Inc. Fancy Exp. Band

LAST CALL FOR FAST-SELLING, BIG-PROFIT MECHANICAL WIND-UP TOYS

79¢ to 98¢ retails all guaranteed brand new in perfect condition

1 dozen asstd. \$ 3.95
6 dozen asstd. 23.00
12 dozen asstd. 45.00
Each toy individually boxed. Prices F.O.B. Chicago.

We have the LARGEST, the ONLY, the MOST COMPLETE stock of mechanical toys in all America! Once our stocks are gone . . . there is no more at any price! Available for immediate delivery in time FOR HUGE CHRISTMAS DEMAND!

POPULAR NOVELTIES THAT SELL!

KOKO MONKEY 29c retail	SHREWD NOVELTY 39c retail	SNAKEY BOW TIE 29c retail
----------------------------------	-------------------------------------	-------------------------------------

KIDDIES' BOUDOIR SET
49c retail
Tiny sized for tiny tots. Comb, brush, mirror (attractively gift boxed) teaches neatness. Everybody buys. Beautiful blue or red lifetime plastic.
Only \$2.10 a doz.
\$22.00 a gross.
F.O.B. Chicago.

STUFFED CLOWN DOLL
\$1 to \$1.29 retail
Big, beautiful carnival-colored clown doll. 15 inches tall! Individually wrapped in plastic bag. A sure-fire Xmas Seller.
Only \$5.90 a doz.
\$67.50 a gross.

COMPARE: Our Prices Are Lowest in the Business!
Order now! Send 25% deposit with order, we ship fastest way possible for balance due, plus freight. Items illustrated are red hot . . . hard to get. Our big fall catalog contains 200 additional items at equally low prices that mean bigger profits for you! Catalog included with your order . . . or sent on written request.

MODERN MERCHANDISE CO. Dept. B-8, 169 W. Madison Street Chicago 2, Illinois

COMPARE PRICES
Pocket Combs, gross \$1.25
D. E. Blades, 1,000 4.25
Ball Point Pens, full size, gross 7.85
Bobby Pins, brown & black, gross 5.00
Needle Books, 85 needles & threader, gross 8.50
All prices F.O.B. Fitchburg, 50% deposit with orders, money orders or certified checks. This is all we sell, "None Free."
J. C. NOVE SALES
37 Southwick St. Fitchburg, Mass.

MAKE \$2 HR. SELL RA-GLO SIGNS
To bars, stores, restaurants. New! Brilliant Ra-Glo signs. 17 sample signs, 7x11. \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. 25% deposit required on C.O.D. orders. Send for free literature
ALL ART SIGN CO.
179 N. Wells St., Dept. 43, Chicago 6, Ill

Engagement Ring, \$3.00 Doz. Wedding Ring, \$1.63
JUST OFF THE PRESS—NEW CATALOG
No. 55 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahren Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog.
McBRIDE JEWELRY CO.
1261 Broadway at 31st St. N. Y. 1, N. Y.

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Write today for our latest 32-page illustrated catalog of the fastest selling Religious Jewelry and Novelty line ever offered. Sell the year round. No competition. Amazingly low prices. Tremendous profits. No experience needed. Don't miss this opportunity to make big money. Act NOW!
STEPHEN PRODUCTS CO.
1947 Broadway, Dept. B, New York 23, N. Y.



3 WAY SAW
 1-14" 8 pl.
 Compass Saw Blade
 1-12" 8 pl.
 Compass Saw Blade
 1-10" 8 pl.
 Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with a select Cherry-wood natural lacquer finished handles.

\$5.00 Per Doz. Sets
 No Less Sold

HACK SAW FRAMES
 Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 Per Dozen
 No Less Sold

10-Inch Hack Saw Blades... \$3.60 Per Gr.
 Sold in gross lots only.

REGULATION SIZE HAND SAW
 36 inch 8 pl. warranted tempered steel Full size natural finish wood handle grip individual sleeve. Packed 6 \$.90 ea. to a carton. No less sold.

5 WAY CABINET SAW SET
 1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 14" Panel Saw. **\$13.50** Per doz. sets. No less sold.

4 P.C. MAGNETIZED Screw Driver Set. Self-display individual box unit. Overall lengths ranging from 11½" to 3½"—includes stubby recess and square shank. 75¢ Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades.

25% deposit with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

"MEXICAN JACKETS"
 100% Wool in All Colors



Available in either the "Dancers" or the "Embroidered" Styles. In all sizes and colors. Dancers, sizes 34 to 40—\$7.75 ea. Embroidered, sizes 34 to 40—\$6.75 ea. White, colors or sizes over 40—60¢ extra. (Also available for children at different sizes and prices.) Special prices for quantity lots to jobbers. Accounts opened for well-rated firms. We also manufacture Mexican Brass Rings, \$3.50 doz.; \$4.50 doz. with side ornaments. Hand-tooled Ladies' Leather Purses and Men's Leather Belts and Wallets. We don't prepay.

At Last We Have Them.
Nickel Colored Rings
 Tarnish Proof, Two Cents Extra Each.

Attention, Please: 25% with order—balance C.O.D.

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 P. O. Box 675 El Paso, Texas

Attention, Promoters!
 The New Retractable **BALL PEN** Only **\$36**



with New **MIRACLE INK** Guaranteed Not to Leak Not to Smudge **PRESS BUTTON—IT WRITES** **PRESS CLIP—POINT DISAPPEARS**

Immediate Delivery—Any Quantity 25% Dep., Bal. C.O.D.—2 Samples, \$1.00

PACKARD BALL PEN
 28 East 22nd St. New York 10, N. Y.
 Spring 7-7180

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 World Famous 171

WATCHES
 and Ensembles

An outstanding line priced to give you fast sales action.

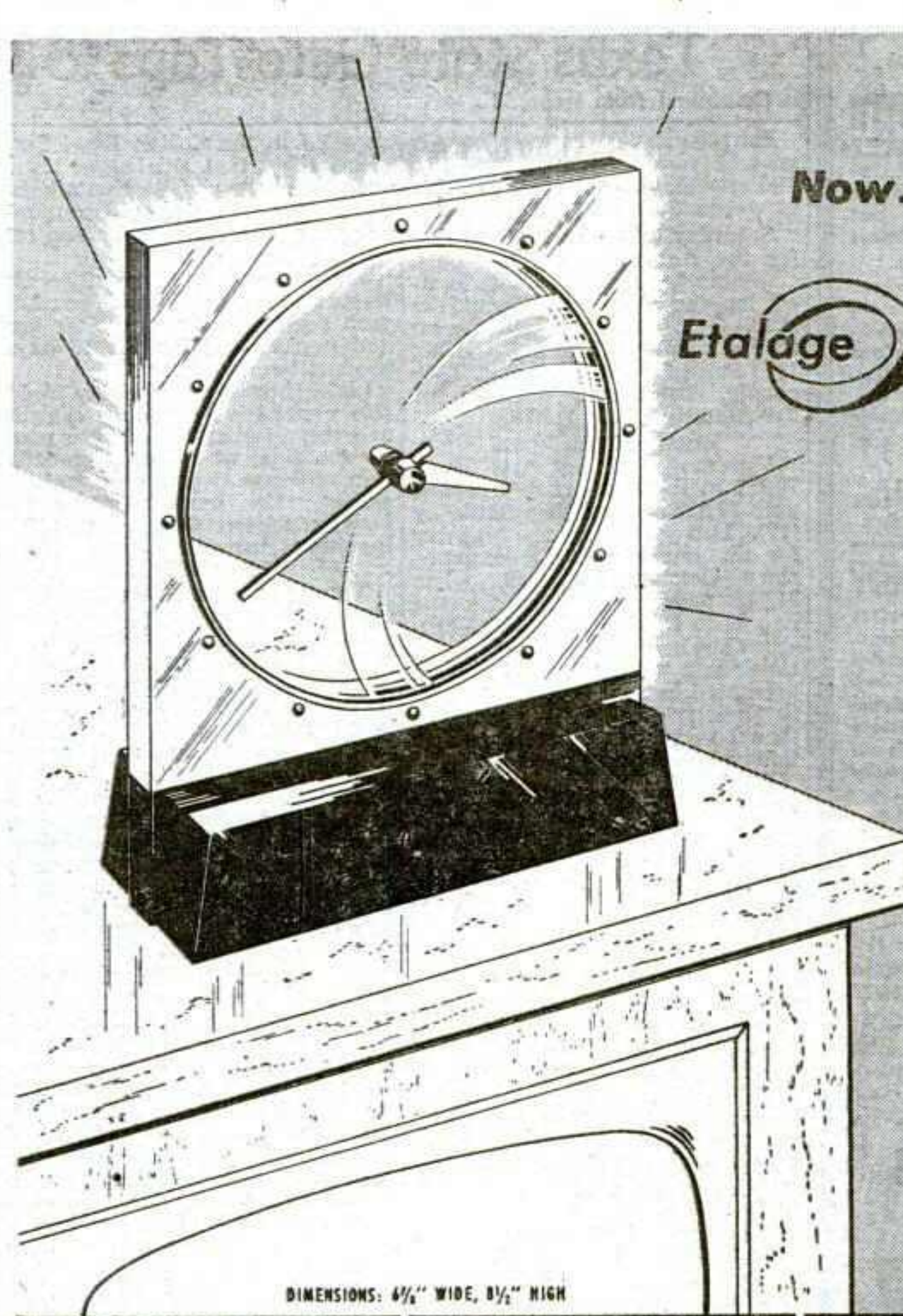
DISTRIBUTORS—JOBBER
 Write for Details and Illustrated Catalog.

PIERCE WATCH CO., INC.
 22 West 40th St.
 New York 19, N. Y. PLata 7-0733

DIRECT FROM IMPORTER
 Low Priced Promotional **WATCHES**

with the expensive look. Write or wire today to:

TRANSWORLD, 565 5th AVE., N. Y. 17



Now...IT'S ALSO A TV LAMP!

Etalage *Magi Clock*
 MYSTERY ELECTRIC CLOCK

LIGHTS THE WAY TO QUICK SALES

As a clock, it's amazing. As a TV lamp, it's a must. Now, the new, mystifying Magi Clock is a two-in-one buy that makes it twice as easy to sell. It teases folks into wondering how it works. It fascinates them into wanting to own it, to show it off. As an inducement to hypo your TV sales, the new, illuminated Magi Clock is just what the doctor ordered. Write, wire, call—right away for a quantity of business-boosting Magi Clocks for peak holiday volume. Immediate delivery.

TO RETAIL AT
\$17.95 plus Fed. tax

NOW...MAGI CLOCK IS ILLUMINATED TO SERVE BOTH AS A CLOCK AND TV LAMP

HERE'S THAT SOMETHING NEW & DIFFERENT IN PREMIUMS—AT THE RIGHT PRICE

MODEL 246
 (USES TWO 6-WATT STANDARD GE BULBS)

MODEL 146
 (Without Lights)
 LIST \$16.50



Magi Clock is beautifully styled to go in home or office. Satin gold finish; lustrous ebony base. Unconditionally guaranteed for one year. Attractively gift packaged. A.C. only.

TERRITORIES OPEN FOR DISTRIBUTORS AND SALESMEN
 ... Write for our Hot Deal!

ETALAGE MAGI CLOCK (Division of SONIC-DATOM Corp.) 221 W. 17th STREET, NEW YORK 11, N. Y.



