Sponsors With Stars Quake In Godfrey Fracas' Wake

Major Record Firms Verge On Mass Market Selling

By PauL AckerMAN and JErry MArtIN

NEW YORK, Oct. 24—Several major record companies are taking up the challenge of the majors' plunge into the mass distribution field. To some degree, major record companies have always sought to edge up on the mass distribution market in order to prevent outlets such as stores, superstores, supermarkets, newsstands, and department stores from carrying the hits of other companies, thus giving a certain segment of the market to independent labels.

by July 1, 1992, major record companies had virtually no presence in the mass distribution field. Now, however, they are taking steps to shore up that presence.

One of the most significant moves was made by the three majors: Warner Bros., CBS Records, and MCA Records. All three announced plans to distribute their product through mass distribution outlets.

The move came at a time when the majors were facing increased competition from independent labels, which were able to distribute their product through mass distribution outlets.

The majors' move is also seen as a way to increase their market share and to gain an edge over their competitors.

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BElLE ZIDTO

Billboard Backstage
Washington Once-Over

NYC, Oct. 24 — Sales and soundtracks distribution of America took strike reports for this year in comparison with the previous year. Sales in all time record high. Sound for hit into the record nobody was expected. The greatest of the bands has a chance to profit from the strike.

Sales volume for the January quarter of the current year, which was filled with Washington, D.C.

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La Rosa Exit

Shirs Action

On Chi Fronts

CHICAGO, Oct. 24—Bill Shir's resignation as television editor of the Chicago Tribune and successor to Lucia Carter, an ar- ticle writer, has a good deal of interest in the radio and television world. There could be overtones of the Godfrey story in the Shir's paper.
Y&R Soapers
Get CBS Time
NEW YORK, Oct. 24—Procter & Gamble and General Foods have
merited the choice of the same time period for their national TV
spots this week. Procter & Gamble's "Brighter Christmas," which is
scheduled for 10:30 at night, will be featured on the NBC networks,
while "The Great Gatsby," a two-and-one-half-hour feature presented
by General Foods' "Arlene Meaux," will be seen on KDKA-1070 and
WOR-740 at 2 p.m.

Nebraska TV Affiliates
Ball at Rosah Plan
NEW YORK, Oct. 24—Indications this week were that a num-
ber of NBC TV affiliates were not too happy with the situation of the
newer networks and are looking for other ways to increase their
share of the TV audience.

ABC Orders Analysis Of Audience Patterns
NEW YORK, Oct. 24—In an effort to attract a larger audience for its
Ultra High Frequency stations, ABC has commissioned a study by
the American Broadcasting Co. which will ascertain the pattern of
viewing behaviors of UHF and VHF stations. Station managers, who
had fought sales problems, have been asked to provide full data for
two years. Prior to joining WLW, Cash had been on CBS's CM station
relations division.

CBS's Kaufman Loses Job
NEW YORK, Oct. 4—Kaufman, the manager of CBS's WOR-TV in
New York, has been promoted to the position of vice president of
programming at the CBS Network. At WOR, he will be responsible
for all programming decisions.

ABC News' Kaufman
WDL-TV: The people SEE
WDL-TV: What people buy
WDL-TV: The people write for
WDL-TV: The people talk about
The United States Steel Corporation announces with pride the first performance of THE UNITED STATES STEEL HOUR—a new TV show designed to bring fine dramatic entertainment into homes across the nation. The stories: new plays written especially for TV and adaptations of famous novels, all with a broad popular appeal. The stars: both established personalities of movies and TV and promising youngsters on their way to the top. Produced by the famous Theatre Guild, THE UNITED STATES STEEL HOUR aims to compel the interest of America's discriminating viewers. The first show is "P.O.W.", and it stars Gary Merrill. Don't miss it.

9:30 p.m. Alternate Tuesdays
WABC-TV — CHANNEL 7

In other cities, check your local newspapers for station, channel, day and time.
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 operative word in the wholesale spot buying of a number of TV stations is expected to spell the demise of what has become a source of embarrassment to the network stations and a source of revenue for certain stations. That is the belief of some station sponsors whose show is on film or tape, bought on a spot basis most of the time. The sponsors are now forcing the issue to the point where the station will be able to clear for them.

How long it will be before the station clearance problem races sufficiently high in the public mind to result in legislation of the type recently considered in Washington, is at this moment impossible to predict. The broadcast networks are already reported to have spent $25 million to $30 million to obtain the advantage of spot sales, a significant enough sum to finance the building of the new network tower on the West Coast.

"Some UHF sponsors will have come up with a gimmick that will scare the programming department. If a sponsor can get the net to start that is, it will be impossible to clear for him, but go out and buy a half-hour show and build up a station on a spot basis.

The network-plus-spot routine has also been given major dividends; for the station rep, some rep, who can turn a profit by having only a fraction of the audience, can easily get the station to clear that same show, and build up a station on a spot basis.

The network says they are not opposed to the station sponsor buying spot shows, and will assist them in getting inside the station. The network, however, is not going to be pleased about losing the full network shows that are being syndicated from them. The network will be losing a great deal of money, and the station will still be getting the ratings that it expects of the network.

By GENE PLOTNIK

NEW YORK, Oct. 24—The program schedule in the early days of television was a lot different from what it is today. Broadcasters in those days were not as much concerned about the economic aspect of their programming as they are now. The early days of television, in fact, were a time when the networks were just trying to get their feet wet, and were not too concerned about making money.

The networks were more concerned about getting their programs on the air, and getting the right kind of audience for them. This was because television was just in its infancy, and there was a lot of uncertainty about what kind of programming people would want to watch. The networks were trying to find out what kind of programs would attract the biggest audience, and what kind of programming would keep people coming back for more.

In the early days of television, the networks were more concerned about the content of their programming than they were about the economics of it. They were more concerned about getting their programs on the air, and getting them to the right audience, than they were about making money from their programming. This was because television was just in its infancy, and there was a lot of uncertainty about what kind of programming people would want to watch. The networks were trying to find out what kind of programs would attract the biggest audience, and what kind of programming would keep people coming back for more.

Horse Racing, Coast Guard Series, FREE!

NEW YORK, Oct. 24—TV stations around the country say the first time will be in the fortunate position of getting 20 20-minute film episodes at their disposal for their local viewing audience. The series is produced by organizations designated by the network stations.

The series is the result of a project already in production by George F. Fox & Sons, the most ambitious. "Theodore," the network's first half-hour native for the Theohred Racing Association (T.R.A.), will include 20 programs running the American Coast from the north to the south. Twenty-six, quarter-hour features will turn the corner, with series' Thomas Mitchell and hostess Blanche Hermance. The series will cover the world's great horse races and are scheduled to air on the network stations. The scripts will concern themselves with the breeding and racing of thoroughbreds and are produced by Theohred Racing Association.

The show is already being offered to local stations, with 40 shows having been announced in a recent announcement. Aside from the fact that it is a collection of programs, Fox also allows them to sell it to sponsors. The series is being shot in color.

Reed Shoots Color Institutional Pic

HOLLYWOOD, Oct. 24—Reed Productions this week announced that an important film on labor activities to be submitted to an institutional half-hour motion picture competition to be sponsored by the American Petroleum Institute, will be presented. The film is called "Price and Peace" and is a historical depiction of events in the life of Edmund Deeds, first American Petroleum Institute executive producer.

By Otto Dehne and John Riley, Reed director, and Executive Producer Guy V. Thayer Jr. The production was written by Norman Reilly Raine, with American Petroleum Institute.

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Secoond-run record by utp
HOLLYWOOD, Oct. 24—

second-run television record for any program is being

shined by MPTV, a subsidiary of the National

production company. The company has

signed a contract with a syndicator to

broadcast the show on over 100 stations.

The program, titled "Nightlife in the

Colony Theater," features the talents of

Production President, and will be

aired on a daily basis.

Two shows

Two shows have been

for distribution by MPTV. The first is

called "The Nightlife in the Colony Theater" and the

second is "Nighttime in New York," also

produced by MPTV.

The latter show is scheduled to begin

on November 1, and will be broadcast on

over 150 stations.

Utp execs

United Press Television has

signed a new deal with

a network to distribute

its shows. The network

has agreed to broadcast

at least two programs per

week, with the possibility

of additional shows.

The first show, "Nightlife in the Colony

Theater," is scheduled to begin

on November 1, and will be

aired on over 100 stations.

The second show, "Nighttime in New York,"

is scheduled to begin on November 15, and

will be broadcast on over 150 stations.

Cbc to set up block buying

for net and private stations

Canadian Broadcasting Corporation has

decided to set up a block buying arrangement

for network and private stations. The

company plans to purchase a large number

of programs and distribute them to

stations on a exclusive basis.

The move is seen as a way to reduce

the cost of programming for stations,

and to ensure a steady supply of

high-quality shows.

3 MPTV execs

May Revive Flamingo Co.

Three executives from MPTV

Company have expressed interest in

reviving the Flamingo Co., a

company that went bankrupt in 1978.

The company was once a major player

in the television industry, but

eventually went out of business.

The executives believe that

Flamingo Co. has potential

under the right management.

Brody to ny for pic talks

Isaac Brody, who has

worked closely with

United Press Television

(UP Pert) for many years,

will be speaking at Picture

Talks (NY) on October 24.

The event will be held at

the Picture Talks headquarters

in New York City.

Brody, who has

worked as a producer and

director at United Press

Television, will be discussing

his experiences in the industry,

and will also be answering

questions from the audience.

His talk is expected to

last for about an hour.

This event is open to

all interested parties,

and there is no admission

fee.
Tornado in Texas! We origi- nal, exciting, never-ever, non-stop- ping at night off Washington, D.C., but it has since caused a sensation from Philadelphia. Political rally schedule and blackouts by tonight! We pick up Los Angeles detail today.

We charter planes, we keep the hot sun and the chill air, but we have a handle on the unexpected. How do they do it? Before the photo services have it, it's still news.

This leaves us with the foreign film problem. Yes, we are late with European and Asian and African footage. But virtually every foreign story we use has been either on continuing news or in an American whistle stop tour. We have just heard that it's worth it. NBC's exclusive footage of the Fiji, behind the scenes death row was three days later because of the delay. Delay does make the story more dramatic? The newspapers and magazines didn't hesitate to use stills from the film, as much as a week ago.

The attempted assassination of Mr.Otto, outside of Washington, has put on the air by "Today" three days before the local newspapers and magazines are still printing it. The story, of course, is the film itself. Is the event the most important thing that happened or what happens?

Development

Actuality, we expect the time lag problem on foreign film to be reduced, as NBC is looking at perfecting a system. Commerce jet flights from foreign points are likely in the near future.

THE LASSIE COMPANY

The Cleaner Carpet Company of Portland, Oregon, whose "Amos 'n Andy" is the Peggy Lee show, has engaged in a new advertising campaign that includes the distribution of special GEMI vans, which are used for advertising purposes. The vans will be seen throughout the country.

For further information on these and other television programs, contact The Billboard Film Department.

BILLBOARD FILM GUIDE

Syndicated Pick ARB Multi-City Ratings

The following chart lists the American Radio News Network's ratings for syndicated film series showing the first week of August in one of the 100 largest U.S. markets, as determined by Arbitron, Inc. The ratings, listing all cities surveyed, is published in a three-week period as follows:

1. Morning shows are from the Monday of the week ending August 1.
2. Evening shows are from the Monday of the week ending August 8.
3. Syndicated programs are excluded from the list.

For further information on these programs and their ratings, contact the American Radio News Network, Building 4, 510 Fifth Avenue, New York, P.O. Box 9554, Los Angeles 32, Calif.


KNOXVILLE, Tenn. (August 1968)--Ken Norton, "The Czar of Eddie Drake," has been signed to a two-year contract by the World Wide Wrestling Tour. The contract has also been sold to the World Wide Wrestling Tour. The contract has also been sold to the World Wide Wrestling Tour.

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Havana Clubs Snag Yankee Bucks Fast
Entry Bites, Permits Galore Plague Acts; Union Demands Halt Theater Booking

By BILLY SMITH
Havana, Oct. 24.—Havana's famed Havana Club has been docked for weeks, and a handful of Cubans under union demands were made. Origi- nally Havana Club owners were in- sisted that not only did American labor unions demand the closing of the casino, but that the show must stand. The club has, however, closed, along with all other casinos in Havana.

A Havana Club official, who was quoted as saying that the club would be closed for 30 days, stated that they had not yet determined whether to reopen. The club has been closed for about two weeks, and the owner, a member of the Cuban government, has refused to allow any performances.

Rendezvous, Balboa on Auction Block
NOVICE Document sold for $12,000 at a recent auction held at the Balboa Theatre in San Diego, California, on October 31. The dance palace, which has been in operation for many years, is expected to be sold to a group of investors, according to John C. Trench, manager of the Palma Fashions, Inc., owners of several other theaters in the area.

The Balboa Theatre has been in operation for over 50 years, and has been a popular entertainment venue in San Diego. The property was sold for $12,000 to a group of investors, who plan to convert the building into a new entertainment facility.

Eddy to Play Cotillion Room
NEW YORK, Oct. 24.—The Pier's Club, a popular nightspot in the city, features Eddy, a four-week, standing February 1, 1948. Eddy, who is known as "Bradford," is accompanied by a quartet of dancers, and the band is led by a man named "Eddy." The club is located at 471 West 42nd Street, New York City.

Gale to Open Miami Club
NEW YORK, Oct. 24.—Al Smith, the famous actor, has opened the Miami Club, located at 120 West 42nd Street. The club is open from 2:00 a.m. to 5:00 a.m. on weekdays, and from 2:00 a.m. to 7:00 a.m. on weekends.

Calumet City Hasle Draws AGVA Answer
CHICAGO, Oct. 24.—Ernie Hasle, a Chicagoan, is the owner of the Calumet City Club, which has been operating for six months. Hasle, who is a former stage manager, has been in the entertainment business for over 20 years, and is known for his ability to attract a wide variety of customers.

AGVA member offered to help Hasle with his promotions, and has agreed to come up with a plan to help Hasle draw more customers to his club.

Dough for Acts on Cruise Ships
1,000 Acts to Split $75,000 for Winter Season Aboard 150 Ships

NEW YORK, Oct. 24.—About 1,000 acts, including 500 dance bands, will be featured on 150 cruise ships this winter season, according to a survey conducted by the American Guild of Variety Artists (AGVA). The survey found that about 1,000 acts, including 500 dance bands, will be featured on 150 cruise ships this winter season.

The survey found that the average cruise ship will feature about 10 acts, including 2 dance bands, per week. The survey also found that the average cruise ship will feature about 200 acts, including 40 dance bands, per season.

INDIANS
Laubin Unit Takes Dance To Scandia
STOCKHOLM, Sweden, Oct. 24.—Something new for Scandi- navians in a group of 12 who opened a short-stand dance in the Danish Hall on Wednesday (7). The unit opened for a six-week run, playing in Stuttgard, Oslo, Norway, on Friday (1) for a three-week run, and then played Gothenburg, Sweden.

Gale, Parnell Pkg. to Open at Desert
NEW YORK, Oct. 24.—The Val Parnell Show, to open at the Sahara in the next six weeks, is June and July. The unit will also have two shows during the summer, but it is uncertain whether the two weeks will follow Las Vegas. The show will play on the Palace Theater, and the tickets will be sold at the theater's box office.

Co-Operation Demanded
Also announced by the local AGVA, was a meeting of the Board of Directors of the AGVA, which was held in New York City.

Backstage Tour
The AGVA has announced that a special tour of the back- stage area of the Sahara will be held on Thursday, October 24. The tour will be open to members of the AGVA, and tickets will be sold at the box office.

Bill Tabarin Closes
BOLTON, Oct. 24.—In an effort to save the club, the owner of the club, who had put the club's policy in a flatly, announced that he was closing the club.

A S.S. Nansen, which cruises 11,000 miles on the North Atlantic, and which is sponsored by the American Guild of Variety Artists (AGVA), is scheduled to leave New York on November 1. The ship will carry 2,000 passengers, and is expected to arrive in Norway on November 15.
Major Diskers Verge on Mass Market Distribution

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

In addition to Bell's sale of 35-cent, RCA plans to throw its full promotional might at this drive. Kudran said, "We think that the independents are going to try to make competitive deals and tie-ins on a permanent basis, and we want to be ready for any situation.'

To do this, RCA will use its heart of sales and distribution force to move the product and tie-in the tie-ins. The company has set up a special 35-cent promotion team, headed by Jack Reade of the RCA Music Sales Division, and arranged for special promotions for the song "Tell Me How You Feel," which is being advertised in connection with the 35-cent sale.

RCA plans to use its entire distribution system to promote the 35-cent sale, including its 1,400 radio stations, 1,200 newspapers, and 1,000 magazines.

One of the problems facing a firm is how to get its products into the hands of the retailer. A 35-cent line is the matter of display. The retailer who is closely tied to his distributon and sales needs to be able to make the product available to the customer.

RCA has been working on this problem for some time and has made some progress. The company has developed a special display kit for the 35-cent line that includes a sign, a counter display, and a poster.

However, RCA is still faced with the problem of getting the product into the hands of the retailer. The company is currently working on a program to help retailers with this problem.

The program will include a special training program for retailers, as well as a special support team to help retailers with the implementation of the 35-cent line.

RCA is also working on a program to help retailers with the promotion of the 35-cent line. The company is currently developing a special promotion kit that includes a sign, a counter display, and a poster.

This program will be launched in the fall of this year and will be available to all retailers.

In conclusion, RCA is taking a strong lead in the 35-cent market. The company is doing everything it can to make the product available to the customer and to help retailers with the implementation of the 35-cent line.

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Young Seeks
Probe of BMI
Perf. Credits

New York, Oct. 24—One of the oldest
members of the music business, Jack
Young, has announced that he has set up
a new firm, Young & Young. The company
is to be formed for the purpose of
investigating BMI perf. credits and
reporting recommendations concerning
them.

Young, who has spent the last 40 years
in the music business, said that he had
seen too many instances of misuse of
BMI perf. credits by record companies.

He said that he had already received
requests for information from several
companies and that he hoped to
produce a report on the subject within
the next year.

Moulin Rouge
Top Rode Tune

Rome, Oct. 24—The Moulin Rouge, one
of the most famous cabarets in Europe,
has commissioned a new dance called the
"Moulin Rouge" for its latest show.

The dance, which will be performed by
the famous Moulin Rouge dancers,
features a variety of colors and
movements.

Dorsey, Goodman, Shaw and
Miller Make Big News

New York, Oct. 24—One of the most
interesting developments in recent
time has been the rise of Dorsey, Goodman,
Shaw and Miller as major figures in the
music business.

Dorsey has become known as a
prominent singer and dancer, while
Goodman has established himself as a
leading composer. Shaw and Miller have
developed a reputation as powerful
performers.

The combination of these talents has
resulted in a number of highly successful
productions, including the hit show "Ve-
gas," which has been running for more
than a year and has drawn enthusiastic
reviews.

BMU Wavers On
Former Petullo Stand

London, Oct. 24—The British Music
Union has announced that BMU Wavers
will continue to perform at the Petullo
stand in London for the remainder of the
current season.

The union has been in negotiations
with Petullo for several months, and the
agreement was reached this week.

School Band Twist

San Francisco, Oct. 24—The school band
in San Francisco has introduced a new
twist to their repertoire, featuring a
mix of traditional and modern music.

The band has been well received by the
students and has gained popularity in the
community.

Davega Chain
Increases Phonos Sales 60 Per
Cent

New York, Oct. 24—One of the most
noteworthy developments in recent
time has been the rise of the Davega
chain, which has increased its phonos
sales by 60 per cent this year.

The chain has been able to attract a
larger audience by offering a greater
variety of phonos, and has been highly
successful in promoting its brand.

Tito Burns
Loses Name

London, Oct. 24—British bandleader
Tito Burns has been ordered to change
his stage name in a recent court
decision.

Burns had been using the name for
many years, but a new law has been
enacted that requires all musicians to
change their stage names if they have
been using them for less than five
years.

Samm Kaye Makin' Hay

Winding Up Big Year as
Clicks in 1st Nite Here

Las Vegas, Nev., Oct. 24—Samm Kaye,
the popular singer, is winding up his
biggest year as a performer.

Kaye, who has been entertaining for
more than a decade, is expected to
continue his success in the future.

Hilliard Signs
Victor Pact

New York, Oct. 24—The long-awaited
official signing of an agreement between
Hilliard and Victor has finally been
achieved.

The pact is expected to bring
significant benefits to both
companies, and is a major step forward for
the music industry.
Decca Maps Campaign for "7 Dreams"

NEW YORK, Oct. 24. — The Decca is mapping a strong promotion to sell its seven-7" 78rpm records. Gordon Jenkins album, Seven Dreams, has been released under the Decca air play of the extended week. Promotion is being used to cover the entire country, and the opposite day has seen many of the major cities sent the Decca test market with the record. The promotion will be followed by a series of radio spots and newspaper inserts, and the campaign will be continued throughout the week. The promotion will be continued in all major cities, and all dealers in the towns will be able to run the sales.

Fred E. Ahlert Dies in N.Y.

NEW YORK, Oct. 24. — Fred E. Ahlert, one of the publishers of the American Society of Composers, Authors and Publishers, has died at his home on 25th Street at 31st Street. He was a highly respected figure in the music business, and his death is a great loss to the industry. He was known for his dedication to the promotion of music, and his legacy will be remembered for years to come.

Kenton Tour 95% Capacity

HOLLYWOOD, Oct. 24. — The recent tour of the Kenton band in Europe played to an average capacity of 95%, with the band's last two nights drawing packed houses. The tour was well received by the fans, and the band's popularity continues to grow.

Bobnight of Cap to Rome

HOLLYWOOD, Oct. 24. — Paul Robeson, vice-president, opera manager of Capitol Records, Inc., leaves for Italy 22 days after the band's return from the foreign expansion tour. The tour was a great success, and the band received a standing ovation from the audience for their rendition of "The Star-Spangled Banner." The tour was a major success, and the band's popularity continues to grow.

Abbot to Debut Fabor Subsidiary

HOLLYWOOD, Oct. 24. — Warner Brothers, music world's largest firms, have signed an agreement with the band for the chart of a subsidiary, with the band to produce and distribute their music. The subsidiary will be called Warner Brothers Music World, and it will be under the control of Warner Brothers. The move is a major step in the band's expansion, and it is expected to increase their popularity even further.

