

The Billboard

OCTOBER 16, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Even Venders Won't Take Wood Nickels!

Slugger Can't Make a Dime Anymore With Sherlock Holmes Rejecting Coins

By JIM WICKMAN

CHICAGO, Oct. 9.—You just can't fool a coin-operated machine any more with lead nickels, buttons, plastic tokens and washers.

A mechanical "Sherlock Holmes," no larger than a 25-cent paper-bound book, has almost eliminated the one-time scourge of the coin machine business, the slug.

Quicker than the eye, this pint-sized unit, the modern slug rejector, will take a coin, measure its metallic content, check its size and weight, feel for holes and grooves, and either accept it or return it to the user as a bad try.

Even the counterfeit dollar bill is in danger. A new unit, just added to the rejector family, can detect a phony bill quicker and more accurately than even the trained eye.

\$5 Million Loss

But as recently as 12 years ago, American manufacturers were losing well over \$5,000,000 worth of merchandise a year in exchange for worthless nickel facsimiles.

Coinmen still shudder at the memory of the attractive signs once posted in hardware and novelty stores calling attention to a variety of slugs guaranteed to work in a coin-operated device. After 1942 when the federal government annulled the sale of slugs for use in coin-controlled machines, the slugs were changed to read, "These slugs are not to be used in vending machines."

The use of slugs via roundabout advertising became so common that it was often compared with the sale of grape concentrate during the days of prohibition, when certain sellers made a fortune to advertise that it was illegal to add yeast to their products inasmuch as the result would change the "soft drink" into potent wine.

Thus, successful slug sleuthing was found, not in a federal law (altho this certainly eliminated the honest shopkeeper from the picture), but in a unit that would reject bad coins.

Slug Rejectors

Actually slug rejectors are far from new. They were first introduced on coin-operated tobacco drawers in Europe back in the 1700's. Coins deposited in the

drawers released a latch and allowed a customer to open the drawer and fill his pipe. Altho there was no effort to police the amount of tobacco taken by the customer (for he might easily fill his pouch instead of his pipe), slugs began to appear—and with such regularity that rejectors came into use.

Thru a series of complicated levers and chutes, the first rejectors were able to measure both the size and the weight of the coins.

Because of the complexity of the first units, neither manufacturers nor operators of coin-operated equipment could afford to use them to any large degree, and as a result, slug passing went merrily on its way.

Million \$ Business

By 1930, slug manufacturers found they were sitting on a million dollar business. Sluggers, as they were called in those days, found it so profitable that they began building factories capable of mass production. Conveyor belts, punch presses, special packing crates, catalogs and fancy showrooms were used to build slug sales volume.

However, not all sluggers were a part of this wholesale attempt to force on the coin machine business. Some home owners found that a ring off an old spark plug, a flattened penny, stray foreign coins and washers could buy merchandise without interfering with the family budget.

Probably the most unique

(Continued on page 84)

'TV PLAYHOUSE' DROPS REALISM FROM SCRIPTS

NEW YORK, Oct. 9.—The foremost practitioner of the "life is real, life is earnest" school of drama, NBC's "TV Playhouse," will drop its policy of realism shortly and accent happier story values. Philco and Goodyear, the co-sponsors, have been opposed to realism but while Fred Coe was producer, the bankrollers acceded to his belief that realism made for good dramatic fare.

Now that Coe left for the Monday spectaculars on NBC-TV and Gordon Duff has taken over "TV Playhouse," a sponsor will inaugurate a new policy as soon as possible. Several commitments remain to writers whose forte is realism, but once they are filled the new era begins.

Coe, thru the "TV Playhouse," has been responsible for the introduction of many writing talents to the American scene. Among them is Paddy Chayevsky, whose "Marty" was first seen on the "TV Playhouse" and is now being made into a feature film. Horton Foote, several of whose video scripts have been turned into plays on Broadway, is another. N. Richard Nash has written some of his strongest drama for the "TV Playhouse," one of them also to be seen on Broadway this season.

With the death of realism on "TV Playhouse," the TV medium will be without a drama for this kind of drama, little of which can be seen elsewhere.

Radio Transcribers Revive Fast as Nets Turn Their Backs

Local Emphasis Creates Upsurge For E. T. Firms as Webs Decline

By PAUL ACKERMAN

NEW YORK, Oct. 9.—The radio transcription business, considered a casualty in the advertising and programming field several years ago, is staging a strong comeback.

A prime factor in its rejuvenation has been the growing importance of local radio, which in turn is sparked by the de-emphasis of radio networks.

Oldtimers who have managed to stick it out in the transcription business claim the networks' preoccupation — economically and promotionally — with television has resulted in a tremendous decline in the quality of shows they feed radio stations. This has opened the door to vigorous electrical transcription firms.

Obvious Advantage

"The advantage of transcribed radio to both listener and advertiser is obvious," according to Alvin E. Unger, vice-president in charge of sales for the Frederick W. Ziv Company. Unger stated that transcriptions give the local or regional advertiser an inexpensive, high-quality advertising vehicle, while the local listener has access to stars who are no longer available on network programs.

Subscribing to this philosophy is Harry S. Goodman, one of the pioneer transcription execs. "Stations are desperate for good shows," says Goodman. "Time was when the

networks spent \$15,000 and \$20,000 per week on a program. Now a network will spend \$1,500 or \$2,000."

The Frederick W. Ziv Company, whose "Mr. District Attorney" is now in 296 markets, is full of optimism. Unger, amplifying his statement, notes that the transcription business is on the upswing because many advertisers are shying away from network radio and increasing their use of television.

Top Ziv Shows

Top names and programs in the Ziv line-up, in addition to "Mr. District Attorney," include the Red Skelton show; "Hour of Stars," with Peggy Lee, Dick Powell, Ginger Rogers and Tony Martin; "Freedom U. S. A.," with Tyrone Power; "Bold Venture," with Humphrey Bogart and Lauren Bacall, and "Bright Star," with Irene Dunne and Fred McMurray.

A recently released World Broadcasting feature in the Ziv stable is the Betty Grable-Harry James show, planned for one hour a day, five a week, and tailored so that it can carry up to 15 spot announcements. The show has already been sold to a flock of major stations, such as KMBC, Kansas City, Mo.; WQAM, Miami; WOAI, San Antonio; KLZ, Denver, and KSD, St. Louis, among others.

World Plans

Pierre Weis, general manager of World, said the outfit is planning to produce six additional programs to be available to advertisers before the end of the year. "The programs are planned as half hour shows, to be broadcast five days a week for 52 weeks. They are designed as spot carrying vehicles to aid stations in selling announcements to local advertisers at minimum rates."