#301—9-Feather Red Wool Felt Indian Head-dress. **\$3.00** Per Doz. Sample 50¢

#302—38-Feather Red Wool Felt Indian Headdress. **\$6.75** Per Doz. Sample \$1.

Indian Design Hand-Beaded. Selected one-piece top-grain embossed natural steerhide leather. Edges hand laced in white. Tapered ends. Width one inch.

Sample, \$3.00 Ea. Prepaid

Beaded Belts #400—Natural Leather, 22 to 34. \$18.00 Dz.
 #400/2—Natural Leather, 36 to 42 21.00 Dz.
 #700—Suede, Blue, Rust Brown, 22 to 34... 18.00 Dz.
 #700/2—Suede, Blue, Rust Brown, 36 to 42 21.00 Dz.

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 JOBBER, WRITE

1/3 dep., bal. C.O.D. Terms to rated firms. Samples; cash with order.

THUNDERBIRD PRODUCTS COMPANY
 2122 N. LINCOLN AVENUE, CHICAGO 14, ILL.

NEW!

RED GREEN YELLOW BLUE RED GREEN

100 Feet of 54 12"x18" Pennants. All Weather Durafilm, only \$6.00. Money cheerfully refunded if not completely satisfied.

2148 W. 25TH STREET **MYRLO CO.** CLEVELAND 13, OHIO

THE BIGGEST LITTLE CAMERA BUY

A HIT!
\$1.40



Each complete with leather case, in lots of 6 or more. Sample only \$2.00.

One of the smallest cameras in captivity, measuring only 2"x1¼". The Hit is not a Toy but a precision made instrument, capable of taking clear and sharp candid photographs which can be enlarged many times the original size. It takes 7 pictures to a roll of film.

5 Rolls of Film, ONLY 60c

All C.O.D. 25% Deposit. Write for free Catalog.

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SENSATIONAL OFFER of MEN'S NECKWEAR!

Make Big Money Selling Ties, Hosiery, Shirts and Underwear!

XMAS SPECIAL
 LADIES' NYLONS 51 Gauge, 15 Denier Famous **PATRICIA BRAND \$7.00 Doz.**

MEN'S GENUINE ARGYLES Reg. \$1.00 Value Now Only **\$5.75 Doz.**

Write Today for Big **FREE CATALOG**—28 pages, beautifully illustrated. Packed with exclusive guaranteed **BARGAINS!**

XMAS SPECIAL
 \$1 to \$1.50 Neckwear Now Only **\$5.00 Doz.** Formerly sold up to **\$10.50 Doz.**

I. WOLFMARK
 931 W. ROOSEVELT RD., DEPT. 88 CHICAGO 8, ILL.



OUTDOOR CONVENTION ISSUE

NOVEMBER 28

THE BIGGEST SHOW OF THE YEAR FOR ALL ADVERTISERS WHO WANT TO "SELL OUTDOOR SHOWBUSINESS"



EXTRA LISTS AND FEATURE ARTICLES that are used for months and months.

EXTRA PROMOTION AND PUBLICITY Nation-wide publicity and mail campaigns produce maximum reader-interest and

THOUSANDS OF EXTRA READERS thru increased news-stand sales and new subscriptions.

EXTRA FREE DISTRIBUTION to the complete attendance at Outdoor Conventions in Chicago during the week of November 29.

EXTRA ADVERTISING VALUE Maximum attention to your ad during one of the heaviest buying seasons.

AT NO EXTRA COST TO YOU over regular weekly Billboard advertising rates.

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MAKE YOUR SPACE RESERVATION TODAY! WRITE, WIRE OR PHONE

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DUnbar 6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

CHICAGO 1, ILLINOIS
188 West Randolph St.
CEntral 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 0443

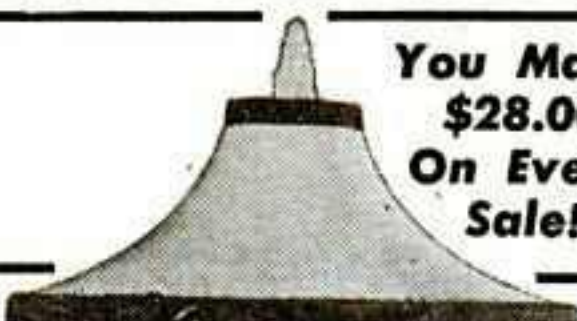
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250% PROFIT on Fabulous New Line of Decorator Lamps!

DISTRIBUTORS — JOBBERS — SALESMEN

Look at the picture of our new Driftwood Lamp. Driftwood Lamps like this were price-tagged up to \$150 each in a recent article in Collier's Magazine! Our Driftwood Lamps sell at a fraction of that price. Yet you make a profit of \$28.00 on every one you sell! Send only \$11.95 for one of the Driftwood Lamps pictured here (complete with shade). It has a retail value of \$39.95, so you can make a profit of \$28.00. With your first order only we will send you FREE a beautiful 6"x9" Ebony Poodle Dog (retail value \$4.95), plus picture catalog. Or send \$21.90 for a pair of Driftwood Lamps and you'll get FREE a pair of Poodle Dogs. Send \$11.00 for a pair of 32" tall hand-painted Chinese Boy and Girl Lamps that retail for \$39.00 and pocket \$28.00 profit every time you get an order. (One Poodle Dog FREE with first order for these lamps.)

25% Deposit With Order, Balance C.O.D., F.O.B. Chicago—Immediate Delivery



You Make \$28.00 On Every Sale!



See Offer of Free Merchandise Free Gifts are given with FIRST ORDERS ONLY. You must refer to this ad and ASK for the Poodle Dogs when you order.

PICTURE CATALOG FREE!

MAGIDSON BROS.

1440 N. Western Ave., Dept. B-10, Chicago 22, Ill.

NEW for Christmas! ALL-METAL RETRACTABLE BALL POINT PEN with 3 Extra Refills



- ★ Slim-shape pen in gold-tone metal (all metal, no plastic)
- ★ Pre-packaged in handsome gift box with 3 refills
- ★ Your name, address, slogan, etc. Imprinted in 3 lines on pen
- ★ 50 sets @ \$1.10; 100 sets @ \$1; 250 sets @ 95c
- ★ Sample set sent to rated firms for \$1 postpaid

REVELATION PLASTICS, INC.

74 WASHINGTON DEPT. B
NEW YORK 6, N. Y. Digby 4-8260

retail value \$3.45

Do your CHRISTMAS shopping early. ORDER NOW!

★ Write or phone for information on our complete line of pens suitable for gifts... and remembrance advertising. MONEY BACK GUARANTEE

RAKE'S NEW CATALOG IS READY!

- Thousands of Gifts, Prizes & Premiums
- Stupendous Bargains
- Priced Right

Write - Wire - Phone For Your Copy Now!

RAKE 609-M Spring Garden St.
Philadelphia 23, Pa. LOmbard 3-2676

FREE CATALOG

BIG PROFITS!

Be our agent for watches, rings, costume jewelry, silver, leather goods and Christmas promotions. Make big money. All merchandise guaranteed. Free 108-page colorful catalog—no obligation. **MARVEL WHOLESALE WATCH CO.** Dept. G, 211 N. 7th St., St. Louis 1, Mo.

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

From All Around

Croton Industries Corporation, New York, is in the process of launching a new spot and stain remover, said to be unique in that it is a twin package containing two different solutions—one for removing grease, tar, etc., and the other for stains that can not be removed by conventional solvents. The product was developed for Croton by a large and reputable research house and is said to have proven its worth thru the usual consumer acceptance and test sampling methods. . . . **Thunderbird Products Company**, Chicago, manufacturer and distributor of Indian products, announces many attractive Indian-design beaded belts. Assortments of hand-loomed beaded stripes are sewed on full top-grain, embossed, steerhide saddle leathers. The ends taper in Western style. Quality gift hardware is also featured. The belts are boxed one dozen in assorted sizes.

A new type machine, now available for specialty salesmen, which sharpens and serrates knife blades quickly and easily is announced by the **Cutter-Craft Manufacturing Company**, Pasadena, Calif. All that the operator of the machine must do is guide the knife during the process. The firm claims that a specialty man can easily net \$20 per hour with the machine. . . . **African Dancer** is a new decorative item announced by **Magidson Bros.**, Chicago. Coming in two models, male and female, the dancers are mounted on a natural wrought iron frame and are in third dimension—14 inches in height, mounted to leaf-shaped open wrought iron frames 20 inches in height and 13 inches across the center. The figures have flowing headdress, loin, wrist and calf adornments, together with tambourine and rattles in grey, gold and coral to provide striking contrasting color combinations. They retail at \$9.95 a pair.

Busiest Year In Store for Major Arenas

NEW YORK, Oct. 24.—Major arenas will be busier this season than ever before, judging by the solid bookings reported to date. The Arena Managers' Association, which represents 30 spots, has nothing open except a few dates for one-nighters, according to John Hickey. Long stretches of dates have been signed for hockey, boxing, rodeos, ice shows, circuses and variety productions, with no successive dates remaining.

Roller Derby Plans Season; Push Leagues

NEW YORK, Oct. 24.—Two 20-skater Roller Derby teams will launch their winter season at the Chicago Coliseum November 12. The other two teams in the Roller Derby Associates organization play two weeks in Los Angeles.

Eastern Manager Ken Gurian said that the teams scheduled for Chicago have just returned from Europe where, he said, they drew capacity business for 17 days at the Palais de Sports, Paris. They also did well in London, Marseilles, Valencia and Barcelona, he said.

Gurian said plans are to minimize barnstorming dates in favor of developing local franchised derby leagues. He said the organization's two units have grossed slightly more this year than last.

Vancouver

Continued from page 49

already placed a deposit on the land.

Meanwhile Pacific National Exhibition board has renewed its fight for inclusion of a \$2.5 million arena coliseum in the city's proposed \$35 million five-year development program.

Allocation for the 10,000-seat arena was dropped from the plan by the city's technical planning board in an attempt to cut appropriations down to the \$35 million maximum.

PNE directors pointed out that the exhibition board will finance the debt charges on the structure out of revenue, but needs the city's borrowing power to raise the capital funds. As a compromise, they suggested the allocation be reduced to \$1.5 million, and undertook to try and raise the remainder from other sources.

Directors said the coliseum is an "essential requirement" at the park. Exhibition Forum, which now houses professional hockey and other sports and entertainment events, can seat about 5,000 and is not large enough to accommodate present-day crowds.

Adding to the mystery of what enables it to keep time, since there is no visible evidence of works, the **Etalage Magi-Clock**, manufactured by **Sonic Datum Corporation**, New York, now comes equipped with two six-watt standard GE bulbs to make it a combination electric clock and TV lamp. The see-thru dial provides the unique feature of excellent visibility, viewed from front or back, and the mystically suspended hands make the timepiece a conversation piece. The new Model 246, which serves as clock and TV lamp, is priced to retail at \$17.95. Model 146, without lights, lists at \$16.50. The clock is styled for home or office. Its satin gold finish frame is mounted on a lustrous ebony base. It operates on AC and is attractively gift packaged.

Portland Arena Put Up for Sale

PORTLAND, Ore., Oct. 24.—Shipstads and Johnson have offered their Portland Ice Arena for sale as a warehouse, ending a 30-year period that the structure has been used as a show site. The ice show producers bought the building in 1943 and have used it for their annual icer appearance here.