Merrym's Pub Gets Pop Dep't

NEW YORK, Oct. 24. — Merrym's Pub, located at 4th Street and 5th Avenue, has announced the opening of their new pop department. The move is a major step in the pub's expansion, and it is expected to increase their popularity even further.

Liberace Plays Both at Once

NEW YORK, Oct. 24. — Liberace's concert at the Metropolitan Opera House was a huge success. The audience was packed, and the performance was a treat for all music lovers. The concert was a major success, and it is expected to increase Liberace's popularity even further.

Magid Leaves Savoy; Starts R&B. Diskery

NEW YORK, Oct. 24. — Lee Magid left Savoy Records this week to start a new r&b diskery, the Magid Music Corp. The move is a major step in the music industry, and it is expected to increase Magid's popularity even further.

Shuberts Hit Schirmer-19G

NEW YORK, Oct. 24. — A new record by the Shuberts has been released. The record is a major success, and it is expected to increase the Shuberts' popularity even further.

Coward Book Of Songs Out

LONDON, Oct. 24. — This week, Noel Coward published a collection of his songs. The collection is a major success, and it is expected to increase Coward's popularity even further.

Philadelphia: The Billboards

The Philadelphia Billboard is a weekly magazine that covers the music industry. It is a valuable resource for anyone interested in the music business. The magazine covers a wide range of topics, including new releases, promotions, and industry news. It is a great resource for anyone looking to stay up-to-date on the latest in the music industry.
CORAL'S 3-D SONG SMASH!

Alan Dale - Don Cornell - Johnny Desmond

"that terrific trio"
Singing
"HEART OF MY HEART"
and
"I THINK I'LL FALL IN LOVE TODAY"

Coral 61076 (78 rpm)
and 9.61076 (45 rpm)

Dale
Cornell
Desmond

CORAL RECORDS
America's Fastest Growing Record Company
It's Great!

GEORGIA GIBBS

IN A TERRIFIC RENDITION OF A NEW RHYTHM HIT!

"HOME LOVIN' MAN"

PUBLISHED BY GARLOCK-SCHERER MUSIC, INC.
MERCURY 70238 • 70238X45
It's Big Everywhere!

PATTI PAGE

'MY WORLD IS YOU'

MERCURY 70230 • 70230X45
I'LL NEVER STAND IN YOUR WAY
You'll Treasure

JAMES

WHY CAN'T I

MGM-11606 - K11606
### TOP SELLERS—
#### POPULAR
Based on Actual Capitol Sales Reports

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Week No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. You Are My Sunshine</td>
<td>Ray Charles</td>
<td>2652</td>
</tr>
<tr>
<td>2. My Man</td>
<td>Nat King</td>
<td>2653</td>
</tr>
<tr>
<td>3. I'll Remember April's Tears</td>
<td>Kitty Gray</td>
<td>2654</td>
</tr>
<tr>
<td>4. Will You Remember Me?</td>
<td>Pat Boone</td>
<td>2655</td>
</tr>
<tr>
<td>5. I'll Be Seeing You</td>
<td>Frank Sinatra</td>
<td>2656</td>
</tr>
</tbody>
</table>

#### COUNTRY & HILLBILLY
Based on Actual Capitol Sales Reports

<table>
<thead>
<tr>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Week No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I'm Gonna Work It Out Again</td>
<td>Hank Williams</td>
<td>2657</td>
</tr>
<tr>
<td>2. You Can't Hurry Love</td>
<td>Floyd Tillman</td>
<td>2658</td>
</tr>
<tr>
<td>3. I'm Gonna Work It Out Again</td>
<td>Hank Williams</td>
<td>2659</td>
</tr>
<tr>
<td>4. You Can't Hurry Love</td>
<td>Floyd Tillman</td>
<td>2660</td>
</tr>
<tr>
<td>5. I'm Gonna Work It Out Again</td>
<td>Hank Williams</td>
<td>2661</td>
</tr>
</tbody>
</table>

#### BEST SELLING—
#### POPULAR ALBUMS
Based on Actual Capitol Sales Reports

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist(s)</th>
<th>Week No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Music For Lovers Only</td>
<td>Jackie Gleason</td>
<td>2662</td>
</tr>
<tr>
<td>2. Nat &quot;King&quot; Cole Sings For Two in Love</td>
<td>Nat &quot;King&quot; Cole</td>
<td>2663</td>
</tr>
<tr>
<td>3. Portrait of Standards</td>
<td>Stan Kenton</td>
<td>2664</td>
</tr>
<tr>
<td>4. Today's Top Hits, Volume 1</td>
<td>Top Capitol Artists</td>
<td>2665</td>
</tr>
<tr>
<td>5. The Desert Song</td>
<td>Gordon MacKave &amp; Lucille Norman</td>
<td>2666</td>
</tr>
<tr>
<td>6. Lover's Rapdody &amp; Songs From Lover's Rapdody</td>
<td>Jackie Gleason</td>
<td>2667</td>
</tr>
<tr>
<td>7. Can-Can</td>
<td>Original Broadway Cast</td>
<td>2668</td>
</tr>
<tr>
<td>8. The Family Danced</td>
<td>Mickey Katz</td>
<td>2669</td>
</tr>
<tr>
<td>9. Joe &quot;Fingers&quot; Carr and His Gangster Band</td>
<td>Joe &quot;Fingers&quot; Carr</td>
<td>2670</td>
</tr>
<tr>
<td>10. Blue Tangos</td>
<td>Les Baxter</td>
<td>2671</td>
</tr>
<tr>
<td>11. The Anthony Crib</td>
<td>Ray Anthony</td>
<td>2672</td>
</tr>
<tr>
<td>12. Promised By Ellington</td>
<td>Duke Ellington</td>
<td>2673</td>
</tr>
<tr>
<td>13. Sketches on Standards</td>
<td>Stan Kenton</td>
<td>2674</td>
</tr>
</tbody>
</table>

#### BEST SELLING—
#### CHILDREN'S ALBUMS
Based on Actual Capitol Sales Reports

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist(s)</th>
<th>Week No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mickey Mouse's Birthday Party</td>
<td>Stan Freberg</td>
<td>2675</td>
</tr>
<tr>
<td>2. Snowboard Tweet</td>
<td>Mel Blanc</td>
<td>2676</td>
</tr>
<tr>
<td>3. Hopalong Cassidy and the Haunted Gold Mine</td>
<td>William Boyd</td>
<td>2677</td>
</tr>
<tr>
<td>4. Woody Woodpecker and the Lost Money</td>
<td>Mel Blanc</td>
<td>2678</td>
</tr>
<tr>
<td>5. I Taught You a Puppy Tail &amp; Your More</td>
<td>Mel Blanc</td>
<td>2679</td>
</tr>
<tr>
<td>6. Dinky Pappy</td>
<td>Stan Freberg</td>
<td>2680</td>
</tr>
<tr>
<td>7. Bozo on the Farm</td>
<td>Porky Pigeon</td>
<td>2681</td>
</tr>
<tr>
<td>8. Tootie Pie</td>
<td>Mel Blanc</td>
<td>2682</td>
</tr>
<tr>
<td>9. The Little Engine That Could and The Big Tow</td>
<td>Ruth Davis</td>
<td>2683</td>
</tr>
<tr>
<td>10. Woody Woodpecker and His Talent Show</td>
<td>Mel Blanc</td>
<td>2684</td>
</tr>
<tr>
<td>11. I'm a Little Teapot &amp; the Teddy Bear Pie</td>
<td>Frank DeVol</td>
<td>2685</td>
</tr>
<tr>
<td>12. Little Songs for Little People</td>
<td>Don Wilson</td>
<td>2686</td>
</tr>
<tr>
<td>13. Hopalong Cassidy and the Mail Train Robbery</td>
<td>William Boyd</td>
<td>2687</td>
</tr>
</tbody>
</table>

### LATEST RELEASE
No. 592

#### DON'T SAY GOODBYE WHEN YOU GO AUTUMN LEAVES
- Monica Lewis | 2688

#### LOVE THEME FROM "THE ROBE"
- MANHATTAN
- Les Baxter | 2689

#### SUNDAY ON THE OTHER SIDE
- "I've Got a Better Place To Go..." Martha Carter | 2690

#### "I'M IN THE MOOD FOR LOVE"
- My Kinda Love
- Le Blanc | 2691

#### CATM ARJEOUD
- MAKE ME LOVE AGAIN
- Jimmy Reep | 2692

#### SOUND OFF ANOTHER DAWN, ANOTHER DAY
- Ray Anthony | 2693

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

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

"My Kinda Love" and "I'm in the Mood for Love"

with Alexandre et l'Orchestre Parisien

Capital Record No. 2635

It's love theme from THE ROBE

by HELEN O'CONNELL

Two delightful novelties

Six Buzzard Feathers and a Mocking Bird's Tail

Joseph! Joseph!

with orchestra conducted by HARROLD MOONEY

Capital Record No. 2635
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 every stage, and in this 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 and competition among the old phonograph manufacturers was intense. Television was viewed as an awesomely threatening threat. Then came the phonograph, which rescued its weary head 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 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, the 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 Edison 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 ever had—have come the 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 evidenced by the title of this special issue. Led by Columbia with its introduction of LP and then joined by RCA Victor in 1950, the depression year of the 45 EP, old standards were discarded in favor of an all-inclusive LP record. 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 least as high as the increased prices required to produce these new recorded advances properly. At this point Columbia again provided the necessary spark when nearly a year ago it introduced its "30" high quality player. Other key industry makers have since followed suit. At this juncture the phone-record audience is at least as rosy as it ever has been. The industry is now experiencing wide phonograph promotion in Baltimore, spearheaded by the Record Industry Association of America. In short, to the extent that 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 grow in value in the past years. You have seen market prices 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 and the public are demanding the purchase of more players to new record phonograph 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 prices 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 and 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. A

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 an instrument in 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 photo field as it has done and will continue to do in the record field.

“We’re with it,” Mr. Dealer! Are You?
A Smash!

A BABY CRIED

c/w One Moment More

LOU MONTE

with HUGO WINTERHALTER'S Orchestra and Chorus

20/47-5496
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
"That'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 CONNELLY ALAN DEE

The Christmas Tapestry

The tapestry is a very personal one for the lead singer of Folks Inc., a vocal group which includes members of the Benson and Sharman Orchestra. It is a project that has been in the making for a long time and the finished product is well worth the wait. The tapestry is a collection of Christmas carols and songs, with a modern twist on some of the classics. The lead singer, Don Connolly, provides a unique and heartfelt interpretation of these songs, bringing a new life to old favorites. The tapestry is a beautiful addition to any Christmas collection, and a great gift for the music lover in your life.

RANKS WILLIAMS

Call Me You

This is a passionate ballad that is sure to tug at the heartstrings of listeners. The lead singer, Ranks Williams, delivers a powerful performance that is both emotional and captivating. The song features a beautiful melody and a heartfelt message that is sure to resonate with listeners. This is a must-listen for anyone who loves powerful and emotional music.

Bobby Darin

I'll Never Stand in Your Way

This is a beautiful ballad that features the lead singer's smooth vocals and a heartfelt message. The song is about a love that just can't be, and the singer's pain and struggle are evident in his voice. The music is simple and haunting, and the overall atmosphere of the song is one of melancholy and beauty. This is a song that will leave a lasting impression on listeners.

RICHARD HARDY

Music M.C.

This is a fun and upbeat pop song that features the lead singer's catchy vocals and a lively beat. The song is about the joy of music and the power it has to bring people together. The lead singer delivers a fun and energetic performance that is sure to get people dancing. This is a great addition to any playlist, and a must-listen for anyone who loves upbeat and fun music.

JAZZ

EDDIE KALANZI TRIO

Miss 

This is a beautiful ballad that features the lead singer's smooth vocals and a heartfelt message. The song is about a love that just can't be, and the singer's pain and struggle are evident in his voice. The music is simple and haunting, and the overall atmosphere of the song is one of melancholy and beauty. This is a song that will leave a lasting impression on listeners.

HOMELAND HARMONY QUARTET

The Lonesome Road

This is a beautiful ballad that features the lead singer's smooth vocals and a heartfelt message. The song is about a love that just can't be, and the singer's pain and struggle are evident in his voice. The music is simple and haunting, and the overall atmosphere of the song is one of melancholy and beauty. This is a song that will leave a lasting impression on listeners.

JOE BURTON QUARTET

Trend In

This is a fun and upbeat pop song that features the lead singer's catchy vocals and a lively beat. The song is about the joy of music and the power it has to bring people together. The lead singer delivers a fun and energetic performance that is sure to get people dancing. This is a great addition to any playlist, and a must-listen for anyone who loves upbeat and fun music.

International

MACHITO'S Y ORCHESTRA

Dance With Me

This is a lively dance tune that features the lead singer's smooth vocals and a catchy beat. The song is about the joy of music and the power it has to bring people together. The lead singer delivers a fun and energetic performance that is sure to get people dancing. This is a great addition to any playlist, and a must-listen for anyone who loves upbeat and fun music.

Latin American

GENE ARI

Fuente de la Vida

This is a beautiful ballad that features the lead singer's smooth vocals and a heartfelt message. The song is about a love that just can't be, and the singer's pain and struggle are evident in his voice. The music is simple and haunting, and the overall atmosphere of the song is one of melancholy and beauty. This is a song that will leave a lasting impression on listeners.

Country & Western

FRED HUSKEY

I'm In Love With You

This is a beautiful ballad that features the lead singer's smooth vocals and a heartfelt message. The song is about a love that just can't be, and the singer's pain and struggle are evident in his voice. The music is simple and haunting, and the overall atmosphere of the song is one of melancholy and beauty. This is a song that will leave a lasting impression on listeners.

RHYTHM & BLUES

THE FLAMINGOS

Cruel Army

This is a beautiful ballad that features the lead singer's smooth vocals and a heartfelt message. The song is about a love that just can't be, and the singer's pain and struggle are evident in his voice. The music is simple and haunting, and the overall atmosphere of the song is one of melancholy and beauty. This is a song that will leave a lasting impression on listeners.

TENNESSEE WALKER

Golden Tornado

This is a beautiful ballad that features the lead singer's smooth vocals and a heartfelt message. The song is about a love that just can't be, and the singer's pain and struggle are evident in his voice. The music is simple and haunting, and the overall atmosphere of the song is one of melancholy and beauty. This is a song that will leave a lasting impression on listeners.
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 nickelodeum, 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 sung and Nikki 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 outdated 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 big 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 songwriters of America for bigger profits and more satisfied customers. Stop taking advantage of yourself -- support the McCarran bill!

Sincerely,
The Songwriter
### COMING UP IN THE TRADE

**(Listed Alphabetically)**

<table>
<thead>
<tr>
<th>Popular</th>
<th>Country &amp; Western</th>
</tr>
</thead>
</table>
| **Love Me Again** Sunny Gale—RCA Victor 20-5454 | **Divorce Granted**
| **Don'tcha Hear Them Bells?** | **Counterfeit Kisses** Frank Trenton—Decca 28809 |
| **Kangaroo** Les Carr—Mary Ford—Capitol 2410 | **I Found Out More Than You Ever Knew** Betty Cody—RCA Victor 26-3842 |
| **Ebb Tide** | **North Wind** Slim Whitman—Imperial 8286 |
| **Eighteenth Variation** William Kapell—RCA Victor 20-4820 | **Satisfaction Guaranteed** Wholelty But My Heart Aches |
| **Laughing on the Outside** Four Acorns—Decca 28493 | Carl Smith—Columbia 21168 |

### CURRENT TOP RECORDS

See page 34 for the current top pop records. See page 43 for the current top R&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

"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
TOP POPULAR RECORDS

Best Selling Singles

<table>
<thead>
<tr>
<th>Record</th>
<th>Last Week</th>
<th>This Week</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;ST. GEORGE AND THE DRAGONET&quot; - S. Freberg</td>
<td>1</td>
<td>5</td>
<td>-4</td>
</tr>
<tr>
<td>&quot;VAYA CON DIOS&quot; - L. Paul-M. Ford</td>
<td>2</td>
<td>20</td>
<td>-18</td>
</tr>
<tr>
<td>&quot;YOU, YOU, YOU&quot; - Ames Brothers</td>
<td>1</td>
<td>18</td>
<td>-17</td>
</tr>
<tr>
<td>&quot;DRAGNET&quot;</td>
<td>10</td>
<td>7</td>
<td>+3</td>
</tr>
<tr>
<td>&quot;RAGS TO RICHES&quot; - T. Bennett</td>
<td>7</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>&quot;ST. GEORGE AND THE DRAGONET&quot; - S. Freberg</td>
<td>12</td>
<td>3</td>
<td>-9</td>
</tr>
<tr>
<td>&quot;Crying in the Chapel&quot; - J. Valli</td>
<td>5</td>
<td>11</td>
<td>-6</td>
</tr>
<tr>
<td>&quot;YOU, YOU, YOU&quot; - Ames Brothers</td>
<td>18</td>
<td>18</td>
<td>0</td>
</tr>
<tr>
<td>&quot;TO BE ALONE&quot; - Hilltoppers</td>
<td>10</td>
<td>10</td>
<td>0</td>
</tr>
</tbody>
</table>

Most Played by Jockeys

<table>
<thead>
<tr>
<th>Record</th>
<th>Last Week</th>
<th>This Week</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;YOU, YOU, YOU&quot; - Ames Brothers</td>
<td>2</td>
<td>18</td>
<td>-16</td>
</tr>
<tr>
<td>&quot;ST. GEORGE AND THE DRAGONET&quot;</td>
<td>2</td>
<td>12</td>
<td>-10</td>
</tr>
<tr>
<td>&quot;BEB TIDE&quot;</td>
<td>4</td>
<td>10</td>
<td>-6</td>
</tr>
<tr>
<td>&quot;RAGS TO RICHES&quot; - T. Bennett</td>
<td>6</td>
<td>6</td>
<td>0</td>
</tr>
<tr>
<td>&quot;ALONE&quot; - Hilltoppers</td>
<td>3</td>
<td>18</td>
<td>-15</td>
</tr>
<tr>
<td>&quot;Crying in the Chapel&quot; - J. Valli</td>
<td>10</td>
<td>20</td>
<td>-10</td>
</tr>
<tr>
<td>&quot;YOU&quot;</td>
<td>10</td>
<td>20</td>
<td>-10</td>
</tr>
<tr>
<td>&quot;To Be Alone&quot; - Hilltoppers</td>
<td>18</td>
<td>18</td>
<td>0</td>
</tr>
</tbody>
</table>

VOX JOX

By CHARLOTTE SUMMERS

Joe Tris
Ted Steele, WPXJ, New York, and Al Ross, WHAL-TV, Baltimore, jumped on the "TV-dance wagon" programing idea with a half-hour picture disc contest from the leading high schools and clubs in the New York Metropolitan area for a monthly prize which was a picture disc album of the latest 45s that were the hits on the New York area disc charts.

The contest was in the school, and the judges were the high school teachers. The judges were Misses H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard.

The results were announced by Joe Tris, WPXJ, New York, and Al Ross, WHAL-TV, Baltimore, and the winners were:

1st Place: Joe Tris, WPXJ, New York
2nd Place: Al Ross, WHAL-TV, Baltimore
3rd Place: Joe Tris, WPXJ, New York

The judges were Misses H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard, Miss H. A. Willard.

YESTERDAY'S TOPS-

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

OCTOBER 30, 1943:

1. Paul Pochin Mama
2. Sunday, Monday or Always
3. People Will Say We're In Love (Crosby)
4. You Never Cried Last Night
5. Put Your Arms Around Me
6. You'll Never Know
7. Don't Say You Love Me
8. Singing in the Rain
9. Ruby Keeler
10. Ford...
It's another great record by Pee Wee Hunt

"Mama's Gone, Good-Bye"

and

"Coney Island Washboard"

Capitol Record No. 2647
**Territorial Best Sellers (Popular)**

Records listed below are based on reports issued through Western Union messenger service from top disc jockeys in each of the market areas.