Most recent radio program to be transcribed by Ziv is the Eddie

(Continued on page 14)

NEWS OF THE WEEK

NBC's Pat Weaver Wrapping Up 'Tomorrow,' His Latest TV Idea . . . NBC president Pat Weaver is understood to be blueprinting his latest TV opus, "Tomorrow" to follow on the heels of his programming trinity — "Today," "Home," and "Tonight." . . . Page 2

Ted Bates Agency Wrestles With Rising Television Talent Costs . . . Soaring talent costs have put the heat on the Ted Bates agency which promised the Colgate-Palmolive Company that it would reduce the cost of the "Comedy Hour." . . . Page 3

Screen Gems Promoting Film Sales via Special Techniques . . . Screen Gems is prepared to offer advertisers important come-ons to get them to buy film series for national spot placement. The firm seems to be continuing its policy of pulling in a national sale as a prerequisite for production and syndication of a series. . . . Page 4

150 New Record Labels Try It in 1954: A&R Men on Every Corner . . . New labels continue to enter the record field, with high hopes and stout hearts, in spite of the many obstacles in the path of new diskeries in this period of intense competition. Over 100 new firms have formed this year, with the total expected to hit 150 new labels by the end of the year. . . . Page 13

Columbia Ends Record Club Experiment November 1 . . . Columbia Records will write finis to the Columbia Record Club as of November 1, 1954. The record club, which offered dividend records to subscribers in the manner of the book-of-the-month club, has caused heated controversy among dealers over the past six months. . . . Page 13

Phonograph Mfrs. Unlikely to Hike Prices, Survey Indicates . . . Despite the sudden price increases on tele-

vision sets which were announced this week by major manufacturers, there is no indication that prices of record playing equipment will be increased this year. The competitive picture in phonograph sales is one of the reasons which would preclude any price hikes. . . . Page 13

L.A. County Fair Draws 1,110,927 In 57 Days; Tops 1953 Gate . . . Los Angeles County Fair, Pomona, Calif., the nation's biggest county fair, drew 1,110,927 in its 17-day run, topping last year's gate of 1,063,149. Attendance was second largest in fair's history, surpassed only by the 1,254,503 count in 1948 when the event resumed after its war-time suspension. . . . Page 47

Texas State Fair Opens 16-Day Run; Aims for Attendance Record . . . The State Fair of Texas at Dallas, largest in the nation, opened its 16-day run with aims of beating its record 1952 attendance of 2,386,000. With Oklahoma, top-ranking college football team, playing Texas in the Cotton Bowl, opening day's gate was expected to hit 175,000. "King and I" opened to capacity in the State Fair Theater. . . . Page 52

DEPARTMENTS AND FEATURES

Amusement Games . . . 53	Magic . . . 45
Burlesque . . . 45	Merchandise . . . 63
Carnival . . . 54	Music . . . 13
Circus . . . 60	Music Charts . . . 28
Classified Ads . . . 64	Music Machines . . . 75
Coin Machine Market . . . 83	Parks & Pools . . . 51
Coming Events . . . 67	Pipes . . . 66
Drive-In Theaters . . . 62	Radio . . . 13
Fairs & Expositions . . . 52	Review Digest . . . 11
Final Curtain . . . 46	Rinks . . . 62
General Outdoor . . . 47	Roadshow Repertoire . . . 62
Honor Roll of Hits . . . 28	Routes . . . 50
Legitimate . . . 12	Television . . . 2
Legit Route . . . 43	TV-Film . . . 4
Letter List . . . 68	Vending Machines . . . 69

ABC to Cover Coinmen Fete

NEW YORK, Oct. 9.—Twenty-five minutes of ABC radio network time will be devoted to the 17th annual banquet of the Music Operators of New York, Inc., to be held Saturday (16) in the Grand Ballroom of the Waldorf-Astoria Hotel.

The program, from 10:15 to 10:30 p.m., is "Ozark Jubilee" with the Red Foley ork providing the music and Martin Block as emcee. It will be heard over more than 300 network stations. Al Denver, MONY president, arranged the deal with the web.

Probe of TV, Radio Ready

WASHINGTON, Oct. 9.—The Bricker subcommittee investigating TV-radio networks is finally ready to take its wraps off.

After weeks of silence on its plans, the subcommittee staff is quietly preparing to pepper the networks and their affiliates with questions.

Without fanfare, the subcommittee has already sent a lengthy questionnaire to the Federal Communications Commission. The networks are about to receive similarly detailed questionnaires from the subcommittee which wants to know about contract and programming relations between the New York headquarters of the webs and their affiliates.

Similar questionnaires will go out later to the affiliates.

A number of the questions deal with network agreements with VHF stations where UHF's have gone on the air or have failed.

(Continued on page 14)

AFTER 'TODAY,' 'TONIGHT?'

Pat Weaver Takes a Look Into 'Tomorrow' Program

By SAM CHASE

NEW YORK, Oct. 9.—There may shortly be a "Tomorrow" in Pat Weaver's future. Having successfully aired, in rapid succession, "Today," "Home" and "Tonight," the NBC chief now is understood to be blueprinting a new opus which, naturally, would be called "Tomorrow."

The first that Weaver's lieutenants heard about the new project was when they recently scheduled a series to tee off on the NBC radio web which was later to go TV. This show, based upon a one-shot aired on the radio network in 1950, had its title changed by some exec from "Report From the Future" to "Your Tomorrow." When routine word of this was sent to Weaver, he is said to have emitted a yell of dismay.

It took no longer than the time necessary to dictate a memo for Weaver to notify those involved that the project was dead. He made it clear that he had created the ideas which led to "Today," "Home" and "Tonight," and that he has evidence that he has been working on a stanza titled "Tomorrow" as long ago as 1939. He added that this would be his next project, and that when a show of that title went on NBC, it would not come in from the outside but, like the others, would be a network-owned airtel.

Exactly what form Weaver's "Tomorrow" will take is not yet known, but the stanza which died stillborn as the result of the conflict, and which the NBC chieftain felt was too close for comfort, was based upon imaginary broadcasts

or telecasts in some future year. The original radio version, scripted by Len Safir and aired under the aegis of Charles (Bud) Barry, then web program head, covered such events as the running of the four-minute mile and the conquest of Mount Everest.

In its revived form, as submitted by news chief Merrill Mueller to radio web boss Bill Fineshriber, it was planned to cover such news events of the future as the finding of the Ten Commandments, the birth of septuplets, the finding of

Judge Crater, the hatching of a dinosaur egg, the beaching of the Loch Ness monster and the capture of the Abominable Snowman of the Himalayas.