Building Manager Harry Shipstad will move to Los Angeles. The closing was decided upon when city officials ruled the building was not adequately equipped to handle large crowds. The owners decided it was not used frequently enough to warrant the necessary alterations. The city permitted the building to complete its scheduled events before insisting on the changes.

Paterson Leading AOW Speed League

ELIZABETH, N. J., Oct. 24.—Paterson (N. J.) Arena, of the American on Wheels chain of rinks, has taken the lead in the AOW's inter-rink racing league in the Northern division with a total of 22 points. Next meet is scheduled for tonight at Boulevard Arena, Bayonne, N. J.

In second place is the Reading (Pa.) Rink with 8 points; Mount Vernon (N. Y.) Arena, 6; Boulevard Arena, 4; Capitol Arena, Trenton, N. J., 2; Twin City Arena, Elizabeth, 2; Florman Park (N. J.) Rink, 0, and Peekskill (N. Y.) Arena, 0.

News Nuggets

Continued from page 49

pared to handle more shows by the end of this season.

KANSAS AGENCIES PLAN AUD LOOP

WICHITA, Kan. — Harry Peebles agency here and H and H Attractions have affiliated to promote shows in about 50 buildings in Kansas, Nebraska, Oklahoma, Missouri and Texas. Peebles said the agency will handle dates for Dorothy Lamour, Spike Jones, Rudy Vallee, "Biggest Show," Roy Rogers, Betty Hutton and others.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

10 MFRS. SIGNED

Expect NAAPPB Trade Show To Hypo Coin Ride Field

CHICAGO, Oct. 24.—New horizons for the coin-operated kiddie ride business are envisioned as the result of the trade show held in conjunction with the National Association of Amusement Parks, Pools and Beaches. The 35th annual event will be held at the Hotel Sherman for four days, beginning November 29.

At least 10 firms signed up for exhibit space will display wares of major interest to ride operators. These include Bally Manufacturing Company, Exhibit Supply, and Chicago Coin Machine Company, all of Chicago; Capitol Projectors, Mike Munves Corporation, Riteway Sales of New York; Scientific Amusement Machine Corporation and Meteor Machine Corporation, Brooklyn; the Bert Lane Company, Miami, and King Amusement Company, Mount Clemens, Mich.

Paul Huedepohl, executive secretary of the NAAPPB, indicated there was a strong possibility more ride firms would be signed up in the next few days. As

virtually all space has been sold out this might require some firms sharing booths but he said that every attempt would be made to accommodate them. He also referred to the spectacular growth of the coin ride field since it became a part of the trade show but a few years ago. While he did not

claim that the convention was the sole factor in building up the ride field, Huedepohl said he felt certain its popularity was spurred by participation in the trade show the past three years.

Own Area

This year the coin-operated equipment exhibitors — 26 in all out of the 74 signed — will have an area of their own. One of the reasons behind the centralization stems from the experience at last year's event. Then so many operators and distributors attended, especially to see the latest in coin-equipment, that it was decided all interests would best be served by decentralization.

One of the influences, which has built up the NAAPPB trade show as an attraction for coinmen, is the fact that it is the only national event at which coin-operated amusement equipment has had a featured part. Events formerly sponsored by the Coin Machine Institute and the American Coin Machine Manufacturers' Association have been discontinued. The only other national exhibit of coin equipment is limited to vending manufacturers and allied suppliers. This is sponsored by the National Automatic Merchandising Association.

Meteor Rides To Be Shown At NAAPPB

NEW YORK, Oct. 24.—Max Himmelbaum and Al Blendow will represent the Meteor Machine Corporation at the National Association of Amusement Parks, Pools and Beaches convention, to be held at the Hotel Sherman, Chicago, November 29 thru December 2.

Meteor will occupy Booths 117 and 118, and will exhibit its full kiddie ride line. Blendow said that Meteor will also exhibit another coin-operated device—not a ride—to be announced at the show.

Riteway Sets Nat'l Showing Of 3-D Movies

NEW YORK, Oct. 24.—N. Cohn, Riteway Sales, will exhibit his 3-D Theater at the annual convention of the National Association of Amusement Parks, Pools & Beaches at Hotel Sherman, Chicago, November 29 thru December 2. Cohn will also exhibit a coin-operated game, to be announced at the show.

Cohn says the 3-D unit will be mass produced in about two weeks, with monthly production set at 100. Riteway will occupy Booth 1 at the NAAPPB show.

Capitol Full Line Readied For Trade Show

NEW YORK, Oct. 24.—Sam Goldsmith and Leo Willens will man the Capitol Projector booths, November 29 thru December 2, when the New York kiddie ride manufacturer exhibits at the trade show held in conjunction with the annual convention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman, Chicago. Capitol will occupy Booths 132-135.

Goldsmith said the full line of Capitol rides as well as Midget and 3-D Movies will be displayed. He added that at least two new rides, both in the medium-priced class, also will be exhibited.

Buffalo Firm Enters Kiddie Ride Market

BUFFALO, Oct. 24.—The Buffalo Outdoor Specialty Company, manufacturer of amusement park and Arcade rides, this week announced it is entering the coin-operated kiddie ride field.

Robert F. Clapp, manager, said the firm's first two rides would be a tank and a boat. They will sell for about \$250 each. Dimensions for the rides will be the same—the base will be 3 by 4 feet and the body 5 feet long by 2 feet wide.

Both ride bodies will be red white and blue. The base will be of plywood, with the body of plywood and aluminum. Coin mechanism will be National Rejector, giving a one-minute ride for a dime. Motion on the tank will be that of a figure 8, while the boat will move up and down.

Clapp said he expects to be in production before the end of the year. He is looking for distributors.

KIDDY RIDES--GUARANTEED!

Bally & Exhibit Horses
Meteor, Atomic, Bally,
Scientific, Exhibit, Deco,
Nylco Space Ships,
Midget Racer
& Hot Rod Automobiles,
Pete Rabbit, Deer, Small
Horse, Miss America,
Scientific, Exhibit Boats,
Bert Lane, Lee Manufacturing Co.

Merry-Go-Rounds
Our Stock Largest in the World!
ALL MACHINES SOLD WITH
A MONEY BACK GUARANTEE!
SEE OUR LARGE AD, PAGE 98

REDD DISTRIBUTING CO., INC.
298 LINCOLN ST.
ALLSTON 34, MASSACHUSETTS
AL-4-4040

Use The Billboard
classified
pages for
RESULTS!

Calendar for Coinmen

October 27—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

November 1-5—Annual convention, exhibit, Theater Owners of America and Theater Equipment & Supply Manufacturers' Association, Inc., Conrad Hilton Hotel, Chicago.

November 2—National Association of Bulk Vendors, first national board of directors meeting, 10 a.m., Congress Hotel, Chicago.

November 5—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.

November 9-12—Annual convention, exhibit, American Bottlers of Carbonated Beverages, International Amphitheater, Chicago.

November 13—Music Operators of Northern Illinois, monthly meeting. Place to be announced.

November 29-December 2—National Association of Amusement Parks, Pools and Beaches 35th annual Convention and Trade Exposition, Hotel Sherman, Chicago.

December 5-6—Music Guild of Nebraska, quarterly meeting, Evans Hotel, Columbus, Neb.

Coinmen You Know

Chicago

In town this week for conferences with Kurt Kluever, assistant sales manager for Rock-Ola, about the showings of the Comet 120, which were held last week, were B. D. and J. D. Lazar, of B. D. Lazar & Company, Pittsburgh; Frank Fabiano, of Fabiano Amusement Company, Buchanan, Mich.; Joe Brilliant, Brilliant Music Company, Detroit, and Al Katz, S. K. Distributing Company, Philadelphia.

The Chicago area factories again had a steady run of out-of-town visitors, indicating business has stepped up since Labor Day. One of the biggest reasons for the traffic was the distributors' meeting held by Genco at the Bismarck. Many representatives stayed over to complete orders for equipment.

Paul Huebsch, Keeney sales manager, made a two-day trip to Richmond, Va., to help Frank

Page and Jack Bess celebrate the grand opening of their new headquarters. Another game representative at the gathering was Frank Mencuri, Chicago Coin sales manager. Mencuri also attended the showing of Chicago Coin's 'Round the World Trainer' at the Lieberman Music Company, Minneapolis.

Ed Levin, Chicago Coin's director of sales, reports the trade has given ready acceptance to the "Trainer" game. . . . Billy Cohen's older son, Jess, who recently graduated from Harvard Law School, is now an ensign on the U.S.S. Mississippi. Billy is the former owner of Silent Sales, Minneapolis, a pioneer distributing organization. He is now retired.

Over at First Distributors sales of new and used games continue at a fast pace. The firm also is getting a lot of action from its new gift catalog. . . . Purveyor Dis-

(Continued on page 83)

Last Chance for 1953 Xmas Season!



RUDOLPH
the Red-Nosed Reindeer

First Orders Will Be Given Preference

EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 44, Illinois Established 1901

4 REASONS WHY

Bally® KIDDY-RIDES

EARN BIGGEST PROFITS YEAR AFTER YEAR

1. Flashiest Eye-Appeal	3. Simplest Mechanism
2. Thrillingest Action	4. Sturdiest Construction

RIDE THE CHAMPION 10¢

Start a steady-income route of Bally Kiddy-Rides now.

Finance-Plan available through leading Bally Distributors.

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

We

Have Newer

CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

send 35¢
Complete Sample Kit

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

BACK AGAIN!

VICTOR'S TOPPER

The world's finest bulk and charm vendor

\$50.00 per case of 4, less than 25 cases.
\$48.00 per case of 4, 25 cases or more.

We stock the complete line of Victor vendors.

Contact us today for a complete list of charm, gum and bulk vending supplies.

BIRMINGHAM VENDING CO.
540 Second Ave., No., Birmingham 4, Ala.

OPERATORS!

Send for illustrated list and prices of **PEERLESS PERSONAL WEIGHING MACHINES**

Reconditioned Like New!

Poorless Weighing & Vending Mach. Corp.
42-02 11th St., Long Island City 1, N.Y.
Phone: STillwell 4-1620

IN STOCK VICTOR'S

New Deluxe Model **BABY GRAND CHICLE TREETTS VENDOR**

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

3 Cup Venders At Movie Meet

CHICAGO, Oct. 24.—Multi-flavor theater models by three cup vender manufacturers will be featured exhibits at the November 1-5 convention of movie owners and suppliers at the Conrad Hilton Hotel.

Occasion is the 1953 meeting of the Theater Equipment & Supply Manufacturers' Association, Inc., and the Theater Owners of America.

Displaying cup vending machines will be APCO, Inc., Cole Products, Inc., and Spacarb, Inc.

P-M, Benson

Continued from page 84

man and president, respectively. Joseph F. Cullman Jr. will be chairman of the executive committee on which Lyon and McComas will be members. Joseph F. Cullman III becomes a vice-president in the new company.

Benson & Hedges will operate as a separate division of the new company, with the present PM sales organization adding Parliament cigarettes to the line of tobacco products it distributes and promotes.

The pending merger points up the feeling in the tobacco industry, based on previous performance, that filter-tip, premium-priced brands will eventually account for a sizable percentage of the cigarette market.

In a recent statement, McComas pointed out that filter-tip sales more than doubled in 1952 over 1951, and that filter-tip sales now account for 3 per cent of the market.