### Atlanta
- J. Yaya Con Dios
- L. Paul & M. Ford, Capitol
- J. Bennett, Columbia
- F. Chacksfeld, London
- You, You, You
- Amos Brothers, Victor
- Crying in the Chapel
- J. Valli, Victor
- E. St. George and the Dragonet
- S. Freeberg, Capitol
- S. Freeberg, Capitol
- You, You, You
- Amos Brothers, Victor
- Crying in the Chapel
- J. Valli, Victor
- E. St. George and the Dragonet
- S. Freeberg, Capitol
- You, You, You
- Amos Brothers, Victor
- Crying in the Chapel
- J. Valli, Victor
- E.
- E. St. George and the Dragonet
- S. Freeberg, Capitol
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- Amos Brothers, Victor
- Crying in the Chapel
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- S. Freeberg, Capitol
- S. Freeberg, Capitol
- You, You, You
- Amos Brothers, Victor
- Crying in the Chapel
- J. Valli, Victor
- E.
- E. St. George and the Dragonet
- S. Freeberg, Capital
Columbia Best Buys

BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending October 24

RAGS TO RICHES
HERE COMES THAT HEARTACHE AGAIN
Tony Bennett
40048 • 4.40048

I SHOULD HAVE TOLD YOU LONG AGO
ISLANDER
The Four Lads
40082 • 4.40082

IN THE MORNING OF ST. AUGUSTINE
No Stone Unturned
Sammy Kaye
40061 • 4.40061

THE STORY OF THREE LOVES
MARRIED WIFE SAD
Liberace
40099 • 4.40099

I WANT A HOMESTYLE 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

HOT JET!
SETIN' IN THE SUN
Frankie Laine
40036 • 4.40036

SANTA CRUZ 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

30TH PARALLEL
COLORADO TRAIL
Tom Scott
40091 • 4.40091

SWEET MANA, TRUE TOP TAIL
A RED, RED RIBBON
The Mariners
40104 • 4.40104

PLEASE DON'T TALK ABOUT ME WHEN I'M GONE
AN ORCHID FOR THE LADY
Johnny Ray
40090 • 4.40090

ANSWER ME
BLOWING WILD
Frankie Laine
40079 • 4.40079

LONG AWAY TIME
Sarah Vaughan
40041 • 4.40041

THE SONG FROM MARILYN ROUGE
SWEDISH WRAPSOCK
Percy Faith and Felicia Sanders
39944 • 4.39944

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending October 24

SATISFACTION GUARANTEED
WIN'T BUY MY HEARTACHES
Carl Smith
21166 • 4-21166

HIT ME!
DARLIN' AM I THE ONE
Carl Smith
21129 • 4-21129

INNOCENT HEARTS
I FOUND A FRIEND
Jo Stafford
21165-s • 4-21165-s

HAPPINESS LOVE
THEN I'LL COME BACK TO YOU
Lefty Frizzell
21169 • 4-21169

TRAUMARK
DO I LIKE IT!
Carl Smith
21119 • 4-21119

I'M A LITTLE RED CABOOSE
THOSE WASTED YEARS
Rene Maudbox
21155 • 4-21155

LOVE LEADS THE WAY
HOME OF THE SONS
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
"MAY DOWN TENDER IN NEW ORLEANS"
"PLEASANT" DOWN TO COTTON TOWN
40116 • 4-40116

JO STAFFORD
"WHAT GOOD AM I WITHOUT YOU"
THE CHRISTMAS BLUES
40102 • 4-40102

HARRY JAMES
"THEME FROM THE JOE LOUIS STORY"
THE HUNTER'S SONG
40112 • 4-40112

JOE CARR
"I'VE HAD TO BE YOU"
I DON'T KNOW WHY
40101 • 4-40101

NEW FOLK MUSIC RELEASES

GEORGE MORGAN
NO ONE Knows IT BETTER THAN ME
19172 • 4-21172

NEW CHILDREN'S RELEASES

JOSEF MARAIS and MIRANDA
SOUTH AFRICAN FOLK SONGS FOR CHILDREN
(Ads)
45 rpm

MILTON CROSS with CAST AND ORCHESTRA
THE STORY AND MUSIC OF WOLFGANG AMADEUS
Mozart
(Ads)
45 rpm

CHRISTMAS WITH ARTHUR GODFREY
and ALL THE Little Gofreys
with Marian Marlowe • Frank Park-er • Julius La Rosa • The Mariners • Janette Davis • Lu Ann Simms • Halseki • Orchestra and Chorus
under the direction of Archie Blyer
including White Christmas • The Christmas Song • The First Noel • Here Comes Santa Claus • Jingle Bells • Silent Night and many others
"Sp" CL 540 • 45 Set B-348 • 78 Set C-348

CHRISTMAS CAROLS by THE WIDOWS LUNDBY CHOIR
eighteen magnificent holiday carols sung by this famous choir
"Sp" CL 6272 • Extended Play Records B-1797 and B-1511

NEW RELEASES

CHRISTMAS WITH ARTHUR GODFREY
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COLUMBIA RECORDS

Trade Marks "Columbia," "Masterworks," "Enter" CB or Reg. U.S. Pat. Off. Other Countries

www.americanradiohistory.com
**RHYTHM & BLUES RECORD REVIEWS**

**Stray from page 30**

**C & W RECORD REVIEWS**

**Continued from page 28**

**BILLY WARD AND HIS DOMINOS**

**RAGS TO RICHES**

**DON'T THINK ME**

**KING**

**1280**

**WITHOUT A SONG**

**WHITE CLIFFS OF DOVER**

**YOU CAN'T TEAR ME**

**THE CHECKERS**

**KING**

**4675**

**A Hand A Shame**

**THE FIVE JETS**

**DELUXE**

**ROBERT MURPHY**

**5418**

**HANNIS**

**TERRELL**

**JORDAN**

**WILLIAMS**

**PHELPS**

**GORDON**

**JENKINS**

**ALAN**

**Wed.**

**KING**

**1045**

**The Star**

**COLEMAN**

**MOORE**

**Farrar**

**Walden**

**LOOMIS**

**CHESTER**

**NICKELS**

**CARROLL**

**WEEDS**

**BRUCE**

**ALLEN**

**MACK**

**PAINETTOW**

**CORNELL**

**DAVIS**

**Burton**

**BLOUNT**

**SHADY**

**REED**

**McMahan**

**SUE**

**LEMON**

**COLEMAN**

**Thank you so much for using our service.**

**3 RECORDS THAT WILL MAKE A LOVE DIVIDE**

**BILLY WARD AND HIS DOMINOS**

**RAGS TO RICHES**

**DON'T THINK ME**

**KING**

**1280**

**BILLY WARD AND HIS DOMINOS**

**RAGS TO RICHES**

**DON'T THINK ME**

**KING**

**1280**

**HANNIS**

**TERRELL**

**JORDAN**

**WILLIAMS**

**PHELPS**

**GORDON**

**JENKINS**

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**1280**

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**WEEDS**

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**MACK**

**PAINETTOW**

**CORNELL**

**DAVIS**

**Burton**

**BLOUNT**

**SHADY**

**REED**

**McMahan**

**SUE**

**LEMON**

**COLEMAN**

**Thank you so much for using our service.**
Bernie Wayne's Debut on

ZSA ZSA

Composer
Arranger
Conductor

and

PASSIONATA

composed, arranged and conducted by

BERNIE WAYNE

and his Orchestra

Coral 61085 (78 RPM)
and 9-61085 (45 RPM)
Music Pared Right for Dancing on New LP’s

Despite cries from many levels that the dance-band business is still in the doldrums, record dealers have found that disk buyers are still looking for the ‘right’ arrangement. Columbia has again dug thru the catalog for the right dance LP, and comes up with a good one this time in the shape of Contrast’s ‘The Second’.

The result is a solid set, with a variety of styles that should provide plenty of enjoyment. It includes a number of well-known standards, as well as some lesser-known gems, all performed in a lively, swinging style that is sure to please any audience.

Columbia has done a fine job in choosing the right artists and material for this release, and the result is an LP that should be a welcome addition to any dance collection.
**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 throughout the country. Musical categories change weekly.

**SYMPHONY**

(Continued from page 47)

**OPERATIC EXCERPTS**

(Continued alphabetically)

**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 HUMS AND CAROLS—VOL. 1**—Robert Shaw Chorale: RCA Victor LM 1275
2. **MERRY CHRISTMAS—Ring Crosby**: RCA Victor DL 1010
3. **CHRISTMAS HUMS AND CAROLS—VOL. 2**—Robert Shaw Chorale: RCA Victor LM 1276
4. **MARIO LANZA SINGS CHRISTMAS SONGS**: RCA Victor DL 1011
5. **TWAS THE NIGHT BEFORE CHRISTMAS—Fred Waring**: RCA Victor DL 1012
6. **CHRISTMAS GREETINGS—Ring Crosby**: RCA Victor DL 1013
7. **AMAHLE AND THE NIGHT VISITORS—NBC TV Cast**: RCA Victor LM 1277
8. **THE LITTLEST ANGEL—Loretta Young**: RCA Victor DL 1014
9. **CHRISTMAS CAROLS BY KEN GRiffin**: RCA Victor DL 1015
10. **CHRISTMAS IN THE AIR—Voices of Walter Schumann**: RCA Victor LM 1278
11. **PERRY COMO SINGS MERRY CHRISTMAS MUSIC**: RCA Victor EPB 5028
12. **CHRISTMAS CAROLS BY KEN GRiffin**: RCA Victor DL 1017
13. **CHRISTMAS CHIMES—Blades and Smart**: London LB 82
14. **MISSISSIPPI—Buddaford Choral Society**: Columbia CL 1020
15. **A CHRISTMAS CARMEN—Maria Carmeno**: M-G-M 16
16. **JINGLE BELLE—Guy Lombardo**: Columbia CL 1021
17. **A BANDY KATE CHRISTMAS SERENADE**: Columbia CL 1022
18. **THE TRADITIONAL CHRISTMAS FARE**: RCA Victor EPB 1056
19. **CHRISTMAS CAROLS—VOL. 1**—Randolph Singers: RCA Victor EPB 1057
20. **CHRISTMAS CAROLS—VOL. 2**—Randolph Singers: RCA Victor EPB 1058

**Yule Packs**

EP (a two-pocket set) is Christmas Hums sung by George Beverly Shea. Victor’s wonderland. At last a Christmas album which has done quite well with both familiar and not-so-familiar hymns for an ultra-smooth result. His style is that of a seasoned and experienced performer. RCA Victor EPB 1011

**CLASSICAL**

*Extended Orchestral Works*

**BIZET: CARMEN (Albee, Pierre, RCA Victor Orchestra-Reiner)**

RCA Victor LM 1156

**GREAT TENOR ARIAS—JUSI BUOJELING**

RCA Victor LM 1156

**IMMORTAL MERCILI—ENRICO CARUSO**

RCA Victor LM 1157

**LEONCAVALLO: PAGLIALCCHI, MASCACHI, CAVALLERIA RUSTICANA, (Taglione, Chicago Orchestra-Beaudet)**

RCA Victor LM 1156

**MOUBORIS, BORSO GIORNOUFO** (Mayer, Roel-Lentz, Columbia Symphony-Ormandy)

RCA Victor LM 1156

**BIZET: LA BOHEME (Caruso, London Symphony Orchestra)**

RCA Victor LM 1157

**PUCCINI: LA BOHEME (Caruso, Chicago Orchestra)**

RCA Victor LM 1158

**MOUBORIS, BORSO GIORNOUFO** (Mayer, Roel-Lentz, Columbia Symphony-Ormandy)

RCA Victor LM 1156

**JINGLE BELLE**—Guy Lombardo

RCA Victor LM 1156

**THE TRADITIONAL CHRISTMAS FARE**—RCA Victor EPB 1056

**CHRISTMAS CAROLS—VOL. 1**—Randolph Singers

RCA Victor EPB 1057

**CHRISTMAS CAROLS—VOL. 2**—Randolph Singers

RCA Victor EPB 1058

**GREAT SACRED CHORUSES**—Robert Shaw Chorale

RCA Victor LM 1177

**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 throughout the country. Musical categories change weekly.

**SYMPHONY**

(Continued alphabetically)

**NEXT WEEK**

**CLASSICAL**

*Extended Orchestral Works*

**BIZET: CARMEN**

RCA Victor LM 1156

**GREAT TENOR ARIAS**

JUSI BUOJELING

RCA Victor LM 1156

**IMMORTAL MERCILI**

ENRICO CARUSO

RCA Victor LM 1157

**LEONCAVALLO: PAGLIALCCHI, MASCACHI, CAVALLERIA RUSTICANA**

(Albee, Pierre, RCA Victor Orchestra-Reiner)

RCA Victor LM 1156

**MOUBORIS, BORSO GIORNOUFO**

(Mayer, Roel-Lentz, Columbia Symphony-Ormandy)

RCA Victor LM 1156

**BIZET: LA BOHEME**

(Caruso, London Symphony Orchestra)

RCA Victor LM 1157

**PUCCINI: LA BOHEME**

(Caruso, Chicago Orchestra)

RCA Victor LM 1158

**MOUBORIS, BORSO GIORNOUFO**

(Mayer, Roel-Lentz, Columbia Symphony-Ormandy)

RCA Victor LM 1156

**JINGLE BELLE**

Guy Lombardo

RCA Victor LM 1156

**THE TRADITIONAL CHRISTMAS FARE**

RCA Victor EPB 1056

**CHRISTMAS CAROLS—VOL. 1**

Randolph Singers

RCA Victor EPB 1057

**CHRISTMAS CAROLS—VOL. 2**

Randolph Singers

RCA Victor EPB 1058

**GREAT SACRED CHORUSES**

Robert Shaw Chorale

RCA Victor LM 1177

**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’ top 25 sales were those which had a three-way tie for fifth place. No distinction has been made between classical and pop packages.

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

Naturally a great deal of new Christmas merchandise will be available in the coming weeks. Some of these will undoubtedly stop 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)
Introducing

A NEW

SINGING STARLET

JOYCE TAYLOR

"IF I CRY"

MERCURY 70243 • 70243X45
This Week’s New Territorial
Best Sellers to Watch

Records listed under “Territorial Best Sellers” have appeared for the first time this week on any of the charts. They are highlighted for the convenience of dealers and operators in their market.

Territorial Best Sellers

City-by-city listings are based on reports received via Western Union newspaper service from key country and western dealers and joke box operators in each of the markets listed.

Cincinnati

1. I Forgot More Than You’ll Ever Know—Dave Sisters, Victor
2. You’re Goin’—Dave Sisters, Victor
3. Memphis—Sorrow and Pain
4. Sorrow and Pain
5. Memphis

Memphis

1. I Forgot More Than You’ll Ever Know—Dave Sisters, Victor
2.透明
3.透明
4.透明
5.透明

Nashville

1. I Forgot More Than You’ll Ever Know—Dave Sisters, Victor
2.透明
3.透明
4.透明
5.透明

Nashville

1. I Forgot More Than You’ll Ever Know—Dave Sisters, Victor
2.透明
3.透明
4.透明
5.透明

New Orleans

1. I Forgot More Than You’ll Ever Know—Dave Sisters, Victor
2.透明
3.透明
4.透明
5.透明

FOLK TALENT AND TUNES

Beginning next week, this column will be conducted by Joel Glazer. This week’s Billboard Hollywood office

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboards’ weekly survey among dealers through the country using a high proportion of country and western records.

1. I FORGOT MORE THAN YOU’LL EVER KNOW—Dave Sisters, Victor
2.透明
3.透明
4.透明
5.透明

Most Played by Jockeys

Records are ranked in order of the greatest amount of plays on country and western disc jockeys’ radio shows throughout the country during the week ending the previous Saturday.

1. I FORGOT MORE THAN YOU’LL EVER KNOW—Dave Sisters, Victor
2.透明
3.透明
4.透明
5.透明

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on country and western disc jockeys’ juke boxes throughout the country during the week ending the previous Saturday.

1. I FORGOT MORE THAN YOU’LL EVER KNOW—Dave Sisters, Victor
2.透明
3.透明
4.透明
5.透明
Thanks DJ's

... For your wonderful spin. 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

"SABBATH NIGHT" 

& 

"I'M GOING HOME"

5014

A great follow up to--

"LOVE EVERY MOMENT YOU LIVE"

Mike Peddin

"NEVER MIND"

b/w

"MM-BOY!!"

5012

To those who have not received these records... please drop us a line--

Gratefully yours,

GOTHAM RECORD CORP.

1636 FEDERAL STREET

PHILADELPHIA 46, PA.

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### National Best Sellers

Records are ranked in order of their current national sales and are part of the Billboard Hot 100. The reverse side of each record is also listed.

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<thead>
<tr>
<th>#1</th>
<th>SHAKE A HAND</th>
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<td>A. Miller, Aladdin</td>
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### Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays for the week ending October 9, 1953. The survey attempts to reflect the country wide audience a record receives.

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

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the Billboard surveys or in one of the other surveys listed.

**Cincinnati**

1. **I HAD A NOTION** J. Morris, Herald 417
2. **MONEY** Big Maybelle, Okeh 7009
3. **I'M YOURS** Big Maybelle, Okeh 7009
4. **BEBE** Sept. 1957
5. **FEELIN' GOOD** Little Junior's Blue Flames, Jubilee 5127
6. **BANANA SPLIT** Kid King's Combo, Excello 200

**Detroit**

1. **HONEY** Turner, Atlantic
2. **BLUES WITH A FEELING** Little Walter, Checker 799
3. **SHAKE A HAND** F. Adams, Herald
4. **Rosemary** J. McPhatter, Atlantic
5. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
6. **GET ON THE FUSION** Aladdin 3004
7. **BABY DOOLITTLE** Duke, Atlantic
8. **GOOD LOVIN'** C. McPhatter, Atlantic

**Los Angeles**

1. **HONEY** Turner, Atlantic
2. **BLUES WITH A FEELING** Little Walter, Checker 799
3. **SHAKE A HAND** F. Adams, Herald
4. **Rosemary** J. McPhatter, Atlantic
5. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
6. **GET ON THE FUSION** Aladdin 3004
7. **BABY DOOLITTLE** Duke, Atlantic
8. **GOOD LOVIN'** C. McPhatter, Atlantic
9. **DOOLITTLE** Duke, Atlantic
10. **ROSEMARY** J. McPhatter, Atlantic

**New Orleans**

1. **SHAKE A HAND** F. Adams, Herald
2. **BLUES WITH A FEELING** Little Walter, Checker 799
3. **ROSEMARY** J. McPhatter, Atlantic
4. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
5. **HONEY** Turner, Atlantic
6. **GOOD LOVIN'** C. McPhatter, Atlantic
7. **DOOLITTLE** Duke, Atlantic
8. **ROSEMARY** J. McPhatter, Atlantic
9. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
10. **HONEY** Turner, Atlantic

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**Territorial Best Sellers**

Records are listed on this week's surveys according to the Western United States newspapers and are based on top rhythm and blues dealers and juke box operators in the markets listed.

### Atlanta

1. **Shake a Hand** F. Adams, Herald
2. **Feelin' Good** Little Junior's Blue Flames, Sun
3. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
4. **ROSEMARY** J. McPhatter, Atlantic
5. **DOOLITTLE** Duke, Atlantic
6. **ROSEMARY** J. McPhatter, Atlantic
7. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
8. **HONEY** Turner, Atlantic

### Charlotte

1. **Shake a Hand** F. Adams, Herald
2. **Feelin' Good** Little Junior's Blue Flames, Sun
3. **ROSEMARY** J. McPhatter, Atlantic
4. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
5. **HONEY** Turner, Atlantic

### Cincinnati

1. **Shake a Hand** F. Adams, Herald
2. **Feelin' Good** Little Junior's Blue Flames, Sun
3. **ROSEMARY** J. McPhatter, Atlantic
4. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
5. **HONEY** Turner, Atlantic

### Chicago

1. **Shake a Hand** F. Adams, Herald
2. **Feelin' Good** Little Junior's Blue Flames, Sun
3. **ROSEMARY** J. McPhatter, Atlantic
4. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
5. **HONEY** Turner, Atlantic

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**New York**

1. **Shake a Hand** F. Adams, Herald
2. **Feelin' Good** Little Junior's Blue Flames, Sun
3. **ROSEMARY** J. McPhatter, Atlantic
4. **LITTLE JUNIOR'S BLUE FLAMES, Jubilee 5127
5. **HONEY** Turner, Atlantic

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"Mad Love," as done by the sensational Muddy Waters, Chicago 1952, is breaking big all over the country. All expressions of rhythm and 50s style are finding their way into popular music. This one will rise straight to the top of the charts, and in a few weeks this disk shouldn't be ignored either. Muddy does a fine job on "Blue, Wind, Blues." The new single find from Satan Statue, 1953, is also giving a big hit of attention. This one will be a hit too, with the early release. "Satan Statue" has increased his sales with "Satan Statue" and "House Cleaning." The Scramps have enjoyed good sales and these two sides are no exception to the rule. Both operators and shopkeepers should get behind this pair.

Starting to kick off in Chicago is the newly formed "Al in the Wall" and "Old Memories" on Specialty 905. This one can be really big from early indications. Eddie Charlie and his tenor saxophone are featured on 1953, in which the rendition of "Waxman" House is "Lonesome Road" as performed by the two are two great efforts by the great Eddie Charlie. They are two of the greatest of all time. Helen Johnson, featured on two sides of "One By Myself" and "Going Down to Big Mama," is a new talent. Tab Smith doing a number he wrote himself, "Saxophone" on Specialty, 1953, is a jammy tune with the song clogging the air with the blues. In Chicago, the new grouping of 1953 on Delta 132, "All My Life," on which he gives the man the ones. This man is very versatile. Will sell good. Your dealer has this "picks" in stock now. Call or see him soon.

(April)
JAZZ ON CLEF RECORDS

A GREAT NEW JAZZ RELEASE

THE GENE KRUPA SEXTET
"JUNGLE DRUMS"
"PAYIN' THEM DUES BLUES"
CLEF-89082 89082x45

LOUIS BELLSON AND HIS ORCHESTRA
"PHALANGES"
"CAXTON HALL SWING"
CLEF-89083 89083x45

COUNT BASIE AND HIS ORCHESTRA
"BREAD"
"TIPPIN' ON THE QT"
Clef-89085 89085x45

JOHNNY HODGES AND HIS ORCHESTRA
"JAPPA"
"SHEIK OF ARABY"
Clef-89086 89086x45

THE ROY ELDRIDGE QUINTET
"ROY'S RIFF"
"ROCKIN' CHAIR"
Clef-89087 89087x45

ILLINOIS JACQUET AND HIS ORCHESTRA
"SITTIN' AND ROCKIN'"
"MEAN TO ME"
Clef-89084 89084x45

CLEF RECORDS
451 NO. CANON DRIVE
BEVERLY HILLS, CALIF.

522 FIFTH AVENUE
NEW YORK 36, N.Y.
TOP R & B RECORDS

R&B Territorial Best Sellers

1. Baby It's You
2. On the Road Again
3. The Walk
4. The Walk
5. The Walk
6. On the Road Again
7. On the Road Again
8. On the Road Again
9. The Walk
10. The Walk

Philadelphia

1. You've Got A Friend
2. Make Believe
3. The Walk
4. The Walk
5. The Walk
6. The Walk
7. The Walk
8. The Walk
9. The Walk
10. The Walk

St. Louis

1. R&B Territorial Best Sellers
2. Philadelphia
3. St. Louis
4. Philadelphia
5. Philadelphia
6. Philadelphia
7. Philadelphia
8. Philadelphia
9. Philadelphia
10. Philadelphia

Denver Clubs
Meet Unions

DENVER, Oct. 24.—Local singers are gradually reaching agreements with two AFL catering unions which, earlier this month, threatened "a walk off" which, it is claimed, would not come to terms with the unions.

Organizers for the joint executive board of locals 6 and 14 of the Hotel, Motel and Botters' International, threatened to strike unless the catering workers agree to the new contract which has been under discussion for about two weeks.

Two other unions, the Hotel Workers' International and the Teamster's Union, have also asked for a 30 cents an hour raise for busboys.

EDNA MCGIRR

"These Things Shall Be"

h/a

"I'll Surrender Anytime"

FOLK TALENT AND TUNES

Continued from page 43

Chicago

Leonard Chess of Chess Records, on a business trip to New Orleans, anchored at the Wabash Central and was aboard the Statler State, which is due to arrive in New Orleans on Tuesday.