Meanwhile, there are indications that unless Weaver moves swiftly, "Tomorrow" may never dawn for NBC. Tommy Velotta, ABC veepee, is now understood to be considering the show which was nixed by NBC and could pull a coup by getting it on the air under that or a similar title while Weaver is busy spectacularizing.

Bricker Group Puts Up Its Mitts In Fracas With Nets, Affiliates

Continued from page 1

get in business after being turned down on network affiliation. Some of the ground covered by the Potter subcommittee in the last Congress may be rechecked by the Bricker subcommittee. A staff spokesman stressed that the study is intended to be "strictly constructive."

Sen. John W. Bricker (R., O.), chairman of the Senate Interstate and Foreign Commerce Committee, who sparked the networks probe and heads the subcommittee, has not been actively engaged in the group's preparations, but he is expected to get back into action after the filled-out

questionnaires roll in. The subcommittee expects to have the answers in November so that an analysis and staff report can be prepared in time for the opening of Congress in January.

The Bricker staff report will be filed whether or not the GOP retains Senate control. It is likely that Bricker will reintroduce his bill to extend the Federal Communications Commission's regulation over networks.

Meanwhile, on the industry front, plans are shaping up to fight harder than ever against legislative attempts to restrict programming. President Harold E. Fellows, of the National Association of Radio and Television Broad-

WHOLE TOWN VISITS STUDIO

FORT WORTH, Oct. 9.—Television Station WBAP-TV here had the rather unique experience recently of entertaining the entire town of Bisbee, Tex., population 300, on the Bobby Peters show, which is telecast daily Monday thru Friday.

Bisbee residents were celebrating their 71st year as a Tarrant County community since the town was founded by the Southern Pacific Railway to service a brick factory now many years extinct.

WBAP-TV feels that it is likely the only TV station in the nation which has ever had an entire town in its studio at once.

DISSENTER

Miss Hennock Blasts FCC's Conduct Edict

WASHINGTON, Oct. 9.—The Federal Communications Commission's "dissenting commissioner," Freida B. Hennock, this week condemned an FCC directive warning employees to stay away from "loud or disorderly parties" on penalty of disciplinary action for "scandalous conduct."

Commenting that FCC staff employees do not have to be told how to act, Miss Hennock added, "I think we have a wonderful staff. Most of them are underpaid and very busy. I don't see how they even have time to go to parties."

The FCC directive follows the Budget Bureau directive to federal agencies to keep an eye on the conduct of their employees, but, according to the White House, the directive was not intended to concern the private lives of government employees.

Sylvania Out For Prestige

NEW YORK, Oct. 9.—Sylvania is in the market for a prestige video program. The manufacturer of video sets, tubes and lamps, has a new agency, J. Walter Thomson, which sees the need for prestige type programming to build the sponsor's name before the American public.

Sylvania's current program "Beat the Clock" on CBS-TV, is a good buy and seems to be in no danger, but additional programming is indicated to create the desired effect. "Beat the Clock" is an old Wolf package.

Evans Quits As Promotion Head of NBC

NEW YORK, Oct. 9.—Jacob (Jake) Evans, director of national advertising and promotion for NBC this week reportedly resigned. No reasons have been given for his resignation, but it is believed that he has been unhappy about the network's continual revision of its plans to promote spectacles. Evans' future plans are unknown.

Meanwhile, there seems to be a great deal of uncertainty at NBC as to impending cuts in staff. The word around is that the network is overstaffed both in radio and TV and that reductions in personnel will be made except in certain departments such as TV sales and TV publicity. Both units are to add to their staffs. The video web's sales department alone is to hire 10 more men in the near future.

GRID BLOW-UP

KPIX Quits Du Mont Net Over Rights

HOLLYWOOD, Oct. 9.—Blow-up over telecast rights of professional football games has resulted in KPIX, San Francisco TV station, pulling out of the Du Mont network. The station is also affiliated with CBS.

KPIX officials objected when Du Mont gave telecast rights for the games to KOVR, Stockton, also. The new VHF station, located on 4,000 foot Mount Diablo, beams its signal into the San Francisco bay area and was thus duplicating the KPIX telecasts.

Tie-up has now been made between KOVR and Du Mont for the Stockton station to carry all the net's programming, marking the first time that a new station has bumped an established one out of a TV net.

Clients Nod at NBC Re-Run Spread Idea

NEW YORK, Oct. 9.—Initial advertiser reaction to the NBC video network's request that they space their re-run programming in different periods of the year than the summer months has been good. Sponsors generally have been receptive to the idea, tho they have stressed financial and budget consideration. Where money is not important, it is almost certain that advertisers will accede to the network's request.

The probability is that the re-run programming will be spaced thru spring and summer, so as to lessen the concentration of such shows. Thus, instead of offering 13 re-runs in the warm weather months, six would be tucked in during the spring and seven during the summer.

But the big problem is with sponsors who own new shows. Because these properties are recent, they have no backlog of programming and have the further consideration of establishing themselves with

their audiences. Opinion is that it would be risky to re-run shows which have been seen, at most, six months ago. Audiences would be too likely to realize that the programming was seen only recently.

A Plan

One of the ways that this problem might be solved would be thru the shooting of more than 39 shows during the first year that the series is on the air. The additional product would be mixed with old shows, so that some fresh product is exhibited during the first summer of viewing.

During the next year, however, less than 39 shows might be shot, and the first year's product added to the second year's film. But sponsors would have to be almost certain that their new properties were solid before they committed themselves to such additional shooting and cost.

Barry Jumps NBC TV Slot

NEW YORK, Oct. 9.—Charles C. (Bud) Barry has resigned as veepee in charge of TV program sales at NBC after amicable settlement was reached on the remainder of his long-term contract. Barry was known to have become anxious for a change of scenery after he was placed in his last capacity following one of the web's shake-ups, feeling that the post was not sufficiently active. However, the network was unwilling to release him from contract until after protracted negotiations.

The parting was a friendly one, especially in view of Barry's lengthy and productive association with the network in the programming sphere.

Capehart Producing 19-Inch Color Set

NEW YORK, Oct. 9.—E. W. Gaughan, vice-president and general sales manager of the Capehart-Farnsworth Company, revealed yesterday (8) that the firm is now producing and shipping from its Fort Wayne, Ind., plant a 19-inch color television set.