Rapid Growth

McComas predicted that the filter-tip rate of growth will be even more rapid than that of king-size brands, which was 18 per cent of the market last year and will be an estimated 25 per cent this year.

Parliaments, generally retailing for 35 cents, have been one of the fastest growing of all brands. The firm's records disclose that 1952 sales were 40 per cent over 1951; 1951 sales were 38 per cent over 1950; 1950 sales were 46 per cent over 1949, and 1949 sales were 45 per cent over 1948.

Parliaments' strength has been in the Northeast and in metropolitan areas thruout the nation. Little sales penetration has been attempted in rural and small city areas.

It is probable that with the PM sales and distribution organization behind it, the flat-pack brand will expand its territorial market. In that event, cigarette operators will have to pay more attention to multiple-price and flat-pack vending.

Manufacturing, research and leaf facilities of both firms will be continued by the new company. PM has plants in Richmond, Va.; Louisville and New York. B&H has facilities in New York and Yonkers, N. Y.

The merger gives PM the filter-tip it needed to round out a diversified line of cigarettes. The line now includes Philip Morris regular and king-size; Dunhill, king-size, plain and cork-tip; premium-priced Marlboros and English Ovals; Mentholated Spuds, and of course, Parliaments, both regular and king-size.

During the last month, B&H has introduced king-size Parliaments in four test markets—Hartford, Conn.; Rochester, N. Y.; Milwaukee and Washington. Plans are under way to widen the distribution.

N. Y. Times

Continued from page 84

Biggest drawback, said Newman, is vandalism, particularly in the early morning hours.

Biggest incentive for newspapers to promote coin-operated venders would be the tremendous number of possible locations in a metropolitan area like New York and the fact that many of these sales would never have been made had not a vender been handy.

As newspaper advertising rates are based on paid circulation, the total profit resulting from these plus sales, could far exceed the revenue derived directly.

Some of the drawbacks to the venders are its limited capacity (only 60 48-page papers and a lesser number for larger editions) and its inability to handle the bulky Sunday editions.

They're ALL VICTORS

The Finest in Bulk Vending

BABY GRAND DELUXE and ROCKET CHARMS

Operators—Don't pass up the fastest money-maker in the bulk vending field today. Try our 5 Super Item Rocket Charm mix. \$57.00 per case of 4, less than 25 cases. \$54.00 per case of 4, 25 cases or more.

TOPPER DELUXE

Twin Window Style

\$59.00 per case of 4, in lots of less than 25 cases.
\$56.00 per case of 4, 25 cases or more.

TOPPER DELUXE GLOBE STYLE

(GLASS GLOBE)

\$57.00 per case of 4, less than 25 cases.
\$54.00 per case of 4, 25 cases or more.

TOPPER DELUXE HALF-CABINET STYLE

\$57.00 per case of 4, less than 25 cases.
\$54.00 per case of 4, 25 cases or more.

Write for complete charm and merchandise price list.

We carry 40 novelty items, 8 to 10 series plastic charms.

GRAFF VENDING SUPPLY CO.
2841 W. Davis Dallas, Texas

NABV to Mull Semi-Annual Conventions

NEW YORK, Oct. 24.—The advisability of holding semi-annual conventions will be explored during the National Association of Bulk Vendors' directors meeting at the Congress Hotel in Chicago November 2.

The proposal to hold two conventions and exhibits each year will be advanced by Samuel Eppy, a member of NABV's three-man 1954 convention committee. He declared that one meeting could be held in early March, the second in August.

Since its formation in 1949, NABV has scheduled its annual conventions during or immediately preceding that of the National Automatic Merchandising Association.

Eppy contends that with new developments in the servicing and display of bulk venders, operators would benefit from the opportunity to confer with manufacturers and suppliers twice a year.

Ops Crowd

Continued from page 84

operators. After setting up their own distributing organization, they sold machines at cost until direct-sales agents had left the area.

Service contracts and good public relations proved valuable ammunition against direct selling in many other parts of the country, Osmond declared.

A national legal committee, made up of NAMA operator-members, had been instrumental in winning favorable tax decisions on the local level, Osmond announced.

Final speaker was George Weissman, assistant to the president of Philip Morris, who spoke on "Facing Facts and the Future Together."

P-M Plugs P-R

Weissman reviewed the growth of vending and of Philip Morris from 1930.

He emphasized the need for top-notch public relations on the route, broke down p-r aids to develop good will and respect thru:

1. Character.
2. Appearance.
3. Personality.
4. Methods.

Weissman declared that attention to the sanitary appearance of equipment, firm names on uniforms and route vehicles, and good traffic manners played a vital part in building public confidence and approval.

"Public relations is not a fire department to be called in after the damage has been done," Weissman said. "Rather, it should be a continuing effort deserving of as much attention as the upkeep of the machines themselves."

Philip Morris hosted a cocktail party following the regular business session.

Vend Night

Continued from page 84

motion is built around individual bars and does not help industry as a whole, he said.

"One cigarette company is doing as much or more to promote candy thru point-of-sale pieces than do many confectionery firms," he declared.

Need Promotion

Much more promotion can be developed by the candy industry, King maintained. For instance, he pointed out how the coffee trade has gotten behind the idea of "coffee breaks" for industrial and office workers. "The same idea can be applied to the candy bar," he said. The two could be combined, promotion could mention a "coffee and candy break," he pointed out.

Hoffman stated that candy salesmen should make more contracts with operators. "Don't bypass the small operator, he most likely will be a bigger volume outlet for your product tomorrow," he said.

During a discussion period following the talks, salesmen posed questions on operator contacts, vending equipment, sales volume, etc.

oak's Rainbow captures pennies

precision-built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK'S streamlined Rainbow. 10-columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

Convert your Acorns—vend tab gum!

oak

MANUFACTURING COMPANY

11421 KNIGHTSBRIDGE AVE
CULVER CITY, CALIFORNIA
eastern office
PENNY KING CO.
2538 MISSION STREET • PITTSBURGH 3, PA.

VICTOR'S TOPPER **VICTOR'S HALF CABINET**

\$12.00 \$13.50
100 OR MORE MACHINES

\$12.50 \$14.25
LESS THAN 100 MACHINES

1/3 Deposit on all orders.
PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

BALL & VENDING GUMS

BUBBLE, CHICLE & CHLOROPHYLL

New **LOW** factory prices

Bubble Ball Gum, 140-170 & 210 ct.24¢ lb.
Clor-o-Vend Ball Gum, 140 & 210 ct.40¢ lb.
Clor-o-Vend Chicks, 275 & 320 ct.45¢ lb.
Chicle Chicks, 320 & 520 ct.36¢ lb.
Bubble Chicks, 320 & 520 ct.30¢ lb.

These **LOW** prices F.O.B. factory
150 lb. lots.
AMERICAN CHEWING PRODUCTS CORP.
Mt. Pleasant & Fourth Aves.
Newark 4, N. J.

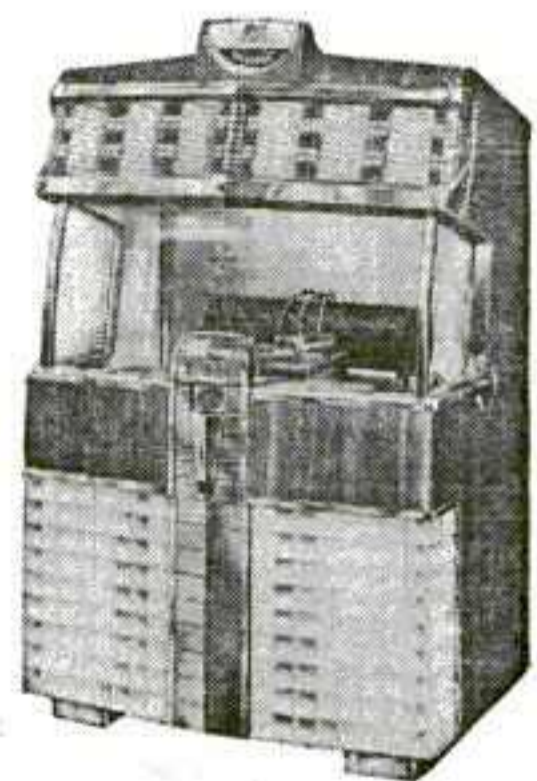
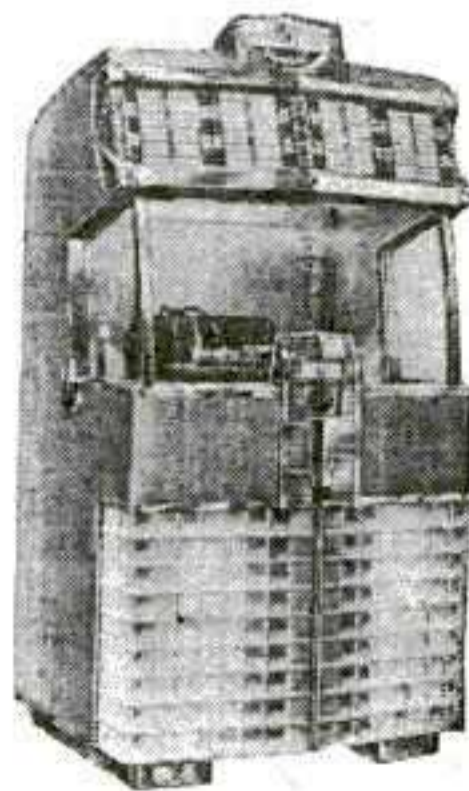
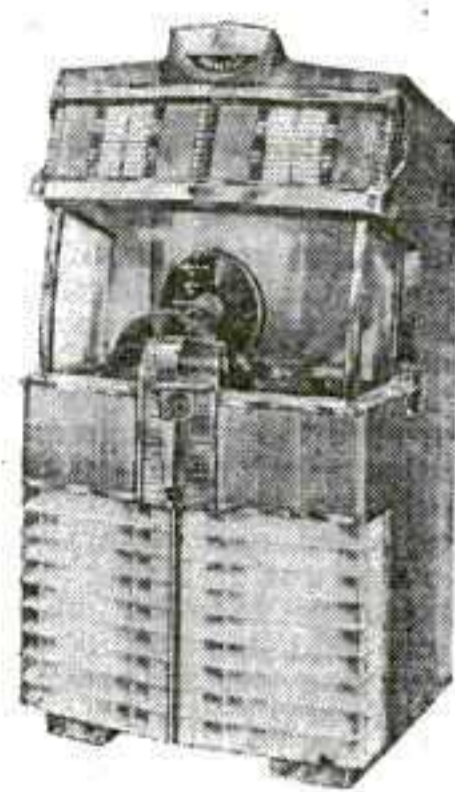
Yesterday's
standards of dependability and craftsmanship...



tomorrow's
achievements in design, style and engineering...