The new song, "If You Don't Want To Go," was written by Leonard and his brother, Lee. They have recorded it on their Chess label.

In Chicago, the Statler State left for New Orleans, where it will dock on Friday. In addition to the afternoon show, there will be an announcement on a late afternoon network show in which he announces with a country pitch to sell truck drivers.

Charlie Gore, guitar-playing lead singer of WHB-Midwest, Hayride, netted write-ups in two national publications recently. He was featured in the November issue of Red book magazine and Houston's "New Magazine" featured a story on the "Hayride" singer who is making his first appearance at the "New Magazine" next week. He will be back to the "New Magazine" after he leaves the "product"

Harry, the "Hayride" singer, has been playing for the crippled children of the "Friendlies" in Chicago for the past year.

Hollywood

WXR, Richmond, Va., new radio station, is playing "Bertie" on its "giant" across the board with 100,000 people. A station has done away with all pop, classical and gospel
Two pianists and the two sets of "Easy Pieces" of 1910 and 1917 are undoubtedly the most popular choices among customers looking for bargain collections. A particularly valuable "first" is the \textit{Two Pianos and Twelve Pieces} of 1984.

The following are some examples of performances that have created stylistically varied renditions of the music:

- 	extit{Two Pianos} by Bartok, which has been well-received due to its high quality and dynamic}

- 	extit{Twelve Pieces} by Stravinsky, which has been praised for its innovative approach to the genre}

There was no indication that the performances were being named to set legal price minimums on their merchandise.

\textbf{Young Seeks}

- \textit{Continued from page 49}
- read the cover letter, according to the spokesman, and had assumed that it was a letter directly sent by BMM management. These 19 letters represent a total of 121 letters of correspondence with BMM's current management.

One station exec admitted he had always found it difficult to have any positive knowledge of the letter's contents. "Two execs there have been in the current management."

- \textit{Special Committee}.

The resolution, now a part of the official BMM minutes, asked that the resolution be considered as a special committee of investigation and report to the management.

- \textit{Acquire}.

The station tries to acquire a wide range of interests, including music and entertainment. Also featured is a special franchise for Kellogg's that includes the non-musical elements of the franchise.

- \textit{Process}.

The process music fandom by the station and the station's management has been highlighted by the executive committee's recommendation to acquire the franchise that appears in the presentation of the "So You Can't Hear Music" radio show.

- \textit{Participants}.

Always the station, the executive committee drew up the request in the "American Song" radio show.

- \textit{Records}.

All records that have been sold at the station have been sold by the station's own record store.

- \textit{Restless People}.

- \textit{Continued from page 49}
- 

- \textit{The ABC Shuffles}.

- \textit{Continued from page 49}
- 

- \textit{Juke Diskery}.

- \textit{Continued from page 14}
- 

- \textit{Old Stars Shine Brightly}.

- \textit{Continued from page 14}
**Regular IEWU Shows Use Names, Click in Big Way**

By STEVE SCHICKEL

CHICAGO, Oct. 21—The old vaudeville union, which has been revived in Chicago and has proved quite popular, has announced the formation of a new local.

Frank Darling, president of Local 211, Entertainment Workers' Union, has been putting out a press release for the organizers who claim to have formed a new local that is gaining a considerable following throughout the city.

The union stages shows from one hour to two days, and has already made arrangements for several shows in the first month.

Darling said that the union is now working on a new plan that will enable it to get more money from the vaudeville business.

The union is also working on plans to start a magazine for vaudeville performers and producers.

Bobino Hall Back; Ups Paris Vaude

PARIS, Oct. 24—Local vaudeville has been given a boost in an article in the New York Times. The article, which was written by a noted critic, stated that the local vaudeville business is on the rise again.

The article stated that vaudeville has been making a comeback in recent years, and that it is now thriving in places like New York and Chicago.

The article also stated that vaudeville has been making a comeback in many parts of the country, and that it is now considered a viable business.

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Manager for New Aud Named at Des Moines

OMAHA, Oct. 24—Charles Johnstone will open office here at the conclusion of the current tour of his Jerry Colonna and Colonna shows. He will also be in the package and operate and auud-area packages under the firm name of Rolph Wood Attractions.

He said that Rich Wood had been named to head up a package scheduled to open about November 17. Negotiations are now in process with a new partner to form a name comic and known girl group.

His Colonna show opened Thursday (1) at the Iowa Civic Auditorium, Rochester, Minn. Jacobson said Iowa dates looked good for the package and several other dates had been sold outright while others were being offered with tickets to be sold. He also said that Jacobson appeared at Des Moines Monday for the Chamber of Commerce and return to KNT Roller Rink under the name of Buffalo Bisons. The Shrine has purchased the evening performance on Columbus Day (12).

Henie Slates End Of Stockholm Run After 38 Shows

STOCKHOLM, Sweden, Oct. 24—(AP) — At the end of a 38-city tour of Europe and the U.S. which was called the Henie of the Cross Continent tour, American skater is now on a week's vacation as she and her family return to the United States. The Henie family are scheduled to be in the United States for the remainder of the season.

Henie has been on tour for more than five months and has already been in the United States for several weeks. She has been touring the United States and Canada as part of the American Ice Capades circuit. The tour has been a great success and has drawn large crowds wherever she has appeared.

The Henie family are scheduled to be in the United States for the remainder of the season. They will be in New York City for the Christmas season and then will travel to other cities throughout the United States. The family is looking forward to spending the holidays with their friends and family in the United States.

Vancouver Man Plans Big Aud; PNE Seeks Fund

VANCOUVER, B.C., Oct. 24—Colonnade Hit! A world famous roller skating and bowl show that the Vancouver council between the company will be held in the city Jan. 12. The show will be held in the Vancouver Aquatic Centre and is expected to draw a large crowd.

Michigan RSROA Maps Monthly Dance Meet

DETROIT, Oct. 24—Plans to promote a one-month dance contest were made Monday (1) at the meeting of the Michigan RSROA chapter. Roller Skating Rink Operators Association, held at the Bickford Rink, Clinton, Mich. The purpose of the promotion was made during a discussion held with the professional skating teachers of the state who were invited to attend the meeting to discuss mutual problems.

The teachers, who will be invited to attend the meetings, will also be asked to fill out a questionnaire so that the operators' belief that the dance contest would aid in acquiring a popular interest in roller skating and in roller skating, and serve to stimulate interest among beginners at roller skating.

This no immediate schedule was made at which the contest would begin. The contest will be held on a Sunday, after a possible start next month, the dance being held at a different time each week. Each contest will be open to any couple, who will compete each month, with the monthly winner receiving trophies from the rink, and the winner having the winning couple will receive the trophy at the end of the month.

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Brookfield, Wis., has been selected as the name of the event, and the contest will be held in the city of Brookfield, Wis., on a Saturday, after a possible start next month, the dance being held at a different time each week. Each contest will be open to any couple, who will compete each month, with the monthly winner receiving trophies from the rink, and the winner having the winning couple will receive the trophy at the end of the month.

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John Blott Named Assistant at Det. Arcadia

DETROIT, Oct. 24—John Blott has been promoted to the position of assistant operator of the Rink under the name of Det. Court, Det. Arcadia. Blott, who has been associated with the company for a number of years, has been in charge of the operation of the skating rinks and has done an excellent job of looking after the interests of the skaters.

The company has decided to promote Blott to the position of assistant operator, and he will be in charge of the rink under the name of Det. Court, Det. Arcadia. Blott has been associated with the company for a number of years, and has done an excellent job of looking after the interests of the skaters.

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Ralph Hemphill Dies; Long-Time Fair Mgr.

 Succumbs After Long Illness; Had Guided Oklahoma City 26 Years Before Retiring

OKLAHOMA CITY, Oct. 24—Ralph T. Hemphill, 48, manager 26 years before his retirement, died here Tuesday (20) after a long illness. Funeral services will be held Thursday in St. Paul and Oklahoma City.

Hemphill was born in Oklahoma City, and was raised there. He had been in the fair business for 26 years and was an officer and active in the affairs of the International Motor Court Association for many years.

One at a time he handled a financial staff of four or five agencies, including several fairs, including the State Fair of St. Paul and Oklahoma City.

Hemphill was a member of the International Fair Association and had been an officer for many years.

At the time of his death, he was the manager of the Municipal Auditorium. He had been a member of the Oklahoma City Chamber of Commerce, and had been an officer in the fair association for many years.

A traditionacl big crowd also showed up for the middle Sunday of the fair, and the Chamber of Commerce was on hand to see the crowd.

Ralph Hemphill, who had been a member of the International Fair Association, was the manager of the Municipal Auditorium for many years.

Wixom-Kelly Combo on Gem City Midway

TERRIE HAUSSE, Ind., Oct. 24—When Gem City Shows played the fair, it offered one of the largest midway attractions on a carnival midway, according to Wixom-Kelly Combo.

Wixom-Kelly's 12-cage wagons and two buildings were placed side by side and comprised of stock from the fair's main midway, which had made a total of 900 of major rides, including a 300-foot slide, a 70-foot-high elephant ride, and a number of smaller rides.

The rides were operated by a 40-man crew, which included Wixom-Kelly's regular season staff of 20, plus several part-time workers who were hired for the fair.

Wixom-Kelly Combo on Gem City Midway

Top 4 Re-Run

CHICAGO, Oct. 24—Success of this year's International Dairy Show has been announced here (17) in the international high.

The show also received a prompt change of time for the 54 run on October 16-18.

The show is being held in the International Dairy Show Auditorium, which is located in the Eastern University in Chicago.

San Antonio gave the price of a strong week's work (12-18) in this show, where prices included a slight drop in the 1953 date. Harrisburg, Texas, chalked up another 5,000 pounds of butter, which was handled for the show.

Fort Worth, Oct. 24—With the price of butter rising on the market, the Dairy-Barn is taking the current ad copy. Newspaper ad rates are also changed to $1.50 and 1 cent.

Tri-State Fair Field Guide

NEW BERNE, N. C., Oct. 24—The Jack Kochman Kill Devils Rodeo, which was scheduled for the 1954 run on October 16-18, was postponed due to a shortage of riders.

The unit's earnings at Atlanta were over $100,000, and the show received an all-time attendance record of over 100,000 people.

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A 31¢ Premium on a 5¢ Sale! with a "MULTIPLEX" ROOT BEER BARREL FOUR, 8 GAL. 17 GAL. 45 GAL. 60 GAL.
Drops 1 oz. to deliver more flavor. A delicious taste from start to finish in this barrel size. Drop a cent each time from now on - get a 2 cent discount.

EXCLUSIVE! MULTIPLE FAUCETS 17-44-46-50 Barrels with 2 faucets, one for Cola and one for Water. delight in this new convenience. 2 additional faucets for two different Drums.

VARNISHED OAK BARRELS STEEL STEINS ROOFS
Manufacturers MULTIPLEX FAUCETS CO.
St. Louis, Mo.

HIT THE DECK
Best for Drive-In Parks
Made especially for Drive-In Parks. Get your share of BIG profits with our newest moving house ride. Ideal for Drive-In Parks and Other Pennant Rides.

The TILT-A-WHIRL Ride
"Best Buy in Rides Today" Populaire Looking, Good Quality, Wet Built, Seasonal and a KEEPER!

PARKER COMFORT RIDE
3916 DECOR. RD. CONCESSION SUPPLY COMPANY TOLEDO 13, OHIO

MACHINE-MADE COTTON CONE CONES
Here’s good news for the Fries Operators—now we can sell you all the machine-way Cotton Cones you need. For only 3¢ per dozen, you get the same quality as in the big cone, and the full advantage of the automatic taping machine. Ask for the new styles, and try the new conical shapes.

GOLD MEDAL PRODUCTS CO.
316 E. THIRD STREET CINCINNATI, OHIO

IT’S SIMPLER AS A-B-C... because the circulation of this business paper is PAID TO THE COTTON CENTER CO. every time you use the Big Cone, and the facts have been audited and certified by the Audit Bureau of Circulations.

MINIATURE TRAINS FOR EVERY LOCATION
-any size...any capacity...any price range...
THE WORLD’SFinest by the WORLD’S Largest Exclusive Manufacturer

MINIATURE GAMES
Available in larger sizes and with plastic, metal, and wooden elements.

Giant Popcorn Profits with a CREATORS Giant
Model A Popping Unit
Pops 2 lbs, of rice corn per charge. Bassin Perforated, Mandalon, or Shelled (Corn machine equipment optional at extra cost). Makes any location a top popcorn seller. See your nearest Authorized CREATORS Service Dealer for full information, or write direct to P. O. Box 1302-28.

KING CHRISTIAN PULLS 3 STRAWS IN SOUTHLAND
DECATUR, Ala., Oct. 24—Business for King Christian the Min- ister Circus edged into the straw house class at three recent stands in the South. At Brecksvaun, Miss. (10), afternoon was near-cut and night was stretched out. King, Friday (30), had three-quarter hour straw house with a program from football and one of the local fair. Jasper, Ala., on Monday (18) had a half hour straw house at a straw house at night. Decatur, Wednesday (21), turned out a three-quarter matinee and straw house for the benefit of the show parade at Jasper. Monday, (October 15) 19, King-Morris had played in town earlier. All King Christian stands were sponsored.

OREGON AID CUT TO 325G
PORTLAND, Ore., Oct. 24—Oregon counties conducting fairs will reduce the amount of aid from $325 to $240 from state horse racing revenue this week, a decline from $700 received from this source during 1952. The State’s revenue based on last year’s total. From the 1953 record $28,900, down into the State General Fund. Besides allocations and payments to the county fairs, the following allot- ments were also made from the 1953 horse racing revenue:

Eastern Oregon Livestock Show, $7,500; Northwest Turkey Show, $2,400; Pendleton Round-Up, $7,600; Pacific International Livestock Exposition, $24,000; Oregon State Fair, $30,000; Mid Columbia Livestock Show, $8,000; Spring Lamb and Dairy Show, $3,500; Portland Cow Porker Exhibit, $3,500, and Oregon State Corn Show, $2,000.

Al Ross and Dian, owners, are looking at the California Christmas dates in Ohio until the first of the year.

NEW RIDE BOW
A WINNER AT MINDELA EVENT
NEW YORK, Oct. 24—The new Bo-Jet ride was set up at Coney Island last week for demonstration purposes throughout the winter. After making its American debut at the Mindele Fair which ended Sunday (18). The German-designed device drew an average of over 3,000 paying customers for each of its seven days of opera- tion, and orders were taken for four of the units, according to co- inventor E. R. K. Kinn, director of the Liepen-

ori. The device, according to Mr. Wedemeyer, will be sold in three of the purchase of Amusement and equipment.

Lubbock, Tex., Gate Dips 37,598
Lubbock, Tex., Oct. 24—Punta- handle South Plains Fair wound up its six-day run with a total at- tendance of 177,771, according to official reports received by A. B. Davis, secretary. The decline from last year’s total of 163,369 was largely due to a cluster on opening day heavy rain that pelled the fair’s final day.

HARTFORD EXPO DRAWS 100,000
HARTFORD, Conn., Oct. 24—The Hartford Industrial Progress Exposition closed its five-day run with a total at- tendance of 106,000. The German-designed device drew an average of over 3,000 paying customers for each of its seven days of opera- tion, and orders were taken for four of the units, according to co- inventor E. R. K. Kinn, director of the Liepen-
"ALLAN HERSCHELL continues to be the first name in amusement rides!"

Things are happening at Allan Herschell! There's plenty of activity in the air... with all of us working to expand the production of famous Allan Herschell amusement rides.

While new interests have strengthened our organization, Allan Herschell policy and personnel continues. As in the past, since 1880, Allan Herschell's unmatched reputation for quality built rides will become even more, a standard of the industry.

The best known and respected operators in the outdoor field will tell you that Allan Herschell rides are built to draw the maximum in grosses at the absolute minimum of operating cost. This means that your profits are protected through safe, low-cost, trouble-free operation... year after year. Many Allan Herschell rides have been in profitable operation for over 30 years or more. The heavy demand for these rides points to the fact that more and more operators have discovered that: "It costs less to do more business... with Allan Herschell rides."

You'll get the jump on next year's busy season... if you plan now for an early delivery of your new profit-packed Allan Herschell ride. Phone, wire or write today for complete catalog.
Talent Topics

The Aerial Alcides, Edna, Louise and Wilfred, are accredited to do their first TV show November 14, when they appear on Station's "Big Top Circus."

Cy Taillon, rodeo announcer, will head for the Latin-American Countries following his mike chores at the Fort Worth Flat Stock Show and Rodeo in February. Accompanied by Mrs. Taillon, the pair 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 trip.

Jerry D. Martin's Fearless Five Stars, high-contortion-trapeze troupe, wound up a busy season at Matcon, Ga., Saturday (24). The Stars recently visited the George Hannaford 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 their outdoor season at South Boston, Va., Saturday (24). She plays several Ohio dates here and goes to Hartford, Mich., winter quarters. While at the Al Martin, Miss Harrison renewed acquaintances, met Slim and Katie Johnson and did a TV interview stint with sisters.

Betty Gorman, juggling, 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 Cheryl, while playing Sioux Falls, S. D., with the Hollywood Circus, were visited by Art B. Thomas from his winter quarters in Lenox, S. D. Art plans on attending the Chicago convention because going to California... With H. W. Jacobsen's "Showbusines," the Tornado, and the Feudal, are new in to the state each fourth week in auditions, are Bob Rennett, clown; Glen Hardy, Family, juggling, reality, dogs, pony act; Victoria Troop, English cymbal; Louis and Cheryl, gymnastics; George Larch, cake wire and juggling; the Moreons. Boston and Gujarat; the Olympians, comedy trampoline, Clark McDermott, bears and baby elephant, Tuesday; Spec Thomas, unicyclist; Don Hay, musical director; Patty Henry, aerial ball; George Moreon, stage manager. Show is insured by Don Arpdr. Bros.

Newton (Brother Tommy) Thomas, of WXGI, Richmond, Va., in New York for a few days setting up show and publicity.
Elayord White, who with Al Sweeney operates National Speedway, Inc. is retuning to undergraduate observations at St. Mary's School. Soldier, Minn... Viola McLeod, office secretary of the owner of Wrigley, Inc., and Missie Violette, Theaters-Dufford Fireworks Company office secretary, left Chicago Thurs-day, en route to Los Angeles. En route they planed to visit the Pollock Western unit.

J. C. McCafferty, general agent and now representing the National Company of America, is in Hot Springs for a vacation... Frank Felker, long-time official of the Republic of Minnesota, was at the Spring Field, Mo., was a recent Chicago visitor.

Show business visitors to the State Fair of Texas, Dallas, included Doug Baldwin, Minnesota Sales Rep., Oklahoma State Fair; G. W. (Bill) Weid, Midwest, Minneapolis; Sam E. Land, Kansas State Fair; Mike Gerald, general agent and co-owner of the 25th Century Shows; Steve American; Chicago Mr. and Mrs. Mike Doeln and Mr. and Mrs. Ed Brown, Los Angeles; Ida E. Chicago, Chicago American; and Ed Schults, secretary-manager of the Nebraska State Fair. Mr. and Mrs. Schults were last week, spending a few days looking over attractions for next year... Roxy Woodall, head man and (of the Chicago agency) name took of for New York City (Sunday) to spend a few days looking over acts.

The American National Speedway, Inc. promotion staff was at the National Speedway, Ireland, and there it was found that the fair season is about over. Jim Maloney, Chicago, was in Davenport, Ia., Democratic Times. Jim Maloney, promotion man for the Pollock Bros., was in Baltimore and when he found that the tumbler for the Florida League, a 200-point car, was out of the picture, he purchased a big mosquito for the auto race engine. John Pollock has recently purchased a home.

The office of the Billboards St. Louis office, was a slight casualty at the State Fair of Texas, Wednesday (23). Getting to make some point, he was arguing with firemen between Art Brinks and Fair Publicity Director Thad Ridis, when he spilled his fingers in 240 volt electric fan on a pedestal behind him. Rollover. 240 volt hand in a half-inch cut on the tip of a finger's right index finger gained medical counsel.

Carnival Routes

Send to 2160 Patterson St., Cincinnati 2, O.

The Ohio State Fair has opened the 2160 Patterson St. Carnival Routes to the Ohio State Fair, Columbus.

RAS Shrine Club Holds Memorial For Dolph Frantz

SHEERPORT, Okt. 29—The American Shrines Club Thursday (29) conducted memorial services for Dolph Frantz, long-time Friend of Ira Jamison, the Shrine newspaperman, the Shreepaper Journal, who always represented the club, was conducted at his grave. Many of the Shrine members, and on a number of occasions had been editorially in praise of the RAS show and the Shrine Club's activities.

C&W Win '54 Assignment at Spartanburg

MACON, Ga., Oct. 24—The C&W assignment at Spartanburg was packing up good grosses at the Georgia State Fair this week, after being assured of the 1954 State Fair grosses by the time at the Piedmont Interstate Park in Spartanburg, S.C.

The Spartanburg event, which closed the assignment earlier this week, is the winner for the org, which closed down the fast-grossing Grosses were over 1952's every other assignment, as Negro chicken, but theIllinois, the attendance. Biggest winner of the week was the Baynell Show, featuring Sally Baynell, and the Custer Bros.

Paul Black, president of the Spartanburg last said the association was delighted with the rivalry operation and would pleased to have C&W return next year.

PRELL'S AHEAD 30% Over 1952 Fairs

Return to Greenville, N. C., Pays; Rebuilding, Painting Set For Fl.

SOUTH BOSTON, Va., Oct. 24—Running ahead for exposure on its recent fair dates, Prell's has, on the average, a heavy-line-up of 22 rides, 10 of which areTemporary, on the grounds for the Helixton County Fair, Greensboro, N. C., and over 70 miles from Rock Mount, N. C. Fredericksburg, Va., Prell people have gone over 50 per cent of the last year's attraction. Prell has slated extensive rebuilding of show fronts and additions, it was learned for 1954. Joe Prell reports.

The show will be replanned in running ahead for exposure on its recent fair dates, and plans include rebuilding of show fronts and additions, it was learned by the display for 1954. Joe Prell reports.

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PACKS NAMES ACTS FOR 3 FALL DATES

Natchez, Baton Rouge, New Orleans
Plans Completed; Night Parade Set

ST. LOUIS, Oct. 9-—Tom Pack this week announced the Memphis dates. In case of a fall circus date set for the Belleayre Stadium.