The announcement was made at the company's fall sales meeting at the Park-Sheraton Hotel here. The new unit employs a tri-color tube and gives 205 square inches of viewing area. A feature of the set is the Capehart polaroid picture filter. The set will also show black and white. No price was revealed.

POLITICO PROFIT

Elections Coverage To Pay Off for Nets

NEW YORK, Oct. 9.—Election night coverage began turning into a paying proposition for three TV networks this week.

Chevrolet indicated it's coming in to bankroll ABC-TV's election reporting. Prestone signed for half of CBS-TV's and Roto-Broil zipped its purse wide open to buy up half of both NBC's and CBS' vote result coverage.

The election buys give complete sell-outs to both ABC-TV and CBS-TV. NBC-TV, as of today, still has half of its election package for sale, tho the NBC has more to sell. Roto-Broil reportedly is spending \$300,000 for its two-web one-night sponsorship.

NBC starts devoting full attention to the election returns at 9:30 p.m., while ABC-TV moves in at 11 p.m. and CBS-TV reportedly will start at 11:30 p.m.

As part of its deal with NBC-TV, Roto-Broil is getting a special 15-minute film which it will show its salesmen this month to instruct them on how to tie in their activities with Roto-Broil's election sponsorship. Appearing in the film will be Dave Garroway; Davidson Taylor, NBC public affairs veepee, and Arthur Bregstein, Roto-Broil sales veepee.

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Bates Agency Caught in Cost Squeeze on Colgate TV Show

NEW YORK, Oct. 9.—The Ted Bates Agency, producer of "Colgate Comedy Hour," has found itself caught in a terrific squeeze which has endangered its relations with the client as a result of the high price of talent in today's market.

Last spring, the agency in commenting upon the high cost of producing the show by NBC claimed it could bring it in for about \$40,000 weekly, a figure at least \$20,000 less than it was costing. Colgate gave Bates the assignment, and its initial crack at producing the hour package during the summer was far from successful, according to the ratings.

But this fall the roof has fallen in on the agency. Because of the spectaculars and the fantastic prices being paid to talent, performers who last season were getting fairly reasonable salaries have increased their demands by at least one-third. The supply of name talent is limited and those artists who are in demand naturally ask and get substantial figures. Mario Lanza received \$40,000 for his Chrysler show, Betty Hutton \$50,000 for her Liebman spectacular, Ginger Rogers will receive \$40,000 for "Tonight at 8:30," and Ann

Sothern's over-all tab including the buying out of a previous contract is said to have been \$60,000 for the one-shot "Lady in the Dark."

In all cases these single performers have been getting as much as, if not more than, the entire cost of the Colgate show, according to what Ted Bates promised. As a result, the show has had to increase

its budget to stay in the running for names. And the program itself has been under pressure from "Toast of the Town," which is stronger than ever this season.

The Comedy Hour has switched its format and now emphasizes variety as well as comedy. But in switching to a variety format it is

(Continued on page 10)

Lux TV Theater to Quit H'wood for N. Y.

NEW YORK, Oct. 9. — The probability seems to be that the "Lux Video Theater" will move here from Hollywood. The production set-up of the hour dramatic show on NBC-TV is being completely reorganized.

It is expected that Lever Brothers, the sponsor, will try to get a Broadway or Hollywood producing name to take over. One problem, however, is that Lever Brothers is unwilling to pay heavy money for a video producer because they came so relatively cheap in radio. Top TV producers cost close to \$2,000 each week, but Levers is reported offering one-quarter of that sum, with no takers evident. The present production staff is Cal Kuhl, producer, and Buzz Kulick, Earl Ebi and Dick Goode, directors.

Fred Coe, the present production consultant, is almost certain to be dropped. Coe, now the pro-

ducer of the dramatic spectaculars on NBC-TV, has made some recommendations as to scripts, but none was accepted. He would be an ideal candidate for producer if not busy elsewhere.

Both the agency and the sponsor have come around to the belief that live dramatic shows should be done from New York. J. Walter Thompson's greatest success has been with its two dramatic shows for Kraft, both of which have come in for reasonable sums and gotten fairly good ratings.

But since Lever Brothers has failed to pry sufficient movie properties away from the motion picture companies and finds that it cannot pay the prices that top Hollywood names want, there does not seem to be any further reason to stay there. The writers of live TV scripts are mainly located on the East Coast, and production problems would be lessened if the show were produced here.

MONEY'S NOT EVERYTHING

Two ABC-TV Low-Budget Shows Pull Good Ratings

NEW YORK, Oct. 9.—ABC-TV's ability to deliver a hefty national rating with low-budget shows that

reach a relatively limited potential audience was pointed up by Nielsen ratings on two stanzas issued this week for the two-week period ending September 11.

The Nielsen ratings placed the web's one-shot, "Miss America Pageant," in sixth position, and its "Baseball Game of the Week," 14 on the list of top rated shows for the two-week period. Their achievement of these positions provide the web with a strong selling point to advertisers leery of ABC-TV's inability at times to clear major market stations.

The showing demonstrates that even with a low coverage factor, a sponsor can often get an excellent cost-per-thousand buy. This is of particular interest to advertisers who cannot afford extensive nationwide coverage.

The "Miss America" stanza, according to Nielsen, picked up a 34.2 rating with a coverage factor

Restless People, Revolving Doors

Henry Hede, administrative manager of the ABC-TV Network Sales department, and Stewart Barthelmess, Sales Service manager for the ABC radio network have been promoted to director of sales service for the ABC-TV net and for the ABC radio net respectively. . . . Ralph Hunter, one-time studio supervisor of NBC-TV, New York, and radio director for the Voice of America, has joined the sales staff of The Katz Agency in New York.

Christy Allen has been elected a vice-president of Batten, Barton, *(Continued on page 10)*

Decide Policy on Political Campaign Talks Now—Bartley

WASHINGTON, Oct. 9.—Federal Communications Commissioner Robert T. Bartley urged broadcasters this week to decide station policy on political campaign speeches "before the first candidate is permitted to make an hour-long speech." His plea was made at a District 10 meeting of the National Association of Radio and Television Broadcasters in Omaha.

Pointing out that under the law a broadcaster must offer equal time to all candidates for the same

office, Bartley said: "The first request starts the chain reaction, and the broadcasters may find his entire program schedule disrupted."

Suggesting the forum or debate technique as a way to give all candidates for the same office an equal chance to be heard, Commissioner Bartley added that in deciding how much time to give to political speeches the broadcaster should consider the need for well-balanced programming as well as the importance of the political office involved.