HERE NOW
in the
Model "E"



AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

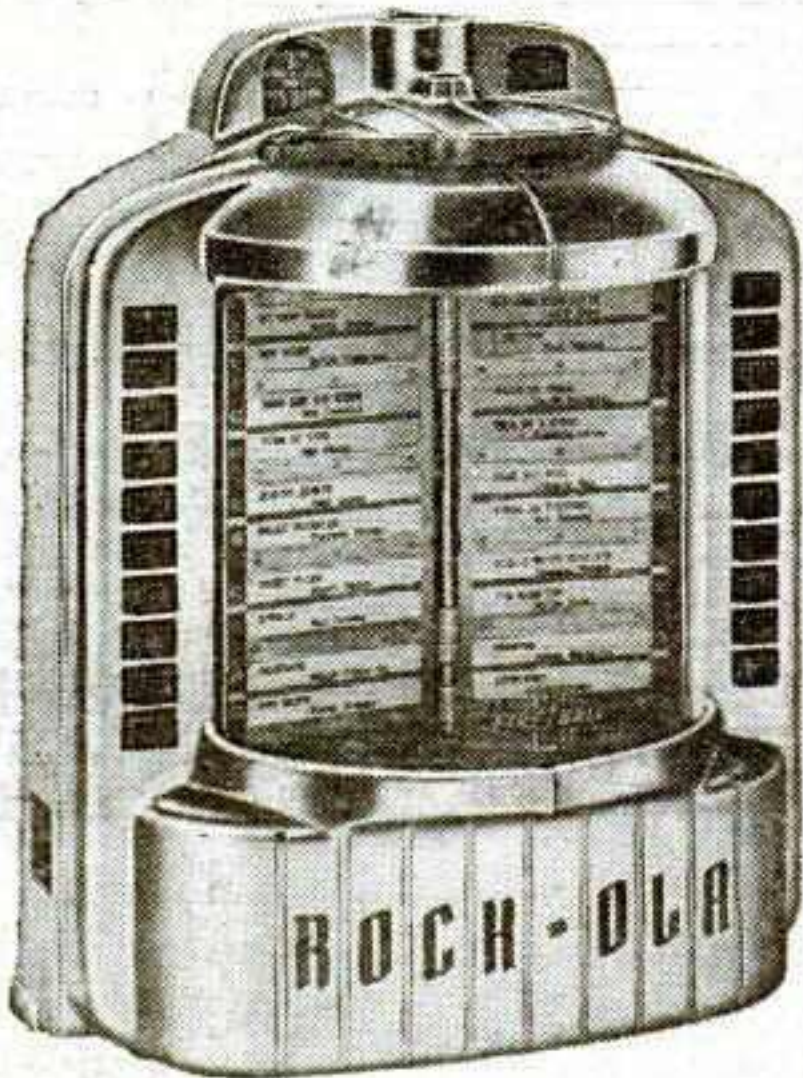
**the NEW
sensational**

ROCK-OLA COMET

ORIGINAL

120
SELECTIONS
PHONOGRAPH

**COMET
CHROME
WALL
BOX**

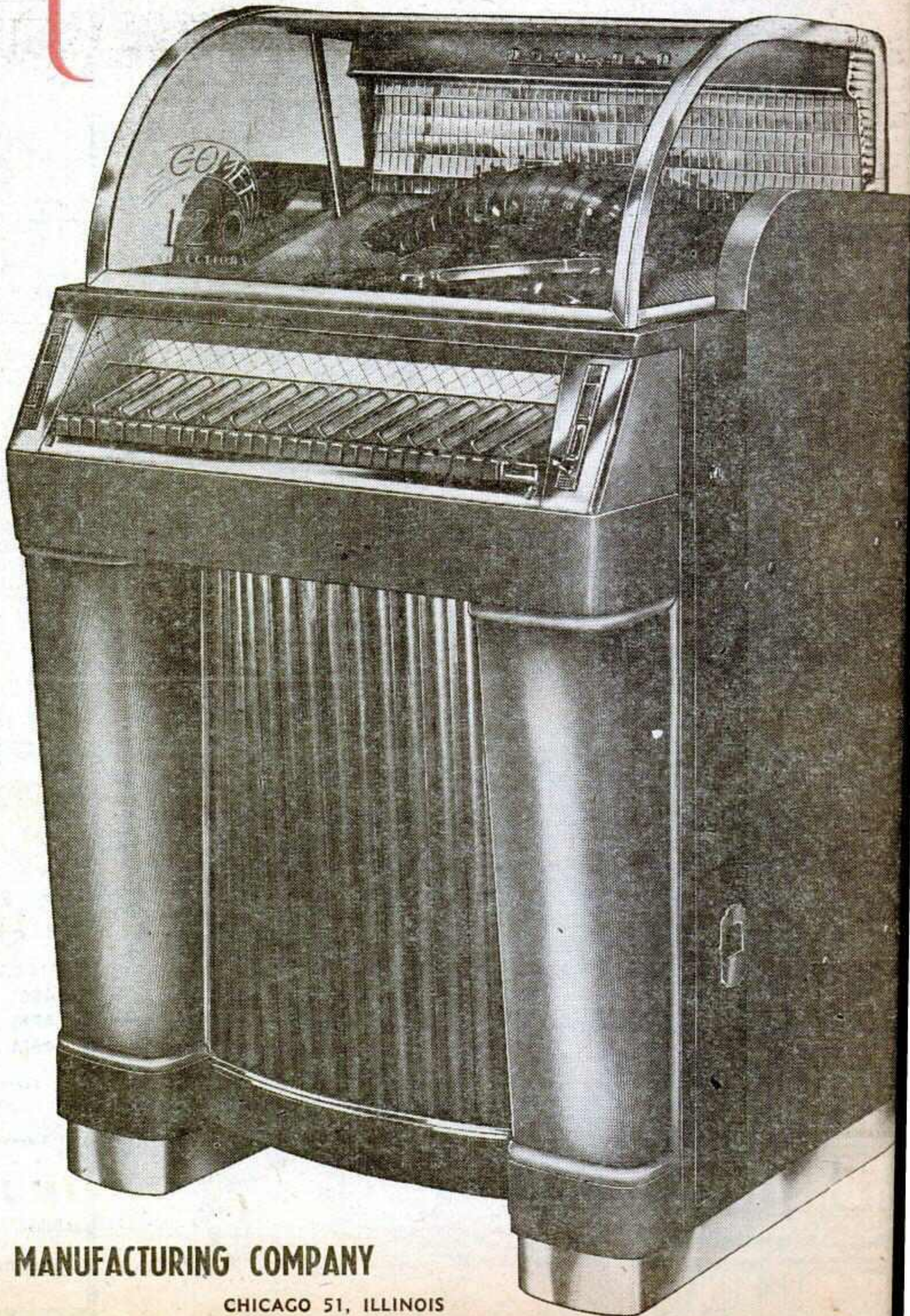


For "plus" business, used with the Comet-120 or the Playmaster. Program-reading as easy as turning book pages. Only one button for selection. Simple 3-wire hook-up. Standard size title strip holders, true accumulator—accumulates up to 33 credits without loss of any coin. Regardless of coin combination.

✓ **WORLD'S
SMALLEST CONSOLE**
Less Than 30" Wide

✓ **WORLD'S
SMARTEST STYLING**

**NOW ON
DISPLAY AT
ALL ROCK-OLA
DISTRIBUTORS**



ROCK-OLA MANUFACTURING COMPANY

800 N. KEDZIE AVE.

CHICAGO 51, ILLINOIS

THE BILLBOARD Index

of Advertised Used Machine Prices

Amusement Games

Table listing various amusement games and machines with columns for machine name and issue dates (Oct. 24, Oct. 17, Oct. 10, Oct. 3) and their respective prices.

WE EXPORT PIN GAMES MUSIC MACHINES Joe Ash

WANT TO BUY BEACH CLUB BALLY BEAUTY Will Pay Top Dollar!

We are exclusive WURLITZER DISTRIBUTORS in Delaware-S. Jersey-S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street Philadelphia 30, Pa. Phone: FRemont 7-4495

MUSIC Money Makers

- SEEBURG 1-46 HIDEAWAY \$135 SEEBURG 1-47 \$165 SEEBURG 1-48 BLOND \$195 SEEBURG WOM (W4-L56) \$35 WURLITZER 1015 \$150 WURLITZER 1080 \$125 WURLITZER 1100 \$275 WURLITZER 1250 \$295 WURLITZER 1400 \$495 WURLITZER 1017 HIDEAWAY \$125 WURLITZER 2140 WOM \$25 A.M.I. MODEL A \$275 A.M.I. MODEL B \$225 A.M.I. MODEL C \$350 A.M.I. HIDEAWAY \$245 PACKARD MANHATTAN \$95

BRAND-NEW CHICOIN HIT PARADE \$132.50

Reconditioned-Refinished! Terms: 1/3 Deposit, Balance C. O. D.

FOREIGN BUYERS-Write for Latest Postwar Phonograph Catalog

ATLAS MUSIC COMPANY

2200 N. WESTERN AVE. CHICAGO 47, ILLINOIS Phone: ARmitage 6-5005

- BALLY BRIGHT LIGHTS, Drop Chute, Large Pan... \$100 BRIGHT SPOT 125 YACHT CLUB 400 TROPICS 425 SPOT LIGHTS 119 ATLANTIC CITIES 225

NEW DUDE RANCHES... WRITE

D and P MUSIC CO. 27 E. Philadelphia St. York, Pa. Phone: 81846

Ready for Location!

- 3-Spot Lifes \$120 3-Atlantic City 230 2-Frolics 240 2-Palm Beach 250 2-Beauty 385 5-Yacht Clubs 395 2-Jumpin' Jacks 130 2-Wurlitzer 1100's 245 Also ONE-BALLS and CONSOLES

MICKEY ANDERSON 314 E. 11th St. Erie, Pa. Phone: 2-2894

Panoram Operators! FOR SALE

Overhauled Projectors for Spares. Continuous Reels. Complete Bracket Assemblies (MO 497-POA). Phil Gould 283 Market St. Newark, N. J. MARket 2-4275

ADVERTISERS know exactly what THE BILLBOARD

delivers because The Billboard is a member of the Audit Bureau of Circulations.

Table listing various coin machines with columns for machine name and issue dates (Oct. 24, Oct. 17, Oct. 10, Oct. 3) and their respective prices.

(Continued on page 94)

IT'S KEENEY AGAIN!



Keeneey's 6-PLAYER PACEMAKER

with 4 SCORE CARDS FOR ANY TYPE PLAY!
10TH FRAME
 SHOOT ON AS LONG AS PLAYER
 "STRIKES" To Score Double or Triple...
 plus OPTIONAL 0 to 9 MATCH SCORING!
 PLAYER CAN ALSO SCORE DOUBLE OR TRIPLE
 IN THE 3rd - 5th - 7th and 10th FRAMES!

EVER SLICK SILENT PLAYFIELD • HIGH SCORE FOR WEEK • SCORES ALL SPLIT SHOTS

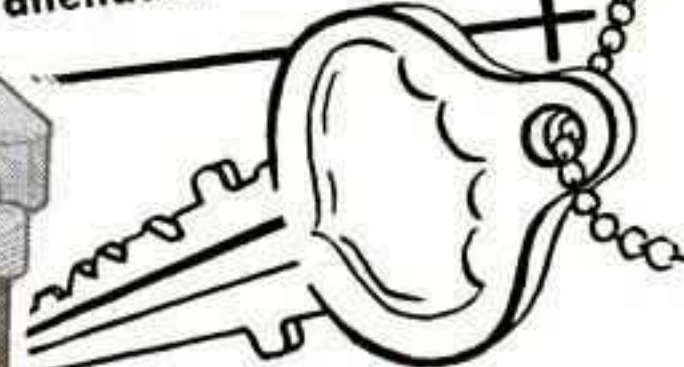
KEY

in front of game switches from regular to match play at discretion of operator or location attendant.