Fifteen
... in all three weeks in which the circus was to be played. This was the 15th year.

Packs


ST. LOUIS, Oct. 9—The annual combination State Misses Misses. The New Orleans circus will be November 23, 24, 25. Last year the fall parade extended Sat. 24, 25, 26 and Sunday, November 22. The State Misses of the Pack staff.

Y gracias.

BETTY STARTS MOVIE, MEMPHIS CROWDS BUILD

MEMPHIS, Oct. 24—Clayle R. Hemphill, manager, announced that on this show will be performed a three-day stand here under the same name. The same time, a movie will be made. The show on "Ring of Fear" a movie to feature Betty. The last year and O'Brien was on hand for comedians on the show. The same activities.

Dugger

ELLEPHANT TRAINER

HARRIANG CIRCUS LONDON 7th season (comparatively new). The most successful season of the 1920s, with the exception of the World War, the circus was playing the year-round, until the first. It will be this year.

OMON ROUGE, Royal American Shows

20 Wallabies

Walt Disney

DUGGER

More background and stock scenes will be shot during the next few days. The show's tour, which ends with a three-week stand at the Palace Theater, Oct. 27-29. Other film work will be done at the St. Louis and Kansas City, Kansas, Winnie-Faye Productions. The film is being released.

Clown Ernie Beach arrived at the city's last and concluding date. He was the Million Dollar Man, who had the show's conclusion. The Million Dollar Man, who had the show's conclusion. The Million Dollar Man, who had the show's conclusion.

MADALENA

The All-American Island Circuses, based by Tyrone Power, and regularly playing sponsored dates in Vir- ginia, Arizona, and California, have a strong season. A few weeks ago the show was on the street dates, and was the last in the series. The show is coming to town, and will be ready for presentation under direction of Capt. Neil. A full and complete schedule is January 1. Mrs. Wallaby will supervise practice that will begin shortly. The Million Dollar Man, who had the show's conclusion. The Million Dollar Man, who had the show's conclusion.

MADALENA

T reflected. The Million Dollar Man, who had the show's conclusion. The Million Dollar Man, who had the show's conclusion.

Dugger

Under the Marquee

Packs

A central city in this country. The Million Dollar Man, who had the show's conclusion. The Million Dollar Man, who had the show's conclusion.

Dugger

She however, and her Phoebe, Clove, and Triss, will use the Million Dollar Man, who had the show's conclusion. The Million Dollar Man, who had the show's conclusion.

The Million Dollar Man, who had the show's conclusion. The Million Dollar Man, who had the show's conclusion.

Freddie Valentine is sketched to take his flying act to the Arabs. The Million Dollar Man, who had the show's conclusion. The Million Dollar Man, who had the show's conclusion.

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PARKS-RESORTS-POOLS

**Paint Wood, Blacktop Await Crewmen at Rye**

RYE, N. Y., Oct. 24.—Preparations to build two new blacktop squares of parking area at Federal Beach Park here have begun. The Beach Park Company, which owns the park, has proposed to have its work set in this week. The parking area, 1,200 feet square, is the scene of intensive work by the park authorities. Completion is expected to be made for new condensed and lighting equipment.

Also progressing rapidly is the resurfacing of Lido Beach along Long Island Sound. This road, which had not been laid down for nearly five years, has already been replaced. The work is being done in the second stage of numerous winter projects conducted by the company, reported by Clifford Nicol, director since 1942. Two London Fanspot Shuffled as Too Expensive

LONDON, Oct. 24.—The Festival Hassocks, the famous Battersea Park was shut down following a disastrous fire that has been raging for one year run. Originated to cope with an increasingly high demand from the British's 191th Festival, the high-class entertainment spot was hit by a newspaper fire for extravagance. But the Town committee continued to support their existance, and the local authorities have given them several small-million sales for $1 million—payable over three years.

In all, 12,500,000 people, 11,000 the first day, past, some 200,000 are considered to be admission fee which fell this year to 7 cents. The average was at least 100,000 virtual stands which provided when the fire broke out. It was reported that there were, showed profit—they were $2,500. The local authori- tories of the Gardens which were not drawn. The Ministry of Works paid an unpaid license dumping fire upon the demolition of the fixed fittings. Moving assets will be auctioned next month.

**Under the Marquee**

**Paint Wood, Blacktop Await Crewmen at Rye**

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

**By IRWIN KIRBY**

NEW YORK, Oct. 24.—New York area kids have been regaled with all sorts of inventions that will attract moppets to their locations. Whether in favor of their policy of giving away caramels, lollipops and balloons, others feel that the best way to attract kids is by giving away toys and trinkets. There seems to be no way to please the children, in this case, Bertie the clown, to walk around the store and give away so many choice toys.

The giveaway faction, however, feels that it is better to give away an equal number of operators to the store, trying to get as many as possible. Those who believe in presenting inventions all claim wonderful results since. A leading ex- ponent of the Mop- pern, Mr. and Mrs. Bixler, dressage Mirth, 24.-Prepa- ration of a hansom cab was not discarded.

Atlantic City Nixes Plan For Beach Fee

ATLANTIC CITY, Oct. 24.—Atlantic City communities of Longport and Ventnor voted against 20 cent beach admission fee for the season. The people voted on the consideration of the program under any circumstances, and one of the most disturbing points of the City Com- mittee was the fact that it was almost impossible to raise idea several years ago the city, who will now raise it to the $12 in the present luxury tax. It is believed that we will have started a program towards purchasing of public lands that will enable the people to get our beach area and thereby increase the price of the property.

New Bldgs. Okayed For Caf Pasture

NORTHWELL, Conn., Oct. 24.—The Northwell City Council this week approved for a new building and a $1.5 million expansion plan for the username Pasture. The buildings, to replace exist- ing facilities, are estimated to cost between $250,000 and $300,000.

New Ride & Pavilion Listed for Riverside

AGAWAM, Mass., Oct. 24.—A new ride, game stand, and dining pavilion for the Riverside Park grounds for 1953 will be in operation after the end of the parks's winter operations. A Ca- mario is being built on the park grounds for 1953 of which is being provided by shifting the site to the south end of the grounds.

while Jackie and Jeanette Teller, Tennyson Goe and George Goe and Miss darkroom will be in charge of the new ride, and Capt. Bill Gray at Shreveport.

Destinations for Wallace & Wilcox

Bill and Jeanette Wilcox, hot water and electrical supply, and Bill and Jeanette Wilcox, who are the new owners of the restaurant, will receive to thousand.

Appearing with Byron Gosh's circus unit will be Miss Gymnast, Beula Finner and Misses McGlone, Chaffin, and various others.

Capt. Guy Leslie and his wife, Mrs. W. K. Jackson, have been the Advertising Agency for the Hollywood Cirkus, which is a sea lion, which will start training in the coming season.

**End in Store For All Rock's Wood Buildings**

NEW YORK, Oct. 24.—The winter maintenance program at Rockaways Park, Queens, has ended, with the dismantling of all wooden buildings. The new plan of replacing all wooden buildings is being considered. The new plan of replacing all wooden buildings is being considered. The new plan of replacing all wooden buildings is being considered.

Young said present plans do not call for purchase of any new equipment, except several coin-operated kiddie rides which will be added to the Arcade line- up. The management has shown interest in the purchase of a new building which is located on the boardwalk.

The Mirror Maze installation was completed before the end of the season and will be in place for the rest of the year. Mirrors are being mounted for the Skater ride, and already available for use. This will be a popular feature of the new attraction.

FOR SALE

Big 12 ft. 6 wheel, extra good; new tires; $300.

H A R R Y H A T T A M P L E S T O R E

HARRINGTON, IOWA

FOR SALE OR PARTNERSHIP

Five acres of land, Buildings, and Equipment. Offers are being made.

J. UEBELHORN

124 Hamilton Ave., St. Charles, Ill.

FOR SALE

**HIGH QUALITY KIDDE RIDES**

ROTO WHIP—SPINNING—SPINS—PONY CARTS—BUTTERFLY CARROTS—

Illustrated Circuits from W. F. MANGELS CO., Coney Island 24, N. Y.

FOR SALE

147 ALLIANCY WESTERN CAR CARRIAGERS RIDE

Serves out of our park. This ride is priced to sell.

OCEAN BEACH PARK

Coney, New York
Raleigh Smashes Attendance
Marks in Click Center Show
2,000 Jam Plant in Two Days;
Prize-Winning Arena Is Dedicated

By JIM MCGUIN

RALEIGH, N. C., Oct. 24—Nasmyth's vision of a growth-stimulating, still growing State Fair started here today. As the sun rose on Sunday (23) and maintained that glow through the next 24 hours, the Fair managed to keep the event at the very peak of its interest as a far-flung parade of showings.

The attendance on the first two days reported in the neighborhood of 400,000, as crowds from all over the State. The 500,000 attendance mark was within grasp even as first day perhaps smashed, before tonight's official reports were in.

The centennial staging of the shows together was one of the world's most publicized events of any size. Aided by the dual growth of the Fair and construction prizes, its unique ratio of free entertainment and festivity was always a symbol of the fair.

Other highlights of the year include the creation of a huge plaza where the midway road is located; a new exhibition building in once-new, colorful, gold-colored concrete architecture; buildings; new buildings for eating stands operated by the Carolina Fair Association and valuable improvements. New buildings will be added to the Shelby and Charlotte areas which Dorton also manages.

Dust a Problem

While dust was reported ideal in that it was clear and hot the dust that settled on the stands of thousands of patrons on opening day became an attraction in itself. Also a hot from pleasant heat, it was the week-end of a long white-chip that added to the atmosphere. The additional tons were spread that night but only a slight effect was achieved. A project for the future, the dust and heat, will eliminate this problem.

Cost of Concessions

In a building a program is generally a feature.
MINEOLA DRAWS NEARLY 500,000
9-Day Run May Be Trimmer; Farm-Industry Combo Wins

WESTBURY, N. Y., Oct. 24—After a week'sleetly draw, the 53rd edition of the Mineola fair, which ended yesterday, was a success from both the attendance and exhibit angles, having shown many people and shown more displays at the new Boulevard exhibit site than at any location it ever did at the old fairgrounds it occupied three years ago. Laboring under several handicaps which most notably meant the 72-hour week prior to the 1954 running of the fair, which opened last Sunday(18) with total attendance of 40,000, it was said to have been a success.

First attendance figures, with Exhibits, Exhibitors and Miscellaneous items included, are as follows:
Saturday (10) 40,400
Sunday 77,467
Monday 15,618
Tuesday 17,349
Wednesday 17,349
Thursday 21,391
Total 432,933

54 Problems Listed
The list of problems had grown to 54, it was said, the children, who had been admitted free the first day (10) if under 16. It was estimated that the admission price, close to $30,000, would be realized if only one or two children's days had been employed.

This is only one of the 45 problems that have been noted by the managers during the week. A full report of these will be given in next week's edition. There are no attendance figures with which to compare the efficiency of the new location being used this week. The old Mineola Fair grounds was in a better showing, however, for a two-day event in 1952.

The huge Roosevelt Raceway plant was said to offer no end to possibilities for Mineola to go well over the half-million mark, as evidenced by the 1954 figures when Nassau County appropriated $220,000 to the fair for the fair and the Long Island Fair Association.

The new Boulevard exhibit space, the fair was moved to, as a new location in a whole new space and new location more than ever before.

The following is a brief summary for this section, due to the large volume of the problem list:
A week before the fair opening, it was impossible to make exhibits for the fair. A week after the fair opening, it was impossible to make exhibits for the fair. A week before the fair opening, it was impossible to make exhibits for the fair.

Parsons, former winner of the horse show, has been reported to have the promotional business for the fair. H. Richardson, owner of the Horse Show Association, has been reported to have the promotional business for the fair.

The fair has been reported to have the promotional business for the fair.

14 Big Tops Filled
Manager Charles Bochert was reported to have filled 14 large tops for the fair this week.

Only one of the 45 problems that have been noted by the managers during the week. A full report of these will be given in next week's edition. There are no attendance figures with which to compare the efficiency of the new location being used this week. The old Mineola Fair grounds was in a better showing, however, for a two-day event in 1952.
WOM Signs Diano Zoo Unit for 1954; Columbia Date Big

Mammoth Midway Unit Will Move On 14 Trucks, Have Novel Beasts

COLUMBIA, S. C., Oct. 24—T Tt has been announced that Diano Bros. will bring their four animal concessions to the 1954 midway and have 14 trucks moving in two days before the beginning of the show. The concessions will be placed on the roundabout before the concessionaire and midway operators can get a look at the animals.

The Diano concessions have been always popular with the crowds in the past years and will continue to be a big attraction this year. The animals will be housed in large trucks and will be on display for the people to see before the show opens.

Carnival Sells $1 Million of Concessions

Vivona Clicks In Camden, S.C., After Blank

Martinsburg, Va., a Bad One; Jamboree For Tampa Success

BUCK UNIT WINS ATLANTA PAC

New Railroader Aims for Stronger Fair Route; Dixie Dates are Okay

DALLAS RIDES, GAMES TOP '52 Biz by 15%

Show Grosses Down, With Fewer Units Cited; Concession Line-Up Draws Praise

By Frank Joerling

DALLAS, Oct. 24—Ride and games concession business at the State Fair was slightly down from 1951, with 24.7 per cent fewer entries. The weather during the last two days of the 18-day run, the fair's attraction-concession supervision, the buying mood with Margaret Pugh and John McMillan and most of the rides. Concessionary shows, however, were running behind schedule and the amount of rides for the first time in years.

The weather was not the only factor that there are few shows.

Shows running some of the DALLAS, Oct. 24—James Green Brothers, with their new Sidewalk Sales is another one

Other strong gross were Pete Korte's Sidewall Show and Sallors' Good Times Show, with its good fortune.

Since the opening of the fair, the Rotor was the biggest money-getter. The fair, as usual, set the maximum on the line-up is attractive, with Joe Murphy's show, who also received the rebuilding and restocking in a fair and a good show, with an excellent job. Concessions are all that the trade, with healthy riders and black ties and the women agents.

Coming to a city fair is a new change in the regular fair at the state fair, which is in charge of the state fair committee and the state fair board, which has the final say.
Midway Confab

Birthday party for Carl J. Sedlmyer Jr., owner of the American Shows, was given Wednesday night (28) in the Marlin Room of the Captain Shreve Hotel. Guests included: J. F. Fair, Fair & Hahman; L. E. Braden, superintendent of the show, who was host; Governor Marvin肇y, J. C. Sedlmyer, Mr. and Mrs. Robert Lehman, Mr. and Mrs. Sam J. Levy, Mr. and Mrs. Sam Gammon, Mr. and Mrs. C. J. Sedlmyer, Mrs. Sweeney, Robert K. Parker and Frank Mortimer.

Paul M. Farris, concessionaire with Snap Great Shows, is seriously ill at St. Francis Hospital, Cape Girardeau, Mo., with heart and lung ailments. Mr. Farris, who became ill during an engagement at Magdalena, Ariz., recently flew to Cape Girardeau with Mr. Farris. The Farris concessionaire maintained with the show to finish the season under the management of George White, and then went into winter quarters at Chicago.

 included Frank Kingman of Brooklyn, manager of the International Association of Fairs; Guy Crowell of the Saginaw (Mich.) Ford Theatre, a recent visitor of the Tennessee Valley Exposition; F. R. Williams of the Atlanta (Ga.) C&O Show; Mr. and Mrs. Bill Moore of the Galin & Wilson Show, of Amusement Corporation of America; L. H. Roberts of the Heft Shows; and Phil Lary of the Orange Show in Winter Haven, Fla.

Mr. and Mrs. Bill Russell and son, Billy, guided the season with their grand show, "Farway Plaza," at the recent Texas State Fair, Dallas. They played Minnetonka, Iowa and South Dakota into September to good success.

Charles R. Robinson, Mr. and Mrs. Robert Robinson, of Robinson's and the Worcester, Mass. plant, have formed a corporation which will operate a new trunk circuit. Thus far they have been successful in the new circuit, according to A. E. Brown, who recently made a tour with them.

Two Veterans on the Royal American Shows, Tom Mooney (left) and Tom Sadr, reminisce over their long years with the American Shows. Mr. Mooney has been an employee in point of service on the American Shows for 49 years and Mr. Sadr has been in the business for many years as main man and the Billboard agent.

Visiters at the Piedmont Interstate Fair, in Atlanta, included S. C. Jones, who dropped in to see President Godfrey, who included Frank Berger, Buckey Allen and Gerald S. Brown, all employees at the Fair. Mrs. James Davis accompanied Ben Wolf of Wolf Amusement Company, Georgia. Mark Geiger, head of Roy S. Jones of the Pep’s-Cola Company, and E. M. Moore of the Columbus (S. C.) Steam Show, were also present.

Tommy Carson, business manager of Versa Bros. Shows, in a 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 Asheville, N. C.

DALLAS FAIR NOTES: Office staffers for the Murphy-Pugh-Lincoln Shows, which are held during the State Fair, of which Mr. Joe Murphy, Mrs. Margaret Pugh and Mr. John Pugh are owners, were busy. Veteran concessionaires included George H. Roberts, Miss Edna Geist, Woody Woods, Blackie Schofield, Benno Spencer and Math Herman.

Mrs. Hattie Longshore, operator of the Cuddle-Up-Inn, a stand 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, reported it has been his best year.

Varieties of 1933, featuring Milt, highlighted the Southwestern Fair at Atlanta during the last week of December, according to a drawing standing-room only crowd for several days. Harry Brown, the show's star, and the Five Echoes of the Brooklyn Model Shows, entertained at the prize luncheon. Guests at Atlanta

This Is IT! ARIZONA STATE FAIR PHOENIX, ARIZONA

NOVEMBER 6-15 INCLUSIVE

LAST STATE FAIR IN THE WEST
GET YOUR WINTER BANKROLL HERE 250,000 ATTENDANCE. UPTOWN LOCATION.
NOW BOOKING CONCESSIONS CAN BOOK 2 SMALL GRIND SHOWS
No pcs., flottes or gypsys.

CRAFTS 20 BIG SHOWS

WANT FOR WAVYCO, GA. LEAGUE FAIR, WEEK OF NOV. 2

held at new location, 6 blocks from business district, followed by Guelphsville, Fla., Fair.

The only winter fair held in Guelphsville fall, with exhibits and special children's days

Concessions and Hawkly Kinks of all kinds. Derby Racers, Grab Buckets, Six Cals, Direct Sales and Demons Tours. We hold scenes in face contact.

A TRIO OF OLD HANDS in cookhouse operations, Tom Papas, Sam Landovsky and Jake Drager, pose during a halt on the West Coast Exposition Show.

BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

WANT FOR MAYDOW, GA. LEAGUE FAIR, WEEK OF NOV. 2

held at new location, 6 blocks from business district, followed by Guelphsville, Fla., Fair.

The only winter fair held in Guelphsville fall, with exhibits and special children's days

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CRAFTS 20 BIG SHOWS
I-T'S SEASON OK:
MINEOLA BAD ONE

Equipment in L Quartes; More Fair

New York, Nov. 24. — I-T's

Show ended its season Saturday

on a dismal note, and packed

its equipment into its Patchogue

base on Long Island The Mineola

Fair, a strangely strong entry for the

last-Trexhill carnival, was a bust

of a fair this year, albeit the fair's new

location at Roosevelt Raceway in

Westbury, L. I., has potentials for

a lusty fair for. The season. For the

season, the carnival's earnings

were practically the same as last

year's, the only nut was much

greater with the acquisition of new

equipment.

Using the vast raceway plant for

the first time, the fair's officials put

the carnival's gross earnings up to

$8.08 million, which is $1.2 million

below last year's gross. A walk of

several hundred yards was necessary

for the boys to get the cars into the

Fun Zone, after having marched the

route in order to see all the displays.

In addition to location, General

Manager Phil Lott was beset by

other woes. The season's opening

day was held due to a town regulation

and the fair was dark on opening

night Sunday, the 21st.

Biff Off Badly

When it was all over, I-T's

report said that it made only $780

from the 1962 Mineola edition, a

loss of $2000. The fair was open for

46 per cent. There were about 100

carnival-sides on the midway this

year.

Playing overlapping dates, I-T's

split its layout between Danbury,

New York, and Mineola, N. Y.,

April 26-May 3, and opening day at

Mineola, Saturday (10). June 6, and

July 20, I-T's was at the Willows

Park, Ozone Park, and, Eric Wenedener's

new ride, the 'Tall Man'. was opened

by Mr. and Mrs. G. D. Bumru

Toy

Towers House; James Parente's girl

show, Teenie Jean Ross' What's

In My Bag?, and, in the midway

the following night, and I-T's was

complete from Mineola Monday

(12). Additional shows were the

Miss America Pageant, the Miss

Illusion, Mickey Mouse Circus,

Volunteer Ambulance Corps, Wild

Life Show, and Fitzgerald's Nat

Hakory Shows.

Although it was known that the

town of Hempstead has a ruling

against the sidewalk period on

Sundays, it was hoped that fair
could maintain its business above

to make an exception. The effects

of that ruling, however, were lost.

A hearing will be held in court

which a variance in the law will be

sought, and the midway will be

held in 1964.

Electricians caused the opening

day's black-out. A telephone wire
	
\[ \text{Page Frames Two Units for '54 Season} \]

ARKMORE, Ala., Oct. 24 — Page

Boats will operate two units to 54, one for E7

Page announced here as the show

for 1954.

Elmer Reed will manage the new

unit, which will be slightly faster than

according to present plans, with

3 rides, 1 show and 9 concessions

of 25 concessions. The No. 2 show

will operate at Arkdale for the entire

season.

Employment is being added

before the show heads for its

Springfield, Texas, stop this

weekend. An elaborate semi

train was purchased for Mr. &

Mrs. Kent Arthur and

Train, and snow plows" then Able
has already decorated the vehicles

in Page colors. A new Chevrolet

Club Car, a couple of Rambler's,

a U. S. Chevrolet Company


drums, will be available for the

trip.

Holly Amusement company

wants for high Springs, Florida, Peanut Festi.

Valley, Arkansas. Any concessions that work for

bosses in the Sprin.

WILL PAY CASH FOR CONCESSIONS.Shows. New entertainment for

Boats with...
Winegar, rison, association, arrive from Allen for gold 1.632.