NEWS IN BRIEF

Geritol this week bought Betty White on NBC-TV to replace an order it had made for Bob Smith. The sponsor purchased two and a half days of a quarter-hour segment of the half-hour strip, 12-12:30 p.m.

Inability to get network billings has forced Norfolk UHF'er WTOV-TV to suspend operation this week. The outlet's owners, Commonwealth Broadcasting Corporation, have an application pending for VHF channel 13.

General Motors' A. C. Spark Plug Division has moved into Lever Brothers' NBC-TV "Big Town" stanza as alternate sponsor.

The Canadian Broadcasting Corporation has decided not to make any moves in the direction of color television until the development race on equipment slows down to the point where new products don't become obsolete almost overnight.

"All About Baby," a daily baby care show on WBKB, Chicago, will go network via Du Mont once a week starting October 15. It will be picked up by 10 stations.

CBS Television has expanded its coverage further toward the Arctic by latching onto three Canadian stations as secondary affiliates. They are

CFPA-TV, Port Arthur, Ont., CFRN-TV, Edmonton, Alta., and CFQC-TV, Saskatoon, Sask. The web also picked up KFDM-TV, Beaumont, Tex., as a primary affiliate.

The coin spent on spot TV by makers of soaps, cleaners, shortenings, margarines and various cosmetic products jumped 20 per cent in the second quarter this year over the first quarter. The second quarter's expenditures totaled \$8,272,653 as against \$6,882,331 in the first quarter.

The Radio-Electronics-Television Manufacturers Association will hold a series of meetings on technical and military products and government relations Thursday and Friday (14-15) in Santa Monica, Calif. The meetings will be chaired by James D. McLean, T. A. Smith and Joseph H. Giles.

Television set output in August was at the highest monthly level this year, the Radio-Electronics-Television Manufacturers Association reported this week. TV receiver production was 633,387 units compared with 306,985 receivers manufactured in July, and 603,760 produced in August last year. TV set output for the first eight months this year totaled 3,785,519 units. A total of 6,110,119 radio sets including auto sets were manufactured during the same period.

EDITORIAL

What Carper Is This?

The bell is about to sound in the broadcasters' battle against charges of contributing to the alarming growth of juvenile delinquency. Already, subpoenas were served upon all the networks this week, commanding them to be represented at the hearings on "crime and horror" TV programs, which open in Washington on October 19.

It seems to us that the Senate committee investigating juvenile delinquency would do well, before taking too literally some of the smear charges leveled against the TV industry, to consider both the sources of those charges and the highly significant rebuttal in the form of the study developed by the NBC Film division (The Billboard, October 9).

The loudest voice crying out against TV shows seems to be a group calling itself the National Association for the Betterment of Radio and Television. The industry and the public has a right to know just who and what this NAFBRAT organization is, and who, if anyone, is represented by its formidable title, and what qualifies its spokesmen to belittle a medium which is probably more self-searching and public-spirited than any other form of mass communication.

Called to Witness

Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, will testify on behalf of the industry, and the subcommittee, headed by Sen. Robert C. Hendrickson (R., N. J.), will also hear from TV station managers, producers, sponsors and actors. It is to be hoped that those testifying will not feel themselves obliged to take a defensive position, especially in view of the FBI report which was one of the keystones of the NBC Film division's study.

It is also to be hoped that the subcommittee will not take the cries of small but loud pressure groups to be representative of the voice of the people at large. In addition to seeking to discover the effects of TV upon children, the subcommittee could render a valuable service by determining, once and for all, how much credence should be placed by press and public upon the shrill outcry of self-appointed committees which offer no constructive alternatives along with their constant carping.

NBC to Expand Sat. Morning TV Programming

HOLLYWOOD, Oct. 9.—NBC is planning to expand its Saturday morning television programming to a full three or three and a half hours early next year, according to Fred Wile, vice-president and West Coast program director.

The net is looking for sponsors to pick up the tab on the shows and will probably not slot any sustaining programs, he declared, pointing out that on television it costs just about as much to put on a sustaining as a commercial show.

The net is also giving serious consideration to enlarging its color programming, he said, although only if sponsors can be found. He stated he believed the search would not be too difficult, especially since all the net's color telecasts are now commercial. The "Magazine"

of 82.1. "Baseball Game of the Week" got a rating of 29.6 with a coverage factor of 41.9. The latter stanza was blacked out in the 13 major league cities, including New York, Chicago, Detroit, Philadelphia, Washington, etc.

plan, whereby an advertiser can buy as much or as little time as he wants, will be the answer to the high cost of color programming, he thought.

Other new shows scheduled are "Background," an informative news program which had a four-week run during the summer, and a dramatic half hour to replace Toni's "Place the Face." Claudette Colbert was originally scheduled for this time slot, but balked at doing Toni commercials. The net is now considering several other properties, Wile concluded.

Paul Winchell and Jerry Mahoney are likely to headline the new Saturday morning NBC-TV line-up. The network intends to build a block of shows to run from 10 a.m. to 12 noon. Among the other shows submitted to the network is one featuring Happy Felton.

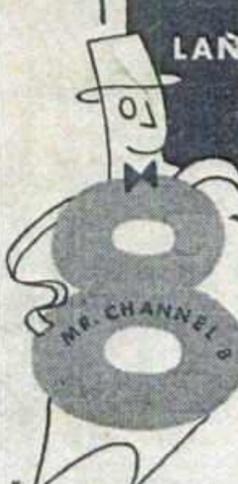
Another possibility is a kids' space show. All of these properties however, will be brought in at reasonable figures because sponsors of shows for youngsters have limited budgets.

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Screen Gems Dangles Baits To National Spot Sponsors

Cost-Per-Thousand Guarantee, Co-Op Promotions Are Firm's Latest Lures

By JACK SINGER

NEW YORK, Oct. 9.—Convinced that its own future is based on national sales of its properties, Screen Gems has decided to offer the big bankrollers important come-ons to lure them into placement of shows on a national spot basis.

According to Ralph Cohn, Screen Gems vice-president and general manager, the firm is willing to charge advertisers program costs figured on the ratings a nationally spot booked show delivers for the bankroller. In effect, this would provide a sponsor of a nationally spot booked Screen Gems stanza with a more or less guaranteed cost-per-thousand figure.

The opening of new vistas of national sales via the national spot route has long been recognized to be of paramount importance to TV film distributors. Among the factors that have made it so is the growing lack of available prime time on the major networks.

Advertisers, however, too often unable to purchase time on the major webs, are not yet convinced that national spot can do as effective a job of pulling in audiences as a network show. To convince advertisers that it can is the goal that Screen Gems would like to achieve. Screen Gems, Cohn said, is firmly convinced of national spot's ability to deliver hefty ratings for sponsors.