Keeneey's
PACEMAKER
 has Exclusive Features that get and hold players' interest for **INCREASED EARNINGS!**



THE BIG PUSH IS ON WITH Keeneey's PACEMAKER! SIZES: 8 FEET or 9 FEET



WRITE-WIRE-PHONE YOUR **Keeneey** DISTRIBUTOR!
 READY WITH IMMEDIATE DELIVERY!

J. H. Keeneey & CO., INC.
 2600 W. FIFTIETH ST. • CHICAGO 32, ILL.

GUARANTEED USED MACHINES!
MUSIC

WURLITZER 1400, 1450, 1250, 1100, 1015	WRITE OR CALL
SEEBURG 100A, 100B, 100C	
ROCK-OLA FIREBALL 120, 1434, 1432, 1422	

BINGO GAMES | **ALLEYS**

YACHT CLUB, SPOT LIGHT, BEACH CLUB, BEAUTY, FROLICS, BRIGHT LIGHTS WRITE OR CALL

UNITED CLOVER-10TH FRAME, STAR, SUPER, DELUXE, SIX PLAYER WRITE OR CALL

LARGE STOCK OF ALLEYS—5 BALLS—1 BALLS—MUSIC—KIDDY RIDES (See our Kiddy Ride ad, page 82)

CLEANED—CHECKED READY TO GO

Wurlitzer 1015	\$125.00
Wurlitzer 1080	125.00
Seeburg 100 "A" 78 R.P.M.	495.00
Seeburg 146	95.00
Rock-Ola 1422	95.00
Rock-Ola 1426	125.00
AMI A	225.00
AMI B	295.00
AMI C	325.00
Wurlitzer 5-10-25¢ Wall Boxes 3020	\$12.50

Watch For Our Weekly Specials

PURVEYOR • PURVEYOR • PURVEYOR • PURVEYOR

SPECIAL SHUFFLE BOARD GAME BARGAINS!

United Clover 6 Player	\$375
United Star 10th Frame	335
United Star 6 Player	315
United Super 6 Player	265
United Official Shuffle Alley Match	250
United 6 Player Shuffle Alley	250
Formica Top	160
United 5 Player Shuffle Alley	145
Without Formica Top	140
United 4 Player Shuffle Alley	125
United Twin Rebound Puck Return	85
Keeneey 6 Player With Orig. Formica	185
Keeneey Super Deluxe Match Bowler	195
Keeneey Deluxe Match Bowler	185
Keeneey League Bowler	175
Chi Coin 6 Player Hi Score	75
Chicago Coin 6 Player Hi-Score	175.00
Bally Shuffle Line	75.00
Bally Hook Bowler	65.00
United Ski Alley	75.00
Universal Super Twin Bowler	55.00

ARCANE

Seeburg Shoot-the-Bear Gun	\$185.00
Exhibit Jet Gun	185.00
Exhibit Dale Gun	65.00
Glider	45.00
Williams Double Header	35.00

SPECIALS

Yacht Club, F.S.	\$375	Spot Light	\$145
Beauty	395	Coney Island	195
Palm Beach	325	Bright Spot	195
Atlantic City	275	Univ. 5 Star	75
Frolic	275	Lite-a-Line	75

SHUFFLEBOARD CONVERSIONS

Universal Shuffle Tournament (Four Way)	\$135.00
Keeneey Four-Way Bowler	195.00
Keeneey Bowling Champ	69.50

AUTOMATIC COLE DRINK

Coca-Cola Cup Dispenser, Excellent Condition, Crating Extra... \$95.00

SHUFFLEBOARD SUPPLIES

Shuffle Game Wax, Case (12)	\$ 3.30
Fast Wax, Case (12)	4.50
Pucks (Set of 8)	14.00
Score Sheets, 10 pads	7.50
Fluorescent Lights, pair	22.50
Used Rock-Ola Shuffleboard	
Lites, pr.	12.50
Adjusters	18.50
New Shuffleboard Scoreboards	
Overhead	125.00
Wall Model	95.00

FORMICA TOPS—SPECIAL

United 8' sizes, genuine silk screen, lots of 5 or more... \$13.50 Ea.

SPECIAL!

Rock-Ola Shuffleboards 18 & 22 ft. \$179.50

PHONOGRAPHS

Seeburg M100A	\$495.00
Late Seeburg 5-10-25 Wireless	25.00
Wall-a-Matic, Clean	185.00
Seeburg 148 Hiway	135.00
Wurlitzer 1015	135.00

REDD DISTRIBUTING CO., INC.
 298 LINCOLN STREET
 ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for **AMI BALLY—UNITED**

DAVID ROSEN
 Exclusive AMI Dist. Ea. Pa.
 855 N. BROAD STREET, PHILA. 23, PA.
 PHONE: STEVENSON 2-2903

ROUTE FOR SALE

In Florida, profitable coin machine route of Phonographs, Pin Tables, Shuffle Alleys, Scales and Records.

Established 25 years.
Price \$32,000.00
 Will Finance up to 50%

For further information write **BOX 665**
 The Billboard Publishing Co.
 188 W. Randolph, Chicago 1, Ill.

— MONEY BACK GUARANTEE —

WURLITZER	SEEBURG	
1400's \$575	M100A \$519.50	United Star \$340.00
1250's 339	148 ML 159.50	Un. Star 10th Frame 325.00
1100's 250	"DISTRIBUTOR SMOKESHOP CIGARETTE VENDERS"	Un. Olympic Shuffle Alley 395.00
1015's 125		Un. Manhattan Shuffle Alley 395.00

Exclusive Wurlitzer Distributors in No. Illinois and Indiana.

GOVEN distributing company
 3181 Elston Chicago 18, Ill. Independence 3-2210

PURVEYOR Shuffleboard Co.
 4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Louisville 3, Ky.	1000 Broadway, Cincinnati, Ohio
1535 Delaware Ave., Lexington, Ky.	3011 E. Maumee Ave., Ft. Wayne 4, Ind.
	129 W. North St., Indianapolis, Ind.

GIVE TO DAMON RUNYON CANCER FUND

WANTED MECHANIC WHO IS TRAINED ON SEEBURG MUSIC EQUIPMENT

Good salary, steady work, chance for advancement. References required.
BOX D-79, c/o The Billboard Cincinnati 22, Ohio

Copyrighted material



RED THUMPER BUMPER BOOTS BALL UP THE FIELD!



Williams
ARMY-NAVY
BIG BOLD ILLUMINATED SCORE INDICATOR
 Lets Player See His Score at a glance!
HIGH SCORE! POINT SCORE!



3 THUMPER BUMPERS
 2 KICKOUT POCKETS
 2 AUTOMATIC RUBBER KICKERS
 4 "SPECIAL" ROLLOVERS
 2 FLIPPERS

BALL ADVANCES UP AND DOWN FIELD BY HITTING THUMPER BUMPERS TO SCORE **TOUCHDOWNS AND FIELD GOALS**

YELLOW THUMPER BUMPER BOOTS BALL DOWN THE FIELD!



- ★ Spelling **N-A-V-Y** lites 2 right side top and bottom rollovers for "special"!
- ★ Spelling **A-R-M-Y** lites 2 left side top and bottom rollovers for "special"!
- ★ Top Center Pocket Scores 500,000 and spots letters R-M and N-V to help player spell ARMY-NAVY.

PLAYER CAN SPELL **ARMY-NAVY** without hitting top center pocket!

HINGED FRONT DOOR for easy SERVICING!

YOU'RE BOUND TO SCORE RICH EARNINGS WITH **ARMY-NAVY**



Act Now! SEE YOUR DISTRIBUTOR AT ONCE!

CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

"WE ARE EASY TO DEAL WITH"

FACTORY DISTRIBUTORS: GENCO Invader—UNITED Imperial, Royal, Tahiti—VICTOR Toppers—GOTTLIEB Shindig—LEE'S Carousel—KEENEY Electric Cigaret Machines—EXHIBIT Rides—COLE'S Drink Vendors—EVANS Saddle & Turf—ABT Challengers

SHUFFLE BOWLERS	UP-RIGHT GAMES	ARCADE EQUIPMENT
UNITED	Genco 400s .. \$ 95.00	ABT Gun Range .. \$400.00
2 Pl. with Formica .. \$ 75.00	Genco Gold Nugget .. 125.00	Big Inning .. 150.00
4 Pl. Official .. 150.00	Genco Jumpin' Jax .. 110.00	Chi. Coin Pistol .. 75.00
8 Pl. with Formica .. 125.00		Drivemobile .. 125.00
6 Pl. with Formica .. 165.00	RIDES	Date Gun .. 65.00
6 Pl. DeLuxe .. 210.00	Bally Champion .. Write	Defender .. 110.00
6 Pl. Super .. 250.00	Horse .. Write	Evans Super Bomber 210.00
6 Pl. 10th Frame .. 310.00	Super Jet, Chi. Coin .. Write	Gun Patrol .. 195.00
6 Pl. Cascade .. 375.00	Scientific Boat .. \$550.00	Six Shooter .. 150.00
6 Pl. Stars .. 245.00	Rocket Patrol .. 250.00	Seeburg Bear Gun .. 195.00
C.C. 6 Pl. High Score .. 160.00	COUNTER GAMES	Silver Bullets .. 125.00
Bally Hook Bowler .. 50.00	20 Wizards, like new .. ea. \$22.50	Sky Gunner .. Write
Genco Target Skill .. 50.00	5 Pl. Model Wizard Scales .. ea. 39.50	Tommy Gun .. 95.00
Twin Rotation .. 195.00	Shipman's Art Show .. ea. 44.50	Undersea Raider .. 125.00
BINGOS	A.B.T. Chal-lengers .. ea. 20.00	
A.B.C. .. \$ 75.00	Heavy Hitters .. ea. 35.00	PIN GAMES
Atlantic City .. 235.00	Acme Shockers .. ea. 24.50	Crossroads .. \$150.00
Beach Clubs .. 465.00	Three of a Kind .. ea. 18.50	Chinatown .. 165.00
Palm Beach .. 250.00	MUSIC	Canasta .. 40.00
Circus .. 250.00	10 Seeburg Model A-100s .. \$550.00	Dreamy .. 185.00
Beauties .. 350.00	10 Wurflitzer 1015 .. 125.00	Flying High .. 45.00
Brite Lites .. 110.00	2 Wurflitzer 1250 .. 225.00	Freshie .. 45.00
Cabana .. 395.00	2 AMI 40 Hideaways .. 225.00	Holiday .. 45.00
Coney Islands .. 150.00	20 AMI 5 & 10c Wall Boxes .. 15.00	Harvest Time .. 55.00
Frolics .. 250.00	Rock-Ola Rockalite 48 275.00	Niagara .. 140.00
Five Stars .. 75.00		Queen of Hearts .. 200.00
Spot Lites .. 125.00		Skill Pool .. 175.00
Stars .. 195.00		Triplets .. 50.00
3-4-5s .. 75.00		VENDING MACHINES
Yacht Club .. Write		4 Craig 10c Ice Cream Vendors, Ea. .. \$250.00

Terms: 1/3 deposit with all orders, balance C.O.D.

AMI Distributors for Northern Ohio
NOW DELIVERING MODEL E

Cleveland Coin MACHINE EXCHANGE, INC.
 2021-2025 Prospect Ave., Cleveland 15, Ohio
 All Phones: Tower 1-6715

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?
 Write BOX 666
 2160 Patterson Street
 Cincinnati, Ohio

FOREIGN BUYERS!