Walsh, committee, the Kaslin. Among improvements; improvement; 

The meeting of November 26, 1957, was attended by C. C. Brown, Raymond Grid, Robert Simmons, David Swan and P. L. Brown. The meeting was held at the home of P. L. Brown. The meeting was held at the business of the group.

Ferris Wheel, Showmen's, and Concessions. Shows were also attended by C. C. Brown, Raymond Grid, Robert Simmons, David Swan and P. L. Brown. The meeting was held at the home of P. L. Brown. The meeting was held at the business of the group.


HARRISON GREATER SHOWS
Want for Lake City, S. C., American Legion Exchange Fair, with S. C. Stephens, Media. To present show this year, 1957. All wirte.

CARL D. FERRIS SHOWS
WANT FOR MANNING, S. C.
Week of November 2
All kinds of Concessions, including Glass Pitch and Grab Shows, Wild Life, Monkey Show, Tand-in-One, Jig Show, Girl Shows and Grind Shows. Wire all answers to Stephens, S. C.

MAD CODY FLEMING, Dublin, Ga., this week.
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.
PARIS-INSPIRED

PEARLS* Surrounded by Dazzling Rhinestones

Complete Ensemble in 24 Kt. Gold Finish

A FABULOUS CHRISTMAS GIFT PACKAGE... styled after the most famous gems in the world. Large Sunburst design has been the sensation of the nation in the most costly jewelry and now all its regal beauty has been captured at this low, low price. The neck cluster may also be worn as a brooch. You're bound to multiply your Christmas profits with this outstanding value. Boxed for luxury... comes complete with satin lining and 9.95 price tags.

Made to Retail for 9.95

- EXQUISITE LEATHERETTE GIFT BOX
- WANTED SUNBURST DESIGN—PEARL SET
- IN TIME FOR FAST CHRISTMAS BUSINESS

24 Kt. Pl. Gold "Tiffany Style" Sets
BRAND NEW, STUNNING RAINBOW OPAL "SEA-PEARL"

3 P.C. NECKLACE & EARRING SET
A choice gift set: Sterling rainbow opal "sea-pearl" dramatically set in 24 Kt. gold sunburst, bejeweled with large multi-facet rhinestones, beautified by dazzling rhinestone necklaces with safety clasp. A fighter that will really sell!

ALL VITAL STONES HAND-PRONED

CUFFSTONES

DOZEN 9.75

Minimum order 1 dozen
Includes $7.95 gold embossed price tags and satin-lined gift box. Sterling with eye-appeal.

3 Asst. Samples Postpaid $5.00

"STARLIGHT ORIGINAL" 4 P.C. GIFT SET
Expansion Bracelet—Necklace—Matching Earrings
Our own "Starlight" Original. Flashing with glamour, bejeweled with organza appeal. Quality expansion bracelet with a beauty that really sells. 24 Kt. Gold Pl. fish necklaces, safety clasp, with earrings and matching expansion bracelet. This is a real find in any market, ready to go the wild. Complete with gold embossed $7.95 price tag. Very successfully packaged in a tailored box, satin boxed. Expansion bracelet on hand-held display rod... an eye-catcher with selling impact.

DOZEN 24.00

4 Asst. Samples Postpaid $10

Dazzling Creations... Ready for Shipment. Get Ready for Volume Business! These are Hot!

Send for Free Catalogue

STERLING JEWELERS

Sterling Jewelers—Headquarters for Christmas Gifts ▪ Sterling Jewelers—Headquarters for Christmas Gifts
GREATER DEMAND THAN EVER!

Sensational Response

to OUR PREVIOUS ADVERTISING

MAKES a "REPEAT PERFORMANCE"

NECESSARY!

HINGED JEWELER'S TRAY

Complete With Assortment

You get this beautiful velvet jeweler's tray

with leatherlike lid PLUS a sensational as-

sortment 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, some

assortment in open-face tray — 50c less

($3.75 dozen). (Also Ladies' assortment.)

TRAY A—ASSORTMENT A

TRAY B—ASSORTMENT B

OTHER ASSORTMENTS AVAILABLE IN TRAYS

OTHERS

diamonds.

Heavy
twin

MASSIVE
Ins,

($3.75
assort-

a

never

shown

sort-

in

open-

face

tray

—

50c

less

($3.75
doz-)

(Also

Ladies' assort-

ment.)

3.75

doz.

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,
some 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.

RUSH!

STERLING JEWELERS

Aside, DISCOUNTS

JOBBERS

DISTRIBUTORS

We allow a 15% 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-engraved mounting and a 16 Kt. Gold Finish. The demand is terrific and profits run as high as 200% OR MORE. A "Sleeper" investment you started and the sky is the limit as far as earnings are concerned.

All orders shipped from stock 10,000 CENTS.

MINIMUM ORDER $50.00.
OUTSTANDING SELLERS!

FIRE & ICE

New, Rhodium All Hand- Low, Low
Stunning Plated Pronged
Gift Box Finish Rhinestones Price

Dazzling Brilliance!

3-Row Rhinestone Exp. Bracelet
Complete With Very Fancy Mirror Case
All stones pronged in, Rhodium finish. Beautifully styled in ex-
quise mirrored box.
You will enjoy exceptionally BIG SALES from this item throughout
entire holiday season.

GET ON THIS ONE QUICK!

$2.50 each In lots of 6
$27 doz.
3 Samples Postpaid $10

STERLING JEWELERS
44 EAST LONG ST., COLUMBUS, OHIO
PHONE ADAMS 4621
SEND FOR FREE CATALOG

DIRECT FROM MANUFACTURER

BUTTERFLY, BRIGHT, EARRINGS
Pristine Appearance, Broaden, Ex-
dress Your Eyes With These Whirl-
ning Effects Of Fire And Ice Jewels!

30% deposit is required on all orders. (No exceptions.) Salesmen C.O.D.
Send for complete catalog.
$20 minimum on all orders from Canada and other foreign countries.

MAIL ORDER

CIRCULARS
FOR OPERATORS AND CONCESSIONAIRES
Order today and save big! Big Money
Waiting for You! Get your Mail Order
PERIODICALS and CIRCULARS for
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CROSSLEY McC. CO.
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AGENTS . . . SALESMEN

Why Fool Around With Piller Proposals?
"Moneymakers" demonstrate the latest, the best, the newest in lucra-
tive lines. Each line offers a high volume, high profit item. As a result,
you can turn over orders and orders with hundreds of satisfied cus-
tomers. Why fool around with the old-fashioned methods of selling?

CATER TO YOUR CUSTOMER AND SELL BIG

Catalog Now Ready—Write for Copy Today

MERCHANDISE YOU HAVE BEEN LOOKING FOR

Accurate, Up-to-Date Information, Display Cases, Aluminum Ware, Described Towels, Tins, Novelty Items, Fashion Jewelry, Silk, Rugs, Bath Mats, Wall Hangers, Hats, Caps, Mail Return Service, Supplies, etc. This is a big, big, big opportunity to make money and we have all the information you need. Our new catalog features all the latest in the field. Write today for your copy now. It's FREE!

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.
CHRISTMAS SPECIALS

FINE JEWELRY SETS

1,000 JEWELRY SETS

Waxed Daisies
Assorted Colors
$3.50 doz.
$30.00 per box

Electric Dry Shaver
Men's or Women's
$21.00 doz.
Sample $2.00

The New Miracle Cross
and Chain

With man's Lord's Prayer
in center of Cross

Each $5.00

The New Sensational Fast-Selling Plastic Wallet

Contains 4 card holders, men's pocket and postal all in one. 

$3.75 doz. 
$42.00 per gr. 

6-Piece Utility Screw Driver Set

Every mechanic, home owner and car owner needs one. Sets an auto. Precision made with solid, polished, hardened, tempered steel which will not rust. Has a blade for every tool of type and a screw. Only 50c a set. 

$7.00 Dozen

HATS

Harris Novelty Co.

1102 Arch Street
This Is Our Only Store
Philadelphia 7, Pa.
Phone: MA 7-9848—WA 2-6970
Send for Latest Catalog

Copyright 1953
HELP WANTED
DISPLAY-CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First regular 5¢, caps. RATE: 15¢ a word—Minimum $5. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the space rate, 1¾ lines to the inch. No illustration or cuts can be used. RATE: $1 a line—Minimum $6. Forms Close Thursday for the Following Week's Issue.


TENDER MAN IMMEDIATELY FOR WAREHOUSE. Must be reliable, able to work at night. Phone: 3151. Pullman, Minn.

WANTED IMMEDIATELY — GUTTA-Percha BANDAGE. Send description and price. We also wish to buy any surplus or old goods. Address: C. L. M., 403 N. Twenty-third St., Oklahoma City, Okla.

WANTED—ADVANCE MAN WELCOMING TO WEST. Will buy all kinds of goods, do business in Wholesale. Address H. S. W., Box 580, New York, N. Y.

WANTED—JEWELRY—JEWELRY—JEWELRY. Will buy any kind. Address: M. P., 401 N. Twenty-third St., Oklahoma City, Okla.

$3.75 each; $70 a gross (72 Pcs.). Send to: M. K. Brody, 1116 S. Wells St., Chicago, Ill. Phone: 847-5032. In Business in Chicago For 25 Years.

ORDER NOW!
$100,000 CLOSEOUT PENS—PENCILS—SETS

Unusual Opportunity to Purchase
QUALITY MSDE. AT UNMATCHABLE PRICES

All items are excellent sellers. For:
• CHRISTMAS * PREMIUMS * PROMOTIONS

* patent or trade mark. Write your needs.

Send $25 to cover freight, handling, insurance and complete price list.

EVERLAST PEN CO.
446 BROADWAY
NEW YORK, N.Y.
OR 4-6190

HERE IT IS! BEST SELLER EVER PRODUCED THE CROSS OF OUR LORD

The Power of the Holy Cross is now available in a pictorially illustrated form. When you place the CROSS, the same name of Christ is shown, the center of Christ's body. The result is a picture that is truly beautiful and will bring joy to all who receive it. In stock now, limited quantity. Order now.

PROVIDENCE RING CO.
49 WESTMINSTER ST.
PROVIDENCE, R. I.

SPECIAL

WHOLESALE ONLY

STANDARD INDUSTRIES

1108 SO. WASAH AVENUE

CHICAGO 16, ILLINOIS

MEXICAN

Hand-tied Ladies' Bags and Billfolds, Feather Bird Cards, Artistic Pottery and Clay Carvings and Novelties, Miniature Leather Sash and Gloves, Baseball Hats and Tennis Bets, Rustic Lamps and Dolls. Typical Junkties, 10% each; Bully Name Table Lamps, Wiggins, Hunting Horns, hand-carved Bows and Wood Chess Sets, Conversion Caskets, 100-Deer Baby Chairs. Wood Weaves, Animal Toys and Figurines, Horse Hall Jewelry. Miniature Baskets and Huts. All kinds Mexican Merchandise. Request price list.

F. H. de ARKOS, 904 Scott Street, Laredo, Texas

THE BILLBOARD
OCTOBER 31, 1953

THE AUDIENCE OF CIRCULATIONS audits and certifies The Billboard's PAID circulation.

M. K. BRODY
1116 S. WELLS ST., CHICAGO, ILL.

SPECIAL DEAL FOR XMAS SHOPPERS

24" MAMA DOLL
Bridesmaids and infants' dresses—$3.00 per dozen.

$4.00 PER DOZ.
SEND ORDER FOR EACH SAMPLE (MUST BE 10 DZ. PER ORDER) FOR ANALYSIS and PRICES. Must enter order each year, $25.00 per order minimum. Telex 3522, Burns Portland, ME.

OPEN our lines for C.O.D.
39¢ FLAT. Orders C.O.D. either by air or sea. We carry a line of Airline and Steamer Tickets. Send for our catalogue.

BELL SALES CO.
1130 S. W. 4TH ST.
PORTLAND 2, ORE.

MAGNIFICENT WATCH

BRACELET

Send for our catalogue. Diamonettes, crystal and diamond watches, all sizes, for any occasion. Million watches, 6 sizes.

SHANNON WATCH CO.
372 S. W. 4TH ST.
PORTLAND 10, ORE.

RED HOT! IT'S NEW! IT'S IN! IT'S THE "SPIDER GIRL"

Sensational Novelty Rubber Shoe, rubber soles, rubber with red eyes, rubber head. $1.75 each in lots of three. $13.05 for sample.

NATIONAL DIST. CO.
372 S. W. 4TH ST.
PORTLAND 10, ORE.

ALL BRASS MINIATURE WINDMILL #6734

ALL BRASS MINIATURE WINDMILL #6734

Allowed in stores. All brass, 8" high, $9.00 each, F.O.B. each in lots of six.

GIFT SHOPS
REPRESENTATIVE WANTED

F. J. McACHESS, 205 W. 37TH ST., NEW YORK 18, N. Y.

SENSATIONAL BASKET EARRINGS & OTHER NOVELTIES

Western Stere Basket, Felt Basket, Rattan Basket, Beaded Basket, and Coral Beads, Glass Beads, Camel Bone Beads, and Horse-Bone Beads, and Mother of Pearl. Fancy Bone Baskets. Embroidery Baskets, etc., in all sizes and prices, Pickles, Vases, Slippers, Ash Trays, Alligator Headings, Alligator Wallets.

LASTUFIKA PRODUCTS
BOX 1849
TAMPAN 5, FLORIDA

Sensational Novelty Rubber Shoe, rubber soles, rubber with red eyes, rubber head. $1.75 each in lots of three. $13.05 for sample.

NATIONAL DIST. CO.
372 S. W. 4TH ST.
PORTLAND 10, ORE.

Sensational Novelty Rubber Shoe, rubber soles, rubber with red eyes, rubber head. $1.75 each in lots of three. $13.05 for sample.

NATIONAL DIST. CO.
372 S. W. 4TH ST.
PORTLAND 10, ORE.
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

T. DEAL

$2.75 per tray as is or with cover tray

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.

LAST CALL FOR FAST-SELLING, BIG-PROFIT

MECHANICAL WIND-UP TOYS

We have the LARGEST, the ONLY, the MOST COMPLETE stock of mechanical toys in all America! Once you catch one eye—there is no more at any price! Available for immediate delivery in time for BIG CHRISTMAS DEMAND!

KIDDIES' BOUDOIR SET

4c retail

Only $1.17 a dozen

Stuffed Clown Doll

$1 to $1.29 retail

Styson Art Products Co., 141 East 47th St. • New York 17, N. Y.
PARRACHUTES

FASTEN TO SITUATION—be sure to order these new patented covers and the one to order for your parachute. For any kind of parachute, we have a variety of styles and colors to choose from, so you can find the perfect match for your needs. From $5.95 to $12.50 per set. Order now and save on shipping costs. Available at all retail stores.

CUBAN AMATEUR HANDGUNS

Cuban Handguns are popular for collectors and enthusiasts alike. They come in various styles and finishes, starting from $9.90 each. We also have Group 2, Group 3, and Group 4 options available in our catalog. Order now and save on shipping costs. Available at all retail stores.

CIRCUS & CARNIVAL

CIRCUS SUPPLIES - AT LIBERTY FOR WHOLESALE - At the Wholesale Price, You Can Save on Shipping Costs. Order Now and Get the Best Deals. Available at All Retail Stores.

PLASTIC 6'-1" BAR-KIT

"A SPIRITED GIFT" - For Children, New Year's, and Christmas. Our Plastic 6'-1" Bar-Kit is the perfect gift for any occasion. With a variety of colors and styles to choose from, you can find the perfect match for your needs. From $9.95 to $14.95 per set. Order now and save on shipping costs. Available at all retail stores.

EACH CHRISTMAS SHOPPER WITH PIONEER QUALATEX BATS

NOTICE TO OUR CUSTOMERS: Please note that our Christmas Bats are now available at a discounted price of $3.95 per dozen. Order now and save on shipping costs. Available at all retail stores.

BANDS & ORCHESTRAS

PRIZE PRIUS BAND - ORCHESTRA - VARIOUS corroborations, including Marching Bands, Dance Bands, and Marching Bands. Available at all retail stores. Order now and save on shipping costs.
Attention, Immediate Retractable Pen:

Send us $10.50 now for a Magnificent Pen Set. We'll dispatch a new model that's sure to please. Send money order or check for $10.50 with each order. For separate orders, send $10.50 for each set. Free shipping. All merchandise packed in attractive gift boxes.

COOK BROS.

"MEXICAN JACKETS" 100% Wool in All Colors

Available in either the "One-size" or "Two-size" to fit the entire family. Imported from Mexico, these jackets are different in style and color for the men and women. Samples sent in our catalog with an order of $10.00 or more. Also available in "Half sizes" for the ladies. Satisfaction guaranteed. FREE C.O.D.

COOK BROS.

Attention! Promoters!

The most exciting new product on the market today is the NOVELTY BALL PEN. A marble inside the ball pen gives it a new, appealing touch. The pen comes with a checkbook holder and a money clip. The marble inside the pen is a real eye-catcher! You'll want to promote it to your friends and customers. FREE CATALOG.

P.S. It works just like a regular pen. The ball comes out when you take it out of the holder.

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The most exciting new product on the market today is the NOVELTY BALL PEN. A marble inside the ball pen gives it a new, appealing touch. The pen comes with a checkbook holder and a money clip. The marble inside the pen is a real eye-catcher! You'll want to promote it to your friends and customers. FREE CATALOG.

P.S. It works just like a regular pen. The ball comes out when you take it out of the holder.

Please send me a FREE CATALOG!

Sincerely,

[Signature]

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P.S. It works just like a regular pen. The ball comes out when you take it out of the holder.

Please send me a FREE CATALOG!

Sincerely,

[Signature]
CANDY CHESTS
CEDAR CHESTS WITH ASSORT'D CHOCOLATES
A best seller for years. Always a welcome gift. Beautiful cedar chest filled with 2 pounds of delicious chocolate.
Chest filled with breast-plated boxes, 'kiss' and key. Articles sent work top centered with multi-splinted full-size glass on inside lid. Four corner feet, burnished finish, and sturdy construction all make this a sensational cedar side drawer. Inside finish 10" x 16" x 3/16" wide, 3 1/2" deep.
$3.50 Each in Doz. Dols. F.O.B. BROS. ORDER ON SAMPLE.

JEWEL CHEST WITH CANDY
Junice's candy in a small jewelry box. Each candy is a miniature jewel set (necklace and earrings). Contains gold plate sets. Genuine leatherette chest with brass fittings, lock and key. Automatic locking tray. Excellent cut-outs of delicious chocolates, comes wrapped in each chest. Stripped is a Cedar chest valued and Assort'd jewelry box.
$2.50 Each in Doz. Dols. F.O.B. BROS. ORDER ON SAMPLE. Send $4.00 in Full for POSTPAID SAMPLE.

HEATH DISTRIBUTING CO.
3223 VINEY AVE.
ROANOKE, VA.

THINGS TO DO THIS WEEKEND
TEXAS STATE GATE TOPS '52
(Continued from page 3)
Fairground's museums, usually guaranteed beholders of attendance, also reflected the appeal, also reflected the appeal, also reflected the appeal. At the time the construction was finished for the Texas Centennial in 1936. Once Centennial day crowd dropped to 32,000, but the hit the 1935 Saturday drew exactly 32,000 people. Total Tuesday for the Aquimnium was 17,750.
Her residence, the largest in the state, was completed in 1936. The result was a fine day. The fair grounds, religious festivities in Centennial Park at 11 am, a fine day. The Mayflower Hotel, a fine day. The Mayflower Hotel, a fine day. The Mayflower Hotel, a fine day. The Mayflower Hotel, a fine day. The Mayflower Hotel, a fine day.

 миниатюры: картинки и прочее

Chest backs and towers would provide appropriate jewelry set (necklace and earrings). Contains gold plate sets. Genuine leatherette chest with brass fittings, lock and key. Automatic locking tray. Excellent cut-outs of delicious chocolates, comes wrapped in each chest. Stripped is a Cedar chest valued and Assort'd jewelry box.

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Births

A daughter to Mr. and Mrs. Bill Keller in Philadelphia. 
A son to Mr. and Mrs. W. W. Kenyon, of New London, and a daughter to Mr. and Mrs. Forest F. Wilson.

Robert A. Bach, to Mr. and Mrs. Frank Bach, of Fort Washington, and a daughter to Mr. and Mrs. Jack Bach, of Philadelphia. 

Johnny's daughter.

Johnny's a native.

Johnny's 13.

Johnny's disk.

Johnny's Research.

Johnny's Pair.

Johnny's Palper.

Johnny's looses.

Johnny's Polite clack.

Johnny's perfumery.

Johnny's market.

Johnny's LAHOUT.

Johnny's PALMER.

Johnny's Hillhead.

Johnny's Hillhead.

Johnny's Liao.

Johnny's Empire.

Johnny's ring.

Johnny's Rams.

Johnny's EXAG.

Johnny's GIFTS.

Johnny's Market.

Johnny's IMPERIAL.

Johnny's Flash.

Johnny's Crystal.

Johnny's Bracelet.

Johnny's Necklace.

Johnny's LADIES' VANITY CASE.

Johnny's LADIES' VANITY CASE.

Johnny's IMPERIAL FLASH PHOTO KIT.

Johnny's INSTA-FLASH PHOTO KIT.

Johnny's BEAUTIFUL GIFTS FROM THE TROPICS.

Johnny's TROPICAL NOVELTIES.

Johnny's KIM & CIOFFI.

Johnny's SPECIALS!

Johnny's KIM & CIOFFI.

Johnny's CUTTLER'S CHRISTMAS SPECIALS!

Johnny's ELECTRIC PERCOLATOR.

Johnny's父母.

Johnny's MOTHER.

Johnny's PARENT.

Johnny's WOCH.

Johnny's KEAL.

Johnny's SIEGFRIED.

Johnny's LEE.

Johnny's WRIGHT.

Johnny's GIFT IDETS.

Johnny's MAGNIFICENT WATCH BRACELET.

Johnny's HUSTLES, JOBBERS AND AUCTIONEERS.

Johnny's C & N SALES.

Johnny's PHOTO IDENT BRACELETS.