Co-op Promotion

One thing necessary to insure the success of a nationally spot booked series is a heavy publicity and promotion campaign on the order of what the networks come up with for their quality shows, in Cohn's opinion. It is in this realm that Screen Gems would offer another inducement to advertisers willing to go national spot.

The TV film firm, according to Cohn, would contribute a considerable amount of money toward setting up a major publicity-promotion campaign if the advertiser contributed an equal amount toward that end. The advertiser's share of this money would be more than covered by the savings achieved by the purchase of station time on a spot basis rather than from a network, Cohn pointed out.

National spot has not yet shown what it can do for an advertiser because it has not been given a show comparable in stature to the quality network stanzas, Cohn declared. Some indication of the ratings a heavy caliber nationally spotted series would be able to deliver can be gleaned from a study of the "Badge 714" ratings, he feels.

Time Problem

One of the major drawbacks to covering the nation effectively via

national spot is the problem of clearing good time on important stations. Cohn is convinced, however, that it can be done and points to the Vitapix film network as significant indication that stations will make time available for nationally spot booked shows.

Cohn indicated his belief that a distributor would have little trouble in establishing a nationwide film network if he could get five or six national advertisers willing to book their film shows via national spot. The distribution firm would then be in a position, Cohn said, to buy blocs of time on key stations.

Screen Gems, perhaps more than any other distributor, is dependent on national advertiser business. Its policy, in effect up to now and seemingly set for continuation, is to

pick up all or almost all of the production costs of a major show from an initial national sale. The firm has not yet produced any major property exclusively for syndication. It currently has four properties on networks, "Ford Theater," "Rin Tin Tin," "Father Knows Best" and "Captain Midnight."

If Screen Gems can prove national spot's pulling power, all of the national advertisers who find themselves shut out of the network scene will become better potential buyers of film properties.

The need for convincing advertisers of national spot's effectiveness is reminiscent of a similar need earlier in the industry's growth of convincing them of the effectiveness of film reruns. Reruns now, of course, are warmly welcomed throughout the advertising fraternity.

Haines to Do Guild Musicals

HOLLYWOOD, Oct. 9.—Connie Haines has been signed by Guild Films to do a new musical series, scheduled to hit TV screens via syndication next year. Shooting on the first of 39 15-minute segments will start October 22 with Duke Goldstone directing and supervising production.

At the same time Miss Haines will appear in 13 more Frankie Lane half hours, filming of which will begin in the near future. Twenty-six of the Lane shows have been completed.

MTPS Gets Rights To Insurance Film

NEW YORK, Oct. 9.—The Federation of Mutual Fire Insurance Companies has turned its newest public information film, "Too Young to Burn," which runs 27 minutes, over to Modern Talking Picture Service for distribution.

Modern is also doing distribution for the Japanese Foreign Ministry, which has just handed it "Japan Mans the Ramparts."

Gen. Teleradio's National Staff Meeting in N. Y.

NEW YORK, Oct. 9.—A meeting of the entire national staff of the General Teleradio Film Division will be held at the Waldorf-Astoria Hotel October 14 to review the firm's progress in its first year of existence and to outline future operations.

General Teleradio's sales activities thus far have been limited largely to its feature film package, which has been sold in over 50 markets. The General Teleradio has four syndication properties on its roster, three of them are still in various stages of production and are not available for syndication sales. These are "Gangbusters," which so far consists of 10 episodes completed and 29 more to go; a quarter-hour animated cartoon series for children being produced in England, and "Uncommon Valor," a Marine Corps documentary series which was set just last week. Its fourth property, "The Greatest Drama," is the only one currently available for syndication sale.

Scheduled to attend the October 14 confab are Tom O'Neil, president of General Teleradio, the parent firm, and execs of the film division, among them Dwight Martin, Pete Robeck, Arnold Kaufman, Bob Manby, Max Bradbar and Bill Finkeldey.

UTP Racks Up 600G in Sales

HOLLYWOOD, Oct. 9.—Sales of better than \$600,000 were recorded during September by United Television Programs, according to Executive Vice-President Lee Savin. Gross was the highest in the company's history.

Leading the list in sales were Gross-Krasne's "The Lone Wolf" and Roland Reed's "Waterfront."

Reruns for 'Intrigue'

HOLLYWOOD, Oct. 9.—Original "Foreign Intrigue" pix produced by Sheldon Reynolds are starting their rerun under "Dateline Europe" next week. New series of "Foreign Intrigue" shows is also hitting the air lanes.

NTA LAUNCHES \$1,000,000 NATIONAL GIVEAWAY CONTEST

'TV Tic Tac Toe' Promotion in Jan. Slated as Biggest Viewer Builder

NEW YORK, Oct. 9.—National Telefilm Associates is launching a \$1,000,000 nationwide giveaway contest in January on behalf of stations buying its complete library. It is probably the most ambitious TV or TV film audience promotion in the history of the business.

In the 17th and last week of the contest a single grand-prize winner will emerge some place in the country. This lucky person will get \$100,000 worth of prizes, including a \$35,000 home, \$15,000 worth of furnishings and decorations, a cruise around the world or \$10,000 in cash, a Cadillac, a full length mink coat and a \$5,000 gift certificate redeemable at a local store.

The twofold aim of the contest is to promote the sale of the NTA library, and to give the stations using it an extraordinary audience hypo.

The name of the game is "TV Tic Tac Toe," and it is modeled after the age-old sitting-room game of that approximate title. The difference is that in order to be able to mark an "O" or an "X" on their playing cards, players will have to watch for a clue on the local TV station that programs the NTA library.

Aims for 100

NTA is aiming at getting its library into at least 100 stations by January 2, when the contest goes into effect. For the past couple of months NTA has been selling its

library on what amounts to a "pay-as-you-sell" basis, by which the station pays a basic hourly rate—said to be as low as TV film rates get. And then when sponsors are signed, it splits the profit with NTA. The distributor is understood to have sold about 25 stations on this plan already.

Buying the NTA library is the station's minimum requirement for partaking of "TV Tic Tac Toe." What other contingencies are involved could not be learned. NTA is promising stations exclusivity in their markets.

In effect there will be a different contest each week for 13 weeks. NTA plans to distribute thru its stations a total of 10,000,000 playing cards a week. The distribution of the cards at the local level will be at the station's discretion.

The participating stations will flash a different clue each day, or seven in the course of each contest. The station may flash the clue as often in the day as it wishes.