WANT TO BUY Keeney AIR RAIDERS NOW DELIVERING Williams ARMY and NAVY

We always offer the greatest values in equipment and service... that is why we are the world's largest exporter of coin machines.

Write for FREE Price List. Parts and Service Manual Available.

INTERNATIONAL AMUSEMENT CO. 1423 SPRING GARDEN STREET
SCOTT-CROSSE COMPANY Rittenhouse 6-7712 PHILADELPHIA 30, PA.
 Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

Reconditioned

BEACH CLUB	\$450.00
BEAUTY	375.00
PALM BEACH	295.00
ATLANTIC CITY	250.00
FROLICS	250.00
SPOT LIGHT	165.00
BRIGHT LIGHT	125.00

UNIVERSITY COIN MACHINE EXCHANGE
 854 N. High St. Columbus 8, Ohio
 Tel.: UNIVERSITY 6900

WRITE FOR NEW FALL PRICE LIST!

SPECIAL-PANORAMS. Guaranteed Reconditioned. WRITE SPECIAL! CITATION \$42.50 | **TURF KING** \$85

IN STOCK-RECONDITIONED

Bright Lights	\$150	Spot Light	\$145
Coney Island	195	Atlantic City	275
Bright Spot	200	United Leader	155

SPECIALS ON WILLIAMS GAMES

Hayburners	\$ 75	Shoot the Moon ..	\$145
Four Corners	135	Star Series	85

CLAYT NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc.
 2257-59 N. Lincoln Ave. Chicago 14, Ill.
 Phone: Lincoln 9-3996-7-8

"POP" CORN SEZ 10c VENDORS RECONDITIONED LIKE NEW

The Audit Bureau of Circulations audits and certifies The Billboard's PAID circulation.

SPECIFICALLY DESIGNED AS AN ADULT ATTRACTION

Report of Tests Prove It's Got Everything!

- * Eye Appeal! * Play Appeal! * Wide Spread Appeal with Men--Women--Boys and Girls! * And Plenty of Profit Appeal!

The "Gun-Ride" featuring a shooting beam of light-guided by pilot to pass through the lighted buttons on backboard showing 20 world capitals, tests his skill as he attempts to go 'Round The World in 60 seconds.

A Natural Attraction for ALL LOCATIONS! Amusement Spots! Bowling Alleys! Arcades! Carnivals! Miniature Golf Courses! Retail Stores! Etc.!

LOOK AT THESE FEATURES!

- Simulates actual Flight Actions! • Pilot Controls Desired Speed! • No Gears or Belts to go out of Order! • Weather-proofed Throughout for Indoor or Outdoor Locations!

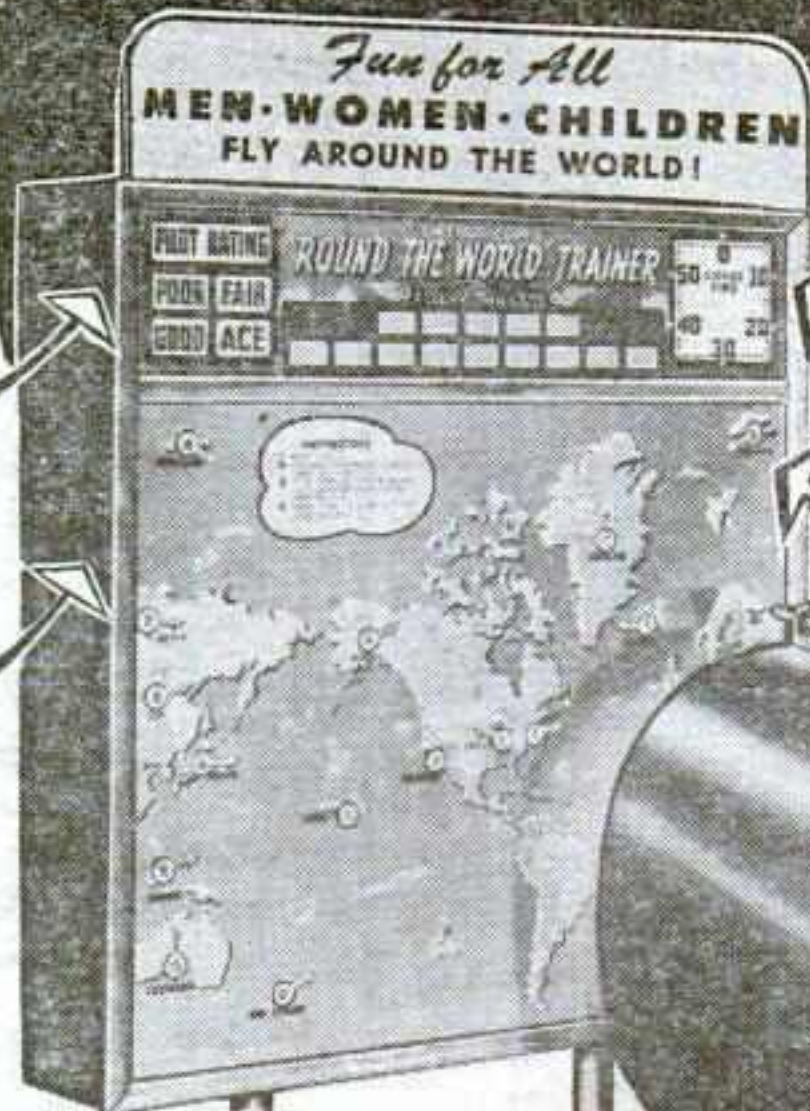
chicago coin MACHINE COMPANY

1725 West Diversey Blvd., Chicago 14, Ill.

TESTS PROVE THIS "GUN-RIDE" DRAWS CROWDS IN ANY PLACE OF BUSINESS!

chicago coin's 'ROUND the WORLD TRAINER

Pilot Rating Miles Covered



Automatic Timer

Visit 20 World Capitals

Pilot Controls . . . Every Action! Every Move!

DAVIS PHONO SATISFACTION! EASY AS A-B-C . . .



DAVIS PHONOS

EVERY ONE FULLY GUARANTEED

Seeburg Specials

All Reconditioned and Refinished with Davis Six Point Guarantee.

- ★ Seeburg 146M \$115
★ Seeburg 147M 135
★ Seeburg 148M 185
★ Seeburg 148ML 215

WANTED TO BUY

- MILLS CONSTELLATIONS
• EVANS CONSTELLATIONS
• WURLITZER 1015's
• WURLITZER 1400's

(Telephone Collect for Offer)

Wurlitzer Specials

- 1080 Reconditioned, Refinished \$139
800 Thoroughly cleaned, complete & in good working condition 69
700

Speaker Special

Wurlitzer "4000" Star Speakers, Each \$14.95

AMI Specials

- Reconditioned-Refinished
"A" \$195
"B" \$295

WALL BOXES

Table listing wall boxes with prices: Wurlitzer 4820, 3020, 3031, 219 Stepper, Seeburg 3WS-L56, Seeburg 3W2-L56, Seeburg W1-L56, Packard Pla-Mor.

SEEBURG M-100 A

with DAVIS Guarantee WRITE FOR NEW LOW VOLUME PRICE

Complete with professional Reconditioning and Refinishing

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.

SEEBURG FACTORY DISTRIBUTORS

738 ERIE BLVD E.

PH. 75-5194

COBRA CARTRIDGES

Resigned and Restuffed, 75c each. ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.

ELECTRONIC INDUSTRIES P. O. Box 2008 Mesa, Arizona

WANTED TO BUY

Grandmother's Prediction Fortune Machine, also Metroscope Voice Recording.

PLAYLAND AMUSEMENTS 237 W. 125th St. New York, N. Y. Monument 2-7755

ONE BALLY CLOVER BELL CONSOLE 5c & 25c Play Come and Get It! - \$395.00

SHAMROCK 1318 Meridian St. Anderson, Ind.



NOW! In Our Showroom... CHICAGO COIN'S New Money Maker

SOMETHING NEW!

- Chicago Coin Round the World Trainer
Chicago Coin Advance Shuffle Bowler
Chicago Coin Gold Cup Shuffle Bowler
Chicago Coin Crown Bowler
Chicago Coin Band Box

SPECIALS

- Buckley Track Odds, Non Coin
Write Jumping Jack \$ 90.00
Golden Nugget 125.00
Pop Corn Set, Very Clean 49.50
National Candy 9 M 65.00
Evans Horse Race Wheel & Layout, Write

MUSIC

- Williams Mite & Stand \$100.00
Risocrat 12 Record 60.00
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Seeburg 5-10-25c Wall-o-Matic 3 Wire 27.50
Seeburg 5c 3 Wire Wall-o-Matic 10.00
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- Mutoscope Sky Fighter Very Clean \$125.00
Mills Panoram 225.00
Mutoscope Voiceograph, 35c Model 495.00
Mutoscope Photomatic 595.00
Bally Big Inning 135.00
Boomerang 40.00
Bally Rapid Fire 95.00
Goatee 95.00
Pokerino Jr. 60.00
Heavy Hitter & Stand 60.00
Seeburg Shoot the Bear 225.00
Exhibit Jet Gun 200.00
Auto Shoot, Like New 175.00
Chi Coin 4 Player Derby 195.00
Phila. Toboggan Skee Ball, Like New 400.00
Williams Star Series Exhibit Foot Ease, Late Model 85.00
Keeney Air Raider 90.00
Jungle Joe 150.00
Target Masters 90.00
Dale Gun 60.00
Chi Coin Pistol 80.00
Keeney Submarine Solar Horoscope 100.00
Keeney Texas Leauger 45.00
Chi Coin Midget Skee Ball 150.00
Mills Drop Picture Funny House Mirrors Write

SHUFFLE GAMES

- Keeney 4 Player Bowler, Formica Top \$ 65.00
United 4 Player, Formica Top and Pins 85.00
United 5 Player, Formica Top and Pins 100.00
United 6 Player, Formica Top and Pins 125.00
United 6 Player, Deluxe 170.00
United 10th Frame and Matched 325.00
United Super Chicago Coin Bowl a Ball, Like New 200.00

BINGOS

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Beach Club, Like New 425.00
Beauty 360.00
Bright Lite, Drop Chute 125.00
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Atlantic City 250.00
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a Record
of
FIRSTS!