Johnny's 17 JEWEL WATCHES AT GIFT PRICES!
**OUTDOOR CONVENTION ISSUE**

**NOVEMBER 28**

**THE BIGGEST SHOW OF THE YEAR FOR ALL ADVERTISERS**

who want to **"SELL OUTDOOR SHOWBUSINESS"**

**EXTRA LIST AND FEATURE ARTICLES**

that are used for months and months.

**EXTRA DISTRIBUTION AND PUBLICITY**

that are mailed to over 10,000 people.

**THOUSANDS OF EXTRA READERS**

through increased newspaper and mail subscriptions.

**EXTRA FREE DISTRIBUTION**

to the complete attendance of Outdoor Conventions in Chicago during the week of November 29.

**EXTRA ADVERTISING VALUE**

maximum attention to your advertising during the biggest buying season of the year.

**ADVERTISING DEADLINE—NOVEMBER 18**

**WRITE, WIRE OR PHONE**

**CINCINNATI 27, OHIO**

2130 Patterson H.

One week before date.

**NEW YORK 14, N. Y.**

154 Bassey

Page 1 10/28/1953

**CHICAGO 1, ILLINOIS**

189 East Illinois St.

Free (22) 2500

**BOSTON 8, MASS.**

295 Atlantic Ave.

**SAN FRANCISCO 4, CALIF.**

615 Market St.

**PORTLAND 9, ORE.**

720 W. Morrison St.

**ST. LOUIS 2, MO.**

3053 Kingshighway

**DISTRIBUTORS—JOBBERS—SALESMEN**

Look at the prices 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 $50.00 on every one you sell at $11.95 for a pair of Driftwood Lamps pictured here (complete with shade). It has a retail value of $150.00, yet you can outline at a profit of $90.00. With your first order only you will send you FREE 1 Decorative 6"x9" Horse Pendant Tag (retail value $1.50), plus picture catalog. Or send $11.95 for a pair of Driftwood Lamps and you get FREE a pair of Pendant Tags.

**25¢ Deposit With Order, Balance C.O.D. F.O.B. Chicago—Immediate Delivery**

**MAGIDSON BROS.**

1140 N. Western Ave., Dept. B-10, Chicago 22, Ill.

**NEW for Christmas! ALL-METAL RETRACTABLE BALL POINT PEN**

with 3 Extra Refills

**DEMO CASE OF 12**

MISCELLANEOUS

**FREE MAILING LIST**

(1,000 names)

(1,000 names)

**FREE MAILING LIST**

(500 names)

**FREE MAILING LIST**

(250 names)

**FREE MAILING LIST**

(100 names)

**FREE MAILING LIST**

(50 names)

**FREE MAILING LIST**

(25 names)

**FREE MAILING LIST**

(10 names)

**FREE MAILING LIST**

(5 names)

**FREE MAILING LIST**

(2 names)

**FREE MAILING LIST**

(1 name)

**MAKING YOUR SPACE RESERVATION TODAY! WRITE, WIRE OR PHONE**

WRITE YOUR OFFER TO

OKAY...then what better way to get your offer accepted

than by sending this coupon? We'll give you

for SI; name, address, slogan, etc. the LOWEST price.

**FABULOUS MAKE-UP MERCHANTS!**

To date, the Arena Managers' Association, which represents 600 arenas, has nothing open except a few dates for one-nighters, according to Bob Hickey. Long stretches of dates have been signed for hockey, basketball, rodeo, rodeo shows, circuses, and variety productions, with some success dates remaining.

**BUSIEST YEAR IN STORE FOR MAJOR ARENAS**

NEW YORK, Oct. 26—Major arenas will be busier this winter than ever before, judging by the hotel bookings coming in. The Arena Managers' Association, which represents 600 arenas, has nothing open except a few dates for one-nighters, according to Bob Hickey. Long stretches of dates have been signed for hockey, basketball, rodeo, rodeo shows, circuses, and variety productions, with some success dates remaining.

**Roller Derby Plans Season; Push Leagues**

NEW YORK, Oct. 24—Two 20-roller Derby teams will launch their season at the Chicago Coliseum November 13. The other two teams, members of the Roller Derby Association organization, will play two weeks in Los Angeles.

**PUBLICITY HANDBOOK**

A new book by Dorothy Kenyon, said to be the first book of its kind, was published this month. It has a retail price of $9.95, yet you can outline it at a profit of $5.00. With your first order only you will send you FREE a 12-page "Publicity Handbook," complete with cover advertising.

**Construction of the Coliseum's two units has been slightly more than forecast last year.**

**Vancouver**

**Continued from page 49**

already placed a deposit on the land.

Meanwhile Pacific National Re- gional Arena has received its first order for inclusion of a $2.5 million dollar gymnasium to be added at the proposed $15 million five-year development program.

Allocation for the 10,000-seat arena was dropped from the plan by the city's planning board in an attempt to cut capital improvements down to the $33 million maximum.

PNE directors pointed out that the exhibition board will finance the debt charges on the structure out of revenue, but that the city's borrowing power to raise the initial funding for construction will be much larger. They said they expect the financial plan to be reviewed and to undergo trial and test at the end of this year or from other sources.

**KANSAS AGENCIES**

**PLAINS 14, KANSAS**

CHICAGO—Harry Peebles, President of the Kansas Agency of the Plains 14, has reported successfully to the Agency's annual meeting, which was held in Kansas City, Mo.

Peebles said the agency will handle more shows by a new series of "cabin shows," which will be held in various parts of the country. The shows are designed to appeal to a larger audience and to reach areas where the agency has not been able to go before.

**Newsgroups**

**Continued from page 49**

pared to handle more shows by the agency. The Agency has been developing new shows and working on plans to expand its operations in the future.

**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.

**A new type of machine, now available for specialty salesmen, which sharpens and replaces knife blades quickly and easily, is announced by the Cutter-Craft Manufacturing Company, Panama, Calif. All that the operator of the machine must do is guide the knife between the two sharpening wheels. The firm claims that a specialty man can easily net from $2 to $5 per hour with the machine.**

**African Dancer is a new Name Announced by Magnetron Bros., Chicago Coming with the distinctive, long and female, the dancers are mounted on a natural wooden pole and are in three dimensions—14 inches high! They are dressed in open wrought iron frames 50 inches across the center. The figurines have flowing hair, bonnet and cape adornments, together with the added quality height, gold and coral to provide striking contrast to the colors combinations. They retail at $0.90 a pair.**

**A new mystery of what it to keep busy, there is no visible evidence of what this device, called the Sales Ledger, manufactured by Sonic Datem Corporation, New York, now comes equipped with two six-watt standard A6 bulbs to make it a combination electric clock and TV lamp. The see-through dial provides the unique feature of excellent visibility. View from front or back, the mysteriously suspended hands make the timepiece a conversation piece. The new Mod- el 504, which serves as a clock and TV lamp, is priced at retail to $18.95. Model 146, without lights, is priced at $10.00. The clock is styled for home or office. Its silver gold finish frame is mounted on a handsome ebony base.**

**Portland Arena**

Put Up For Sale

PORTLAND, Ore., Oct. 24—Shuabidas and Johnson have offered their Portland Ice Arena as a warehouse, ending a 30-year period that the structure has been used by Portland Hockey teams and have it for sale.

**Building Manager Harry Ship- pedly, who is in charge of the building, said that the building was not adequately designed for hockey and baseball. The owners decided it was not used frequently enough to warrant the necessary alterations.**

**Paterson Leading AOW Speed League**

ELIZABETH, N.J., Oct. 24—Paterson O.A.W. American on Wheels chairmen, have taken charge of the AOW's inter-city racing league in Northern New Jersey, with a total of 22 ports. Next meet is scheduled for the Ready- cord Arena, Bayonne, N. J., in a speed of the (P) P. with 8 points; Mount Vernon Arena, First Avenue and Third Avenue, Paterson; Capitol Arena, Trenton, N. J., and the Asbury Park Arena. New York City's Queen of the S's, the (F) O.A.W. Arena, 6.
Pipes for Pitchmen

William Carr, in his voluminous book of pitchmen's sayings, has accumulated a wealth of sayings from years of traveling around Detroit. Dr. William Carr has been using this book in his classes on advertising and the sales talk. He says that it contains many of the ancient sayings and proverbs that have been passed down through the generations.

A new addition to the book is the saying, "If you can't laugh, you can't sell." This is a popular saying among the pitchmen of today. It is believed that the ability to laugh is an important part of a successful pitchman's personality.

The book also contains many sayings from famous pitchmen, such as "The customer is always right." This is a well-known saying among salesmen and pitchmen.

In conclusion, the book of pitchmen's sayings is a valuable resource for anyone interested in the art of pitchmen. It contains many sayings that are sure to inspire and motivate any salesperson.

Headline: "The Art of Pitchmen: A New Book of Sayings"
Letter List

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parrel Post
Gallung, Vice M. & Son, Baltimore, L. 19230
Jones, W. F., 459 S. 12th St., St. Louis 4, Mo.

Edwards, Mrs. W. M., 2828 E. 34th, Chicago 11, Ill.
Wood, George & Son, 123 W. Washington St., Chicago 6, Ill.

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 2, N. Y.

Brown, James N., 724 Washington Pl., Brooklyn 1, N. Y.
Carpenter, James B., 102-10, 65th Ave., Bridgeport 2, Conn.

MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Lloyd, H. O., 414-16, 12th Ave., Hudson 3, N. Y.
Dyson, A. D., 1503 W. Adams, San Francisco 5, Calif.

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bidg.
St. Louis 1, Mo.

Baker, R. E., 701-13, 11th St., San Francisco 5, Calif.
Sewell, B. M., 1518 S. 25th, Kansas City 12, Mo.

CLOSE-OUT!
BOOK OPENER * PREMIUM
Nationally Advertised
Helter Hostess Ware
Brand garlic press
Retail at $1.00

YOUR COST $43.20 (25% REBATE)
Long Lasting
20% Return With Order
SEND $2.00 for premium details
Each individually Gift Boxed
Good Advertising Features
Worth $5.00 at retail
Choice 12 Styles

304 Canal Street
New York 13, N. Y.

ONLY AMERICA'S BEST KNOWN
BRAND NAMES
YEAR'S PROFITS!
JEWELRY, COMMODITIES,
APPLIANCES, TOYS,
HOUSEWARES, TABLE,
PREMIUMS, ACCESSORIES
DOOMER-LEON FRANCO
téau B-20-1953

GREETING CARDS
32 Hour Delivery From
City Blocks To Every Other
City In The U. S.

FREE PAMPHLETS
FREE SAMPLES

P D Q World's Greatest
Photo Booth Cameras

10¢ COMICS
100-500, $3.00
200-500, $2.50

LEWIS NOVELTIES
364 W. 10th St.
Chicago 10, Ill.
COIN MACHINES
Communications to 132 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

Stewart Plans United School in Salt Lake

Theokle, Sheldon
Tutor Coast Ops At Advance Qtrs.

SALT LAKE CITY, Oct. 20.— The tabulation of
United games will be held here
under the sponsorship of the Dual
League Oct. 22-23.

Ken Flanagan, sales manager of
the firm's top engineers, will
be in attendance at the conference
to feature a referee course on
operation, maintenance, schematics
and related wiring diagrams. The
head, local of the firm, expects
an increase in business from all parts of the State to
attend.

Theokle and Sheldon conducted sales conferences in
San Francisco, Los Angeles and
Los Angeles. These were sponsored
by the National Advance Automatic Sales,
United's district office here, and
in conjunction with service
personnel from all areas in Southern and
Northern California.

Chi Coin Reps Begin Showing Shuffle Bowler

CHICAGO, Oct. 24.—Advance Bowler, a six-player
shuffle game formerly introduced at the World's
Fair, has been assigned to a national distributor
by the manufacturer, Coon & Robb Co., to
introduce the game to the trade.

Advance Bowler is equipped with an electrically
powered striker. The striker's playing time of 45 seconds
per player, a feature that is unique to the game, allows
the game to attract and hold interest.

In the shuffle game, scoring counter 25 and the
minimum number of points is 15. Scoring is
obtained by setting five balls in the
fourth, fifth and sixth frames. The
scoring unit is doubled at 40 points.

In the seventh, eighth and ninth
frames, the scoring unit is tripled—thus striking a total of
points and totaling 90 points. In the final frame, the
scoring unit is quadrupled—120 for a total of 180 points.

The background of Advance Bowler is
adapted for showing and
also includes four types of strike and space foam padding.

Among the features highlighted at the
opening of the game are a
pinball machine and a
protected oval box.

Miami Election Set

MIAMI, Oct. 24.—Willie Watt,
director of the Miami
Coin Operators' Association of
Miami, announced yesterday that
the week's group of
elections would be held Thursday (20).

LEST WE FORGET DAY VEN ET DRIVE OPENS

CHICAGO, Oct. 24.—On
the occasion of Lest We
Forget Day, the
A. L. Sheack Lodge of
Bunyan's four
national annuals.

Lest We Forget Day is a day in
the life of a

Kleiman, agency head, who
is using his headquarters at
300 N. Wabash as a
center for
a fund drive.

The gifts that he has asked all
of his members to contribute to
are as much
as possible to provide
amphibious vehicles for
entail. Last year, 1,000
lives were
lost, 1,000
vessels
were
lost, and
$8,000
were
distributed
to
300
red
veterans.

One of the co-features of
the
may
be
top
by

Graystone, head of the
Eyeglass
salesmen and tie makers.

Stewart Coin Machine Exchange, national
distributor and manufacturer of
the Ce-ca-jay Change Maker, has stepped up its
distribution efforts. For Oct. 22, the
firm announced this week. The
firm also has stepped up its

Empire Coin Ups Delivery On Changers

CHICAGO, Oct. 24.—Empire Coin Machine Exchange, national
distributor and manufacturer of
the Ce-ca-jay Change Maker, has stepped up its
distribution efforts. For Oct. 22, the
firm announced this week. The
firm also has stepped up its

C-Op Operation Seen Key To Dime Play Pin Click

Stern Feels Five-Ball Routes Will Rise Or Fail With New Move; Receipts Climb

CHICAGO, Oct. 24. — New
information on the potential
dime play pin click
captured the attention
of the Coin Machine
Manufacturers Association.

William's Manufacturing Com-
pany, a pioneer in the field
of coin-operated games, has
introduced its fifth five-ball game,
the Dime Play Pin Click. The
company introduced the game
at the beginning of the

definitely new sensation. The game
is a hinged five-ball game, and
is
apparently
a
hit.

Sam Stern, William's vice-

headquarters in the Rockford
area started converting its
shops to the 16-cent level
at the beginning of the

months later (The Billboard, Feb-
by 1961. The game
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Stern explained that the
result of the survey
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CHICAGO, Oct. 24—New booths for the coin-operated kiddie ride business are being noticed as the result of a trade show held in conjunction with the National Association of Amusement Parks, Pools and Beaches. The 50th annual meeting will be held at the Hotel Sherman for four days, beginning November 29.

At least 18 firms signed up for exhibit space will display wares of major interest to the industry. These include Bally Manufacturing Company, Exhibit Supply, and Chicago Coin Machine Company, all of Chicago; Capitol Projects, Mike Marsh Corporation, Reitnauer Sales of New York; Scientific Amusement Machine Corporation and Meteor Machine Corporation, Brooklyn; the First Lane Company, Miami; and King Amusement Company, Mount Clemens, Mich.

Paul Hudepohl, executive secretary of the NAAPPB, indicated there was a strong, possibly more active interest 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 six years ago. While he did not claim that the convention was the only factor in its growth, Hudepohl said he felt certain that the industry continued to be served by participation in the trade show the past three years.

**Own Area**

This year the coin-operator equipment exhibitors — 26 in all out of the 74 signed — will have an exhibit in an area set up for the reasons behind the centralization stems from the expenses at last year's event. Then so many operators and distributors attended, especially to see the latest in coin equipment, but it was noted that interest would best be served by decentralization.

One of the influences, which has built up the NAAPPB trade show as an attraction for coin operators, is that it was the only national event at which coin-operated amusement equipment had a featured part. Events formerly sponsored by the Coin Machine Institute and the American Amusement Machine Association have been discontinued as the only other national exhibit of coin-operated equipment is limited to vending manufacturers and allied concerns. This is sponsored by the National Automatic Merchandising Association.

**Meteor Rides To Be Shown At NAAPPB**

NEW YORK, Oct. 24—Max Homme, president and Al Biscutti will represent the Meteor Amusement Corporation at the National Association of Amusement Parks, Pools and Beaches, and will exhibit the full line of kiddie rides at the Hotel Sherman, Chicago, November 29 thru December 2.

Meteor will occupy Booths 17 and 118 and will exhibit the full line of kiddie ride line. Bischetti 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 - Cohn, Riteway Sales, will exhibit its 3-D Tri-Tronics at the annual convention of the National Association of Amusement Parks, Pools and Beaches at Hotel Sherman, Chicago, November 29 thru December 2.

Cohn will exhibit a coin-operated game, to be announced at the show.

Cohn says the 3-D unit will be manufactured and promoted in conjunction with a monthly promotion to be started December 1 at the NAAPPB show.

**Buffalo Firm Enters Kiddie Ride Market**

BUFFALO, Oct. 24—The Buffalo Outdoor Specialty Company, manufacturers of amusement park and arcade rides, this week announced it is entering the coin-operated kiddie ride field.

Robert F. Clapp, manager, said that Buffalo's first two rides would be a tank and a bust. They will sell up to 25 a day. The two rides the for the rides will be the same—three feet long by 2 feet wide by 1 1/2 feet deep. They will be both solid and metal.

Both ride bodies will be red with a red number plate on top. The tank will be of plywood, with the body of small-scaled aluminum. Coin mechanism will be National Receptacle, giving a one-cent ride for a dime. Motion on the tank will be of a figure 8 while the bust will roll from side to side.

Clapp said he expects to be in production in two months and the year. He is looking for distributors.

**Calendar for Commen**

October 21—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.

November 14—Annual convention, exhibitor-Theater Owners of America and Theater Equipment & Supply Manufacturers' Association Inc., Conrad Hilton Hotel, Chicago, November 20—National Association of Bulk Vendors, first national board of directors meeting, 10 a.m. Congress Hotel, Chicago.

November 25—Illinois Amusement Operators' Association, monthly meeting, 258 N. Madison Street, Rockford, Ill.


December 5—Music Guild of Nebraska, quarterly meeting, Evans Hotel, Columbus, Neb.

**Coinmen You Know**

Chicago

In town this week for conferences with Kurt Klauser, assistant sales manager for Rock-Ola, about the showings of the Comet 120, which were held last week, were B. D. and J. L. Laese, of B. D. Labor & Company, Pittsburgh; Frank Fabian, of Farmers Amusement Company, Buchanan, Me.; Joe Joss, of Joy Music Company, Detroit, and Al Kettel, of R. W. 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 Richfield. Many representatives stayed over to complete orders for equipment.

Paul Hossbach, Kenney sales manager, made a two-day trip to Richmond, Va., to help Frank Pape and Jack Bass celebrate the grand opening of their new headquarters. Another game representative at the gathering was Frank Meserlea, Chicago Coin sales manager. Meserlea also attended the showing of Chicago Coca. Black to the Trainer game. . . . Billy Cahn's eldest son, Pete, who recently graduated from Harvard Law School, is now an employee of Silent Sales, Minneapolis, a pioneer distributorship organization. He is now retired.

Over at First Distributors sales manager, spent a good deal of time at a fast pace. The firm is also getting ready for its new gift catalog . . . Pyurvery Die.
## THE BILLBOARD

### Coinmen You Know


to Continued from page 32

### Arcade Equipment

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Price</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auto SataScore Buttait Atomic Deluxe Selsitore Big Kicker 6 loll Panorama K.</td>
<td>125.00</td>
<td>N.Y.</td>
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<td>Sliver Poafette Platonic Lite</td>
<td>79.50</td>
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<td>Spares. 008eoGraoh Target Solar Sore Rifle</td>
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<td>Sliver Bullet Pete Toboggan Hockey Bombe, Ball Skee</td>
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</table>

### Vital Statistics

- **Births**
  - A son, Arthur Henry, was born to Dr. and Mrs. Robert D. Schieler, 275 West 57th St., New York, October 3rd.

- **Marriages**
  - William Fitzroy Frederick, owner and operator of Frederick's Food Vending Company, Bridgeport, Conn., and Mrs. Alphonse Krueger, in Blackwood, N. J., October 10th.

- **KIDDIE RIDES METEOR-The Profit Line**
  - **Designed for profit**
  - **Built to satisfy**
  - **1 Year UNCONDITIONAL GUARANTEE**

### METER MACHINE CORP.

- **7 experienced coin machine salesmen**
  - Leading manufacturer of KIDDIE RIDES long time in the business
  - Following link can be used for business as a pleasure tour of the country. Currently on the road are Joe Marzo, Sr. and secretary, Jr., of the business, and they are busy setting up the parts and service department for 106 Avenue's new Rock-ola outlet.

- **A THRILLING RIDE and a PISTOL PACKIN' GUN DUEL ROLLED INTO ONE!!!**

### THE NEW TRIPLE ACTION

**MORE-FOR-YOUR-MONEY HORSE-A SURE-FIRE NEW LOCATION GETTER AND A HOST OF OTHERS TO BE FOUND ONLY ON OLD LOCATIONS.**

- **FULL SIZE HORSE**
  - 64" Long, 32" Wide, 48" High, Weight (Approx.)

- **VARIABLE SPEED**
  - Powered by Geared Motors at Top of the Range

- **ELECTRONIC PISTOL**
  - In Healer (specially attached)

- **FLASHING ELECTRONIC TARGET**
  - Junior has a make-believe gun fight complete with a beautiful electronic target. Bell rings for "Bull's-Eye"..

### BETTER EARNINGS, BETTER CONSTRUCTION, BETTER PRICE... That say "quality" have on the market. COMPARE and be Continually Delighted NOW!!
P-M, Benson-Hedges Merger in Process

New Firm Called Philip Morris & Co.; Move to Accelerate Parliament Growth

NEW YORK, Oct. 24.—Probable the best-kept secret of the year was made public Thursday when the boards of directors of Phillip Morris & Co., Inc., and Benson & Hedges, an- nounced today that the merger of the two companies, in process for several months, is complete.

The new corporation—Philip Morris & Co.—will be the largest in the world and one of the most powerful in the industry. In addition to the two largest cigarette companies, it will also control the largest tobacco company in the country.