Clue at Random

The information in the clues will not relate to the NTA programs, and the timing of the clues will not necessarily have to coincide with the slotting of the NTA films, according to one NTA spokesman.

Also, it was understood that the stations will not be required to plug the manufacturers of the prizes. But it could not be learned on what basis NTA is able to get the prize articles.

The playing cards will be arranged in such a way that over the 13 weeks there will be a "controlled" number of weekly winners

Queen Sponsors Launch Merchandising Promotion

NEW YORK, Oct. 9.—Two of the sponsors of the Ellery Queen show are starting an intensive merchandising promotion with the paper bound editions of the Ellery Queen novels published by Pocket Books, Inc.

The Queen series is thus getting the most thorough exploitation thru the property's literary manifestations. The Ellery Queen stories in Hearst's American Weekly carry cross plugs in every market in which both the TV film show and the Sunday supplement appear. And some of the individual sponsors have started deals with their local magazine distributors to get the Ellery Queen monthly as a premium.

Jerry Capp, head of the TPA Merchandise Division, is now trying to work out an arrangement with Pocket Books by which the novels, possibly autographed, will be made available to every Queen sponsor that may want them.

The initial order was for 11,000 books. Sealy Mattress, which bankrolls the show in Washington and Baltimore, is placing 10,000 copies on racks at 200 dealer outlets. Lee Optical, which carries Queen in Dallas, is putting 1,000 books in three stores.

The show has Hugh Marlowe in the title role. It is distributed by Television Programs of America and is sold in about 85 markets to date.

M'Conkey Back Into TV Film

NEW YORK, Oct. 9.—McConkey Artists Corporation is going back into the TV film distribution business. The firm, which disbanded its TV film department about a year ago, is seeking product for distribution. It already has some undisclosed film series on its roster.

The talent agency, during its first time around in TV film, distributed a quantity of musical shorts and wrestling series. When it moved out of TV film, most of its properties went to Bob Lippert's Tele-Pictures, which turned them over to Official Films earlier this year.

Pic Directors to Ask NARTB Sponsoring

BOSTON, Oct. 9.—The budding Association of Station Film Directors is eventually going to seek the sponsorship of the National Association of Radio and TV Broadcasters, the group resolved at its second meeting here this Tuesday (5). Meanwhile, it is launching a nation-wide membership drive by mail and word of mouth. Its aim is to have film buyers around the rest of the country set up regional groups similar to the currently operating New England conclave. Once the movement gets up steam outside this territory, they hope to start annual meetings once a year.

The temper of the meeting this week was to keep the association's focus strictly on the physical side of the station's film activities. In this connection, this week's meeting passed a statement that the stations themselves are largely to blame for the mutilated prints that have constantly harassed them. At its first meeting early in the summer the New England group issued a six-point program of standards for stations' film handling procedure, which has apparently become completely effective among stations in this area.

The meeting this week decided that the eventual National Associ-

ation of TV Film Directors will be an entirely voluntary organization. There will be no dues or membership fees, and members will make no legally binding commitments to the association. The cost of meetings will be covered by equal contributions of those attending. Mailings and promotions will be handled by individual stations on a volunteer basis.

"It will not be a power group in any sense," said Bill Cooper, film director of WJAR-TV, Providence, acting chairman of the group. Labor relations will not enter into its purview at all.

While seeking the sanction of the NARTB, Cooper said the film men intend to maintain their own leadership and policy-making power.

One gimmick the current members will use in drumming up interest among stations is to enclose a mimeographed invitation in all reels being trans-shipped.

The meeting this week also had a round-table discussion about technical problems the stations anticipate with color film.

The next meeting is due to take place at the Statler Hotel here November 30 beginning at 3 p.m. A New York meeting will be set later.

THE BILLBOARD SCOREBOARD

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

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

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

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

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

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

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

Table with columns: Sept. ARB Rating, Previous ARB Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use

PHILADELPHIA 3 STATIONS

Table listing TV programs for Philadelphia stations: Sign-On to 7 p.m.—Monday Thru Friday. Includes programs like 'Ramar of the Jungle', 'Hopalong Cassidy', 'Wild Bill Hickok', 'Racket Squad', 'Ramar of the Jungle'.

Table listing TV programs for Philadelphia stations: Sign-On to 7 p.m.—Saturday and Sunday. Includes programs like 'Waterfront', 'Ramar of the Jungle', 'Follow That Man', 'Files of Jeff Jones', 'Ramar of the Jungle', 'Captain Midnight', 'Ramar of the Jungle', 'Hopalong Cassidy', 'Stranger Than Fiction'.

Table listing TV programs for Philadelphia stations: 7 p.m. to Sign-Off—Monday Thru Sunday. Includes programs like 'I Led Three Lives', 'Superman', 'Boston Blackie', 'Liberace', 'Mr. District Attorney', 'Foreign Intrigue', 'Death Valley Days', 'Mr. and Mrs. North', 'Badge 714', 'Dangerous Assignment', 'The Falcon', 'Story Theater', 'Dangerous Assignment', 'Captured', 'Janet Dean', 'Racket Squad', 'Drew Pearson', 'Racket Squad', 'China Smith', 'Hopalong Cassidy', 'Racket Squad', 'Ramar of the Jungle'.

CHICAGO 4 STATIONS

Table listing TV programs for Chicago stations: Sign-On to 7 p.m.—Monday Thru Friday. Includes programs like 'Gene Autry', 'Range Rider', 'Superman', 'Sign-On to 7 p.m.—Saturday and Sunday. Includes programs like 'Cisco Kid', 'Wild Bill Hickok', 'Annie Oakley', 'Ramar of the Jungle', 'Range Rider', 'How Does Your Garden Grow?'.

(Continued on page 8)

Cartoonists Call 60-Day Strike Notice

Union Plot Aims to Bust Association of Film Producers

NEW YORK, Oct. 9.—Strike action in the form of a 60-day notice has been initiated against two film commercial producers here by Screen Cartoonists' Local 841. The two producers are Bill Sturm Studios and Cineffects.

The move is seen as part of a union strategy to break up the association of nine commercial producers who have banded together to negotiate as a unit for a new contract with the union. (The Billboard, September 25).

The actual strike would not go into effect for two months, the union instructed its members as of this week not to work overtime or to accept free-lance assignments at the two production firms. With advertisers constantly calling for rush jobs, the producers can be seriously hurt by this union order.

Sturm Studios and Cineffects are two of the nine producers which have been negotiating with the union as a unit. The others are Academy Pictures, Film Graphics, Shamus Culhane, Sturgis-Grant, Babbitt and Pyle, United Productions of America, and Sutherland Productions. Union contracts have expired at all the firms.