FIRST

- 1 ORIGINAL REBOUND TYPE BOWLER
- 2 ORIGINAL MULTIPLE PLAYER BOWLERS
- 3 ORIGINAL 20 - 30 SCORING
- 4 FORMICA PLAYFIELD
- 5 HIGHEST SCORE BOWLED

FIRST

- 6 7 - 10 PICK UP
- 7 TWO WAY MATCH (STAR AND NUMBER MATCH)
- 8 THREE WAY MATCH (CROWN, STAR AND NUMBER MATCH)
- 9 10TH FRAME FEATURE
- 10 DOUBLE SCORE FEATURES

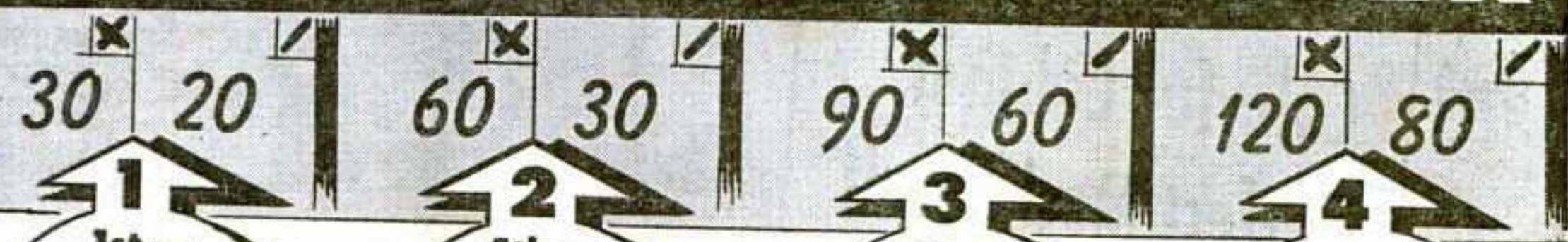
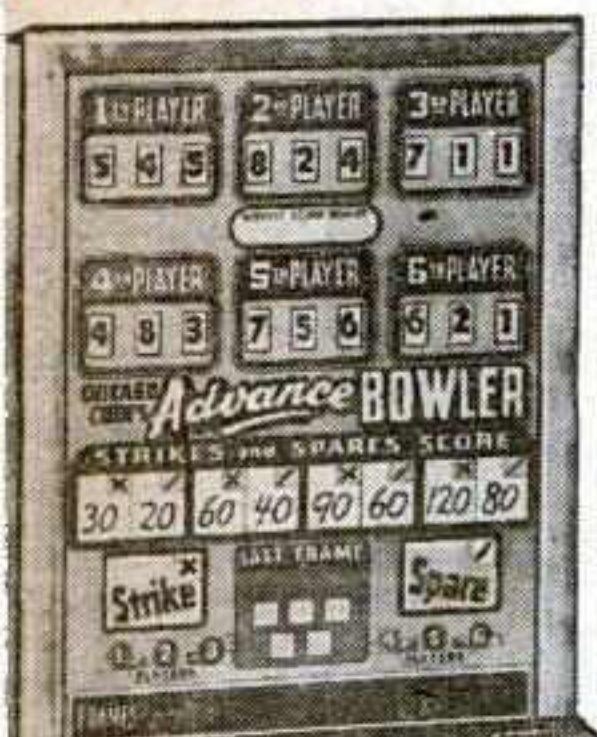
FIRST

- 11 TRIPLE SCORE FEATURES
- 12 GAME ADJUSTABLE FOR 5 OR 10 FRAMES PLAY
- 13 HINGED PIN UNIT COVER
- 14 LIGHT IN CASH BOX COMPARTMENT
- 15 REPLAYS ON NUMBER MATCH

NOW!

Another Great **FIRST!**...

ADVANCE BOWLER



1
1st—
2nd—
3rd—
FRAMES
SINGLE
SCORING

2
4th—
5th—
6th—
FRAMES
DOUBLE
SCORING

3
7th—
8th—
9th—
FRAMES
TRIPLE
SCORING

4
10th
FRAME
QUADRUPLE
SCORING

★ *Featuring New ADVANCE Scoring!*

★ New Scoring Thrill! Top Score of 900!

★ New Beautiful Cabinet Styling!

★ FAST! 45 second scoring! Multiple Scoring on Strikes and Spares only!

★ Adjustable to Play 5 Frames

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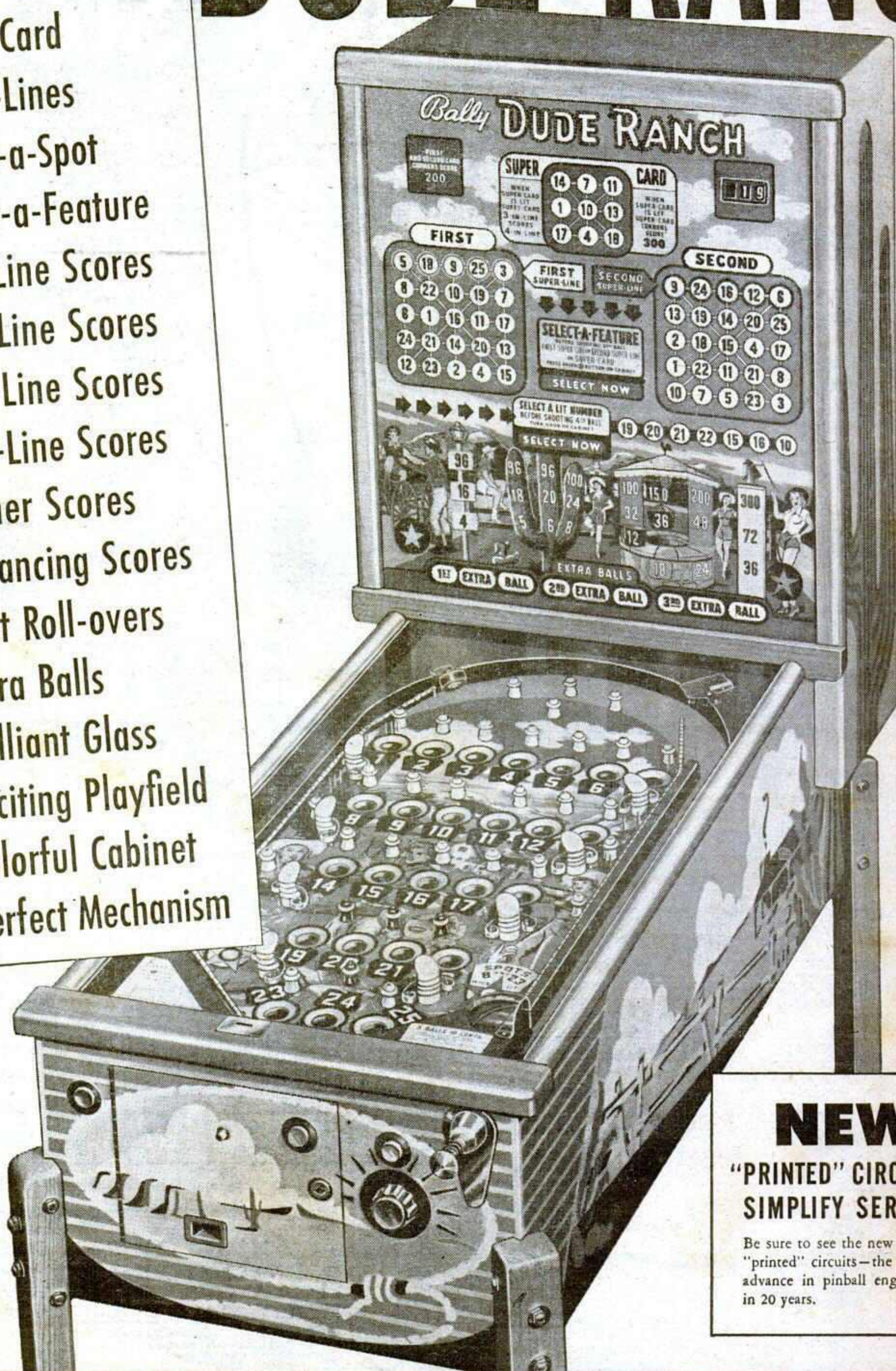


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- Advancing Scores
- Spot Roll-overs
- Extra Balls
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- Perfect Mechanism



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TRIPLE MATCH FEATURE

(0-9) ☆ ❁

TRIPLE and DOUBLE Scores

5th and 10th Frames with TRIPLE Scores

Added Feature—can adjust
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Strike or Spare Flasher Lights

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Can Pick Up 7-10 Split

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TWO SIZES 8 FT. BY 2 FT.
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Fast Action In-Line Game with
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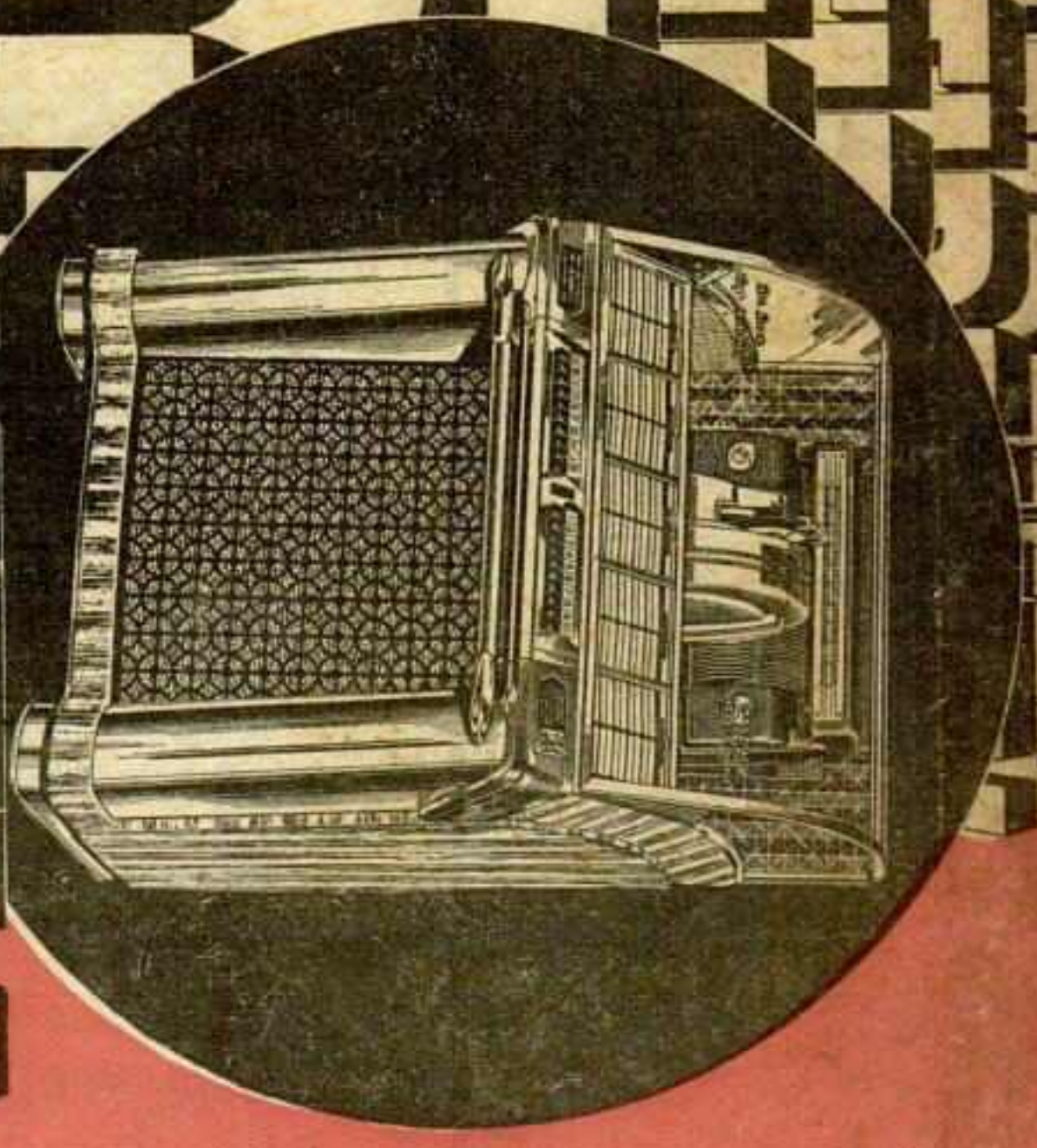
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