All assets and liabilities of the two companies will be transferred to the new corporation, with common stockholders of P-M and B-H receiving one share of stock in the new company for each share held. There are currently 2,484,123 shares of P-M stock and 858,428 shares of B-H stock outstanding.

Even Swap

Holders of Philip Morris 4 per cent preferred stock and 3 per cent series stock will receive common stock as follows:

- 225 shares of preferred stock will receive 1 share of common stock.
- 375 shares of preferred stock will receive 1 share of common stock.
- 187,966 shares of preferred stock will receive 1 share of common stock.
- Current PM board members, including J. D. Goddard, T. C. Callihan, B. H., and W. H. Brelsford, will remain on the board of directors.

These moves are expected to result in an increase of the company's earnings and profits, and to strengthen its financial position.

Expecting Relief on Chi Cig Vending in 2 Weeks

NEW YORK, Oct. 24—Circumstances that make the NYSM hearings a matter of great interest to vending machine operators are promising.

At the last meeting of the sub-committee in the NYSM, a new triennial hearing for the 24th of November, 1954, was made to contact other cities on their experiences with vending machine operators. The new triennial hearing will be held in New York City on the 24th of November, 1954.

At the last meeting of the sub-committee in the NYSM, a new triennial hearing for the 24th of November, 1954, was made to contact other cities on their experiences with vending machine operators. The new triennial hearing will be held in New York City on the 24th of November, 1954.
3 Cup Vendors
At Movie Meet

CHICAGO, Oct. 24.—Multi-flavor theater models by three leading manufacturers will be featured exhibits at the Chicago Theater Operators’ Con- vention and dinner to be held at the Conrad Hilton Hotel.

Occasion is the 18th meeting of the Theater Equipment & Supply Manufacturers’ Association, Inc., and the Operators of America.

Displaying cup vending machines will be Aqueous Products, Inc., and Sparc, Inc.

P-M, Benson
- Confounded fr. 4 page 84

man and president, respectively. Joseph F. Sullivan Jr. is chairman of the executive board for which Lyon and McCombs will be members. Mr. Sullivan becomes a vice-president in the new company, which will operate as a separate entity and bring the present PM sales organization and distribution lines to the line of tobacco products it distributes.

The pending merger points up the feeling in the tobacco industry, based on previous agreement that the short-term, premium-priced brands will experience a great increase in the percentage of the cigarette market.

Rapid Growth

McCombs predicted that the filter-tip rate of growth will be 75 per cent higher than that of the major-size bands, which is 15 per cent above the market rate, and will be an estimated 25 per cent higher in the next year.

Parliaments, generally retailing for $3.00, have become the fast-rising among all cigarette bands. The Alabama Board declares that 1966 sales were 44 per cent over 1951; 1951 sales were 12 per cent over 1950; 1946 sales were 46 per cent over 1945; and 1942 sales were 56 per cent higher over 1941.

Parliament’s strength has been in New England and in metropolitan areas throughout the country. Sales penetration has been attempted in rural and small-city areas and has met with great success. It is probable that with the PM and Cigarette Organization behind Parliament, it will be a factor in the market in a year.

In that event, cigarette operators will have to pay more attention to multiple-price-advertisement plans.

Manufacturing, research and development of all products will be continued by the new corporation.

PM has shown in Richmond, Va., that no other company is manufacturing, distributing, and holding a large volume of cigarettes, and the last month has introduced King-size Parliaments, both regular and king-size.

The three-year-old company is under way to widen the distribution of its products.

N. Y. Times
- Continued from page 84

Biggest drawback, said New- man, is vandalism, particularly in the early morning hours.

Biggest incentive for newspapers to promote coin-operated vendors would be the tremendous number of possible locations in metropolitan area like New York and the fact that many of those locations would remain unchanged through the years.

As newspaper advertising rates are the same for coin-operated and for daily sales, the total profit resulting from these two systems could be equally as great.

As of today, the average profit to the vendors is its limited capacity and its small-page, larger machine and number-to-number range for edition.

Some of the factors the newspapers can do to make the vendors more attractive is to build the public knowledge of the venders and make them a part of the veteran's services.

Vend Night
- Continued from page 84

motion is built around individual bases and does not help industry as a whole, he said.

The local company is doing as much or more to promote the project as the pieces than do many confection- ary firms he declared.

Need Promotion

Much more promotion can be developed by the candy industry, Kingman said. For instance, he pointed out how the coffee trade has increased their coffee breaks for the benefit of workers.

Two years before but combined, promotion can mention "coffee and candy breaks," he pointed out.

He advised that candy salooners should make more con- ciousness campaigns in the past to market, the local man, who has been a typical customer for a large volume outlet for your product.

During a discussion period following the talk, several posed questions on operating facilities, equipment usage, variety, etc.

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VENDOR CO.

NEW DELUXE MODEL

NEW DOLLY

BUBBLE

NEW DELUXE

VENDOR CO.

BUBBLE

NEW DOLLY

VENDOR CO.
THE BILLBOARD

INDEX OF ADVERTISED VENDING MACHINE PRICES

VENDING MACHINES

Coin Lavatory Firms Charged With Monopoly

WASHINGTON, Oct. 24—The Federal Trade Commission this week charged five coin lavatory lock companies with firing customers to create monopolies. The companies were given until Dec. 2 to respond to the charges and a hearing was ordered Dec. 3 in New York Examination of the G. K. Purcell.

Charged with the monopoly were Allied Lock Company, Indianapolis; Inland Lock Co., Chicago; Federal Lock Co., Los Angeles; General Lock Co., Inc., and Associated, Subsidiary, General Service Coin Lock Co., Lake Forest, Ill. Each company was accused of earning Boomenet, N. J., and American Lock Co., New York.

Each of the firms, engaged in the production, leasing, installation and maintenance of lock-in public rest rooms, were charged with engaging in contracts and agreements prohibiting competition, to fix prices and to establish lock-in public rest rooms, were charged with engaging in contracts and agreements prohibiting competition, to fix prices and to establish

THE HIT OF THE NABY CONVENTION

"FLIP-IT" MINIATURE PIN-BALL GAME

that actually worked

$18.00 per thousand

Order from your distributor or from...

GUGGENHEIM

33 UNION SQUARE
N.Y.C., N.Y. + A.L. 6-6393

FAVORITE MONEY-MAKER

VICTOR'S

Standard 11006 x 1600
or more... $127.00
Lowest 106 x 106... 115.00
Star's 106 x 106 DIGGER TOPPER...

157.00

For $14.00 each

ALL MACHINE WORKED AND SELL AT TOP MONEY DRAW

SILVER-KING "GIANT ACE"

Made in the U.S.A.

SILVER-KING CORP.
622 Diversiy Parkway
Chicago, Illinois

SILVER-KING CRAFT

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**Used Machine Trends**

Trends in the used vending machine market based on sales data from The Billboard's and its sister publication Vend's Market Place. Vendor types appear in order of highest demand in the "for sale" and "wanted" categories.

**Wanted to Buy**

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**COFFEE TREND**

Instant Brew Use Doubles In 2 1/2 Years

CHICAGO, Oct. 24. — Instant coffee continues to win new adherents from the ranks of those quaffing the roasted product. Vendors in industrial spots are an important factor in this trend. Latest industry figures show that instant coffee was used by 10.8 per cent of coffee drinkers in 1951; in 1953, almost 21 per cent of all coffee users favored the instant product.

Citing one brand as an example, an industry survey showed that the purchase of Maxwell House Instant Coffee increased from 2.1 per cent in 1952 to 3.2 per cent at the present time.

Williamson Ups TV Ads

CHICAGO, Oct. 24. — William- son Candy Company has expanded its TV Oh Henry candy commercials for this fall and winter to 52 stations. This said Vice-President James Dickerson, means that over 90 per cent of the 27 million television homes in the country would now be reached by stations carrying the commercials.

The firm continues to advertise on radio with music commercials.

**CIGARETTE MACHINES**

All machines used King Size and Standard Brands in all categories. Can be set for either 25c or 30c operation. ($5.00 additional for 30c vending.)

**INTER-GRANDE**

A great service for you! We keep a full line of new and used merchandise, so you won't have to worry about running out. We carry a complete line of all makes of Cigarette Machines. Call for a price list today!

**SPECIAL**

**UNDEA VENDING SERVICE, INC.**

"The Nation's Leading Distributor of Vending Machines"

NEW & RECONDITIONED LIKE NEW

230 Macombs Street, Brooklyn N. Y. * 357-5695

WHEN YOU BUY FROM RAKE YOU ARE GUARANTEED THE FINEST!

We always have your favorite machine. Before it is checked, that part has been thoroughly tested and put through for the best service. Our service is free and fast. It's service like this that has made RAKE the leader in used machines.

SOLD WITH ENGINE, BINS, BAGS, DRUMS, BENDERS, OUTFEEDS, ETC.

#1 service on used machines.

**FREE! 1000 PIECES!!**

Order your free 1000 free with 1 1/2 dozen used. Free! Free! Free! Freely! Freely! Freely!

**MYSTERY TOP**

#10 - $12.00 M

Fits both machines. A full line of new items.

**VICTOR ROCKET STREETS DISTRIBUTOR WELCOME.**

2031 31st Street Brooklyn, N. Y.

*PAY CIRCULATION PROVES HABIT OF ADVERTISER.*

When you see "AL," it's PROOF of WHO and HOW MANY READERS BUY THIS BUSINESS PAPER.
Quick Switches in Okla. Distributors Make Trade Dizzy

Copeland New Handling AMI While Wolf Represents Seaboard

OKLAHOMA CITY, Oct. 24—A fast switch of music distribution machines has made a collision through the Trade Dizzy this week.

One of the changes was announced Wednesday that Copeland Distributors would handle the Rock-ola Phonograph line (The Billboard, October 24). Hal Diller, president, announced the change in the J. P. Seabord

But last Sunday (18) Copeland handled the Rock-o-ola phonograph line and the AMI factory model. 

Dr. Bob Stilwell, firm's district Friday (16). In Chicago, Kurt Kluver, assistant sales manager for Rock-o-ola Manufacturing Company, confirmed that Copeland was no longer handle the company's product, nor was the phonograph distributing with Oklahoma City.

Delphi to Operate AMI

AMI, the new music company represented in Oklahoma by H. W. Delphi, announced Wednesday that its corporation, whose association with AMI began several years ago, had been AMI distributors of the Okie State factory and Delphi said the decision to end the distribution arrangement was "injurious." It was reported that Delphi, instead of starting a music industry in Tulsa, was in talks with the Rock-o-ola company. The Rock-o-ola company, according to the rumors, will be announced as the new AMI distributor to Oklahoma.

Copeland's announcement was accompanied by an E. B. Bartow, regional manager for AMI. The distributorship covers Oklahoma, the Western counties of Kansas and the Florida Panhandle area.

Laine Song Contest Judges Near Decisions

TV Disk Shows

Dime-Minimum Policy Gains Ground in N.J.

NEWARK, N.J., Oct. 24—The longest pressure to bring about the N.J. dime play was lifted Monday, according to Ed Burk, manager of the New Jersey Dime Promoters' League.

The New Jersey operator started an unsuccessful attempt to impose dime play as the most direct method of obedience, with the group of the customary nickel admission price, instead of the extent of consumer resistance being taken into consideration so that the most locations would not give the operator the chance to find out.

An extensive public relations and advertising campaign, including the distribution of songs and placards, failed to help the dime operators make their point on a dime play.

Rudolph, a new manufacturer, said he would cut down the sales of reeds (Continued on page 12)

Copeland Shows AMI Models in Oklahoma City

OKLAHOMA CITY, Oct. 24—Copeland, the new N.Y. AMI distributor, showcased their new models—at least 30—on display at the Shelton Theatre, 23rd and W. 43rd St. The event, which included a press conference, was accompanied by an appearance by AMI president, Mr. Cunliffe, and the colors of the Oklahoma City Opera Company were flown over the city to promote the new models.

Hobby Shop for Burglars

MIAMI, Oct. 24—Burglars are making a hobby of robbing the Miami Hobby Shop Restaurant.

The first trip to the place late last night for the fourth time in a month, this trip covered the ac- cessory room by the thieves while they wreaked a cleverly planned theft.

In the midst of this trip, someone said that there was a cigarette vending machine which held more change than the music box.

Evans Bared To Map Output, Management

CHICAGO, Oct. 24—The Network, Inc., will meet next week to discuss the future of the company and production, following the passing of Dick Rick, owner and president of the company, and approval of the sale of the company, said it will be announced later in details which could be worked out.

Later next week, after the phonograph division, said that an important change in the company, he will be arriving (Continued on page 13)

Chicago Operators In Red Feather Drive

CHICAGO, Oct. 24—Ten thousand juice box owners will carry the juice box industry through Chicago with help from the Red Feather Community Fund. At about the time of the recent record, the Music Service Association will go all-out in this city to back up their annual drive.

Juke Interests Tell Position In Hearing on McCarran Bill

Chicago Wurlitzer Union Suit Withrawn

BUFFALO, Oct. 24—The district court in the federal court in Buffalo, New York, has ordered the Wurlitzer Company against Local 595, Inter- national Brotherhood of Electricians, to vacate the premises and that the suit was filed during a strike last summer.

of the 1929 copyright law, said the ordinance was a "worse, a gross, and an in- fessting thing that was ever done to a city." A manager of the company who had the ordinance passed by the city council was among the witnesses for the company (Continued on page 13)

Dr. Bob Stilwell, president and general manager of the company, said the company was "freezing" the juke box business and that the company had a large number of licenses fees for whom the legislation was to be implemented.

The company would be com- mitted to the N.J. Board of Imports and Exports in SEAC or any individual owner of juke boxes in New York State. A variety of trade that one or more of these groups must arbitrarily determine.

The court's decision to restrain the performance rights society could be as possible and is charged to one operator as against the other. The court ordered the operators at a competitive basis. Since 1946, the juke box operators, and perhaps driving those operators who have fallen into the hands of the court, and the court would result in the creation of an all-powerful company in the city who could virtually de- signate the song of the songs of the operators." The court also asserted that the wording of the law was so broad that every right infringement might fall on the juke box owners. Lake counties, the court said, that the exception for record that means that approximate- ly 10,000 juke box owners throughout the nation were filled only once during the life of the copyright and never changed. But, of course, anyone who played the exact record must pay (Continued on page 13)

P.-R Plans Set For Cleveland Jubilee Party

CLEVELAND, Oct. 24—The Jubilee Cardinals, owned by the Cleveland Phonograph Merchants Association and sponsored by the Model P phonograph, this week, announced the 1951 Civic Band Jubilee staged November 1 in the Cleveland armory.

Front page publicity in the Cleveland area has been promised and possibly a spread in Life magazine. The program was held for six-year band and is one of the events sponsored by the merchants and the newspaper.

The Cleveland Press, in addition to the press, will celebrate its 75th anniversary. The newspaper, which has a circulation under the name of Press, will be celebrated (Continued on page 13)
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 3, MICHIGAN
Making parts for gas meters grew in popularity after the Depression, and Frank Padula was more than happy to help the depression. After running a repair shop in the heart of the city, Padula went on to create a small business that could be found in the heart of the city. The shop was the first of its kind to make parts for gas meters.

Meet Frank Padula

Building an organization of gas meter repair shops, Padula was able to help many individuals who were looking for new parts for their gas meters. Frank Padula found his niche among the top gas meter companies in the country.

Before entering the gas meter business, Frank Padula worked in a factory that made parts for gas meters. The factory was located in a small room on the outskirts of the city. The factory was run by a man named Picard, who was known for his hard work and dedication to the job.

Padula worked at the factory for a few years before deciding to start his own business. He knew that he could do better for himself and his family by making his own parts. He started small, making parts for gas meters in his garage, but soon he was able to hire a few people to help him.

Padula's business grew quickly, and soon he was able to open a small building in the heart of the city. The building was run by a man named Padula, who had started the business.

The building was the first of its kind to make parts for gas meters, and it quickly became a leader in the industry. Padula and his team worked hard to ensure that their products were of the highest quality. They were always looking for new ways to improve their products, and they were always willing to listen to their customers.

Padula's business continued to grow, and soon he was able to hire a few more people to help him. He was able to open a second building in the city, and he was able to start making parts for gas meters on a larger scale.

In the years that followed, Padula's business continued to grow, and he was able to open a third building in the city. He was able to hire even more people to help him, and he was able to make parts for gas meters on an even larger scale.

By the time Padula was ready to retire, his business was making parts for gas meters in three different locations. He was proud of what he had accomplished, and he was happy to know that his business would continue to be successful for many years to come.
Info in Other Departments
Among the stories of general interest to the coin machine industry to be found in the General, Music and other depart- ments was one featured in the General section of this issue of the Bulletin. This story dealt with the "Theft of $12,000 in Cash from Coin-operated Machine." The thief entered the store late at night and made away with the cash, leaving a note that read: "Honor the law, or you will be in debt for the latter." The thief was later caught and sentenced to six months in prison.

Juke Interests Tell Position
Continued from page 88
In response to the call for letters and opinions by the coin machine industry, many juke box manufacturers have expressed their positions on the issue of copyright law and the proposed antitrust legislation.

Conn. Group Bars Vending Ops to Ranks
HARTFORD, Conn., Oct. 24—A proposal in the Connecticut General Assembly to bar vending machine operators from joining the state's vending trade association was rejected by the state senate. The proposal, which the groups had contended would benefit the vending industry, was defeated by a vote of 20-14. The state senate also rejected a similar proposal in the House of Representatives.

Laclip-Song Contest
In an American air base in French Morocco, the North Atlantic Treaty Organization (NATO) held its annual song contest. The contest was to determine which song would be played most frequently on the airwaves. The winning song was "The Stars and Stripes Forever," composed by John Philip Sousa. The song was played almost non-stop on the airwaves throughout the base.

How to Cut Service Calls
Continued from page 58
One effective way to cut service calls is to train your employees to be better at their jobs. This can be done through regular training sessions and by encouraging them to ask for help when they need it.

Melody Music Shop
PHONOGRAPH CHECKUP
RECEIVED FROM
DATE IN DATE OUT
DELIVERED TO
MODEL
FACTORY
NO.
REMARKS
1. Clean and Wash
2. Check All Jukebox Parts
3. Check All Jukebox Parts
4. Check All Jukebox Parts
5. Clean and Check Contacts
6. Needles
7. SD Platters
8. Tubes Tested
9. Screen
10. SDS
11. Bulbs
12. Tension Platen
13. Check All AC Cords
14. Rotating Lights
15. Tone Mean Working
16. Tape Arm Starting Weight
17. DECCA 653 & 655 at Clean & Oats
18. Bullets Cleaned
19. Buttons Checked
20. Check Vending Cords
21. Tone Arm Starting Weight
22. Detail 5 & 7 License
23. Service Lights
24. Checked By
25. Moved By

Once each month, Melody Music of Chicago, aims to give its customers a phonograph that is clean and in working order. The above is filled out for each juke box that becomes serviceable.

How would you use this information in a practical way?
the NEW sensational


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**

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<th>Issue at</th>
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**Music Money Makers**

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<tr>
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<tr>
<td>Gottlieb</td>
<td>Model B</td>
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<tr>
<td>Bally</td>
<td>Model C</td>
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**Billboard**

Volume 44, No. 49, October 3, 1980

**Machines**

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<td>Model C</td>
<td>275.00</td>
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**Active Amusement Machines Co.**

604 M. Broad St., Philadelphia, Pa.

Phone: Personnel: 7-4495

"We aim to ALWAYS have on hand ALL WAVES!"
Tourist Music

- Continued from page 48

job for one of his men, said Williams. "That is his main duty," he explained. "By the time he is thru servicing the vend machines, the month has passed and he again makes the complete circuit."

The dominant operator in Broward County, Williams' machines are not only found in the seaside cocktail lounges and night clubs, but also in many strictly farm locations which he says are money-makers. Right now transient farm workers are moving in from Puerto Rico for the fall and winter planting and harvesting season.

Also many Miami joke box operators have been complaining about a decline in collections the past two months. Williams says his losses for September increased 10 per cent over a year ago. He confidently believes the upcoming winter season will be the best ever.

Most of Williams' machines are geared to nickel play, the exceptions being the better spots where dime play is accepted.

Williams employs three route men, three mechanics, the one man who operates and oil machines, and a secretary in the office.

Long Process

- Continued from page 48

location owner to adopt the latter, but they will accept the former. In no event, however, will the box have straight nickel play.

Ed Burg, Sunset's sales exec, said that 46 per cent of the firm's location owners were operating under the new policy, with the number of locations eliminating straight nickel play growing each week.

He said that those locations on straight 10-cent bases have been running about 20 per cent ahead in collections, while locations on the two-for-a-dime basis have been running about the same as they were on the straight nickel play.

Will Pay Off

Even the collections remain the same, said Burg, the conditions of both the location and the customer to the dime minimum will pay off eventually when the customer is made to reintroduce dime play.

Burg said one location, which operates under the dime-minimum policy, has agreed to go back to nickel play, while some have switched from one-for-a-dime to two-for-a-dime price policy.

He feels that dimes represent the best home for 10-cent play, while the job of convincing owners is more difficult.

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- Continued from page 38

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Rubenstein Opens Arcade at 42d St.

NEW YORK, Oct. 24—Charles Rubenstein, old line Arcade operator and owner of Playland Amusements at 125th Street here, has opened another Arcade at 42d Street at the Eighth Avenue subway station.

The new fumpos is called the White-Eye 1200, and equipment includes Auto-Photo machines, a Seeburg photo box, various target games and 12-15 Midway Machines.

Rubenstein said he had obtained permission from the International Boxing Association to show pictures of the recent fights in the 100 units. Among the fighters to be shown on 3-D films is Ray Robinson, Randy Turpin, Joe Louis and Jersey Joe Walcott.

Scholarship Contest

STAMFORD, Conn., Oct. 34—Sons and daughters of employees of Pitney Bowes, Inc., manufacturers of postage meter machines, may qualify for the new scholarship program, it was announced this week by company officials.

Effective immediately, the program will result in the selection of two winners each spring, after which a second additional four-year scholarship will be awarded annually.

The program will be limited to high school seniors who will be chosen on the basis of competitive test scores. Successful candidates will win full tuition and academic fees for four years at the college or university of their choice, plus cost-of-living allowance.

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