Split Is Sought

By hitting only two of the nine producers, the union reportedly hopes to force them to break away from the association and start bargaining individually rather than see their commercial production business be picked up by their competitors.

One of the major points of disagreement between the union and the producers is the question of who will administer a new welfare fund the union is seeking. Another bone of contention is whether or not the welfare fund should cover only employees or their dependents as well.

The union is seeking a contribution of \$5 per worker per week from the employers for a welfare fund to be administered jointly by the union and producers. The benefits to be bought would include coverage of dependents. The producers are seeking to provide the benefits directly rather than contribute money to a union welfare fund, which they feel might be subject to misuse.

The union this week reported that it has signed new contracts embodying its demands with two TV film commercial producers who are not part of the nine-firm bargaining group. These two "independent" producers are Eastern Effects and Chad.

NARTB Fails On Pic Pacts

CHICAGO, Oct. 9.—The TV Film Committee of the National Association of Radio and Television Broadcasters ended its two-day meeting this week at the Conrad Hilton Hotel here by failing to come to any definite conclusions concerning film contracts. The group had planned to come up with a sample contract for use between stations and distributors which would, in their words, be complete in every detail.

The committee, according to a spokesman, will meet again probably in January to iron out the various loose ends before it makes a report to the NARTB. An example of the contractual problems is the failure of many of the firms to include whether music on the film has been cleared by the producer, the distributor, or whether the exhibitor is to clear it. The group plans to provide a sample set of standards for the industry to follow. There are some 30 to 40 different contracts in use by the industry currently.

TV FILM PURCHASES

"Badge 714," Series B, continues to be NBC Film Division's hottest property this week with 20 markets bagged for one sponsor (see separate story) in addition to five new market sales. The Kroger Beer Company will pick up the tab for "Badge 714," Series A, in the Louisville, Ky., market, and Station KFMB will show it in San Diego. KFMB also purchased "Captured," "Paragon Playhouse" and "The Visitor," to start December 1.

"Hopalong Cassidy," in its one-hour version, will be seen over KTVW, Tacoma, Wash., and in its half-hour version, over KPRC, Houston, for the Gibson Refrigerator Company. Other NBC Film sales include: "Victory at Sea" to KFIE, Evansville, Ind., and KSWO, Lawton, Okla.; "The Falcon" to WGVI, Scranton, Pa., and "Feature Films" to KOIN, Portland, Ore.

ABC Film Syndication this week signed the second of its long term "Racket Squad" multiple runs in a single market with station KTTV, Los Angeles. Present plans call for KTTV to program the series five afternoons and one evening a week, beginning October 11 for an extended period. All 98 programs in the series will be presented.

"Jet Jackson," the syndicated version of "Captain Midnight" was placed in four new markets this week by Screen Gems. They are: KJEO, Fresno, Calif.; KKTU, Colorado Springs; KFDX, Wichita Falls, Tex., and KFBC, Cheyenne, Wyo. "Your All Star Theater" added 12 markets to its roster this week for a total of 158 markets. The new markets are KXLF, Butte, Mont.; KHSL, Chico, Calif.; KIEM, Eureka, Calif.; KJEO, Fresno, Calif.; KSBW, Salinas, Calif.; KEY-T, Santa Barbara, Calif.; KELO, Sioux Falls, S. D.; KEDD, Wichita, Kans.; WINK, Fort Myers, Fla.; KALB, Alexandria, La.; KYTV, Springfield, Mo., and WJAR, Providence, R. I.

Other Screen Gems sales this past week were "Big Play-back" to WINK, Fort Myers, Fla., and KIEM, Eureka, Calif., for a total of 70 markets, and "Music to Remember" to KELO, Sioux Falls, S. D.

The Sunshine Biscuit Company purchased "Ramar of the Jungle" from Television Programs of America to be shown in the Cincinnati, Dayton and Columbia, O., markets. Lay's Potato Chips will sponsor the series in Miami; Montgomery, Ala., and Columbia, S. C. "Ramar" was also sold to WEAR, Pensacola, Fla., and New Orleans.

"Florian ZaBach," Guild Films' newest property was sold to KROC, Rochester, Minn.; WCPO, Cincinnati; KXJB, Fargo, N. D., and KWFT, Wichita Falls, Tex. "Life With Elizabeth" was sold to KBVG, Tulare, Calif., and Frankie Lane to Buffalo, N. Y. Liberace will now be seen in Bakersfield, Calif., over KERD.

Trausch Baking Company and M. Erickson Company purchased Gene Autry from the CBS TV Film Division to be shown in Cedar Rapids, Ia., and La Crosse, Wis., respectively. The Local Jewelry Store in Sioux City, Ia., has purchased "Amos n' Andy" to be shown over KZTV in that city. Station KOAT, Albuquerque, N. M., and KOTV, Tulsa, Okla., have also purchased the comedy film, KOPO in Tucson, Ariz., contracted for "Eddie Drake" and "Holiday in Paris."

Other CBS TV Film sales were "Files of Jeffrey Jones" to WGBI, Scranton, Pa.; "News Film" to WTVH, Peoria, Ill., and KEDD, Wichita, Kans.; "Annie Oakley" to WJIM, Lansing, Mich., for Procter and Gamble, and KWFT, Wichita Falls, Tex., for Carnation Milk; "Range Rider" to KFEQ, St. Joseph, Mo., for the Western Dairy & Ice Cream Company.

PRODUCTION NOTES

By BOB SPIELMAN

Jerry Courmeya is shooting all films in color. Claims it costs him only 10 per cent more than black and white because he's doing exteriors, not indoor shots, and saves money on dissolves. Color prints, tho, would cost three times as much apiece as b.&w.

NBC-TV wants to do a New Year's show from Las Vegas, figuring the place will have the most riotous party in the nation. Harry James has been dickering with Gross-Krasne Productions for himself and spouse, Betty Grable, to do a telefilm series next year. Talks have reportedly not been going too smoothly, but door is still open. James was disillusioned with live TV after the Chrysler "Shower of Stars" which wound up in hail of brickbats over Mario Lanza. Cast rehearsed three times before doing show that night and were almost dead on their feet.

"Waterfront" producer Ben Fox is taking advantage of the San Pedro Tuna Fishing Festival to shoot background film Sunday (10). Preston Foster will pilot the Cheryl Ann.

Grand dame of Hollywood actresses is Gertrude Hoffman, Mrs. Odets in "My Little Margie." Mrs. Hoffman, 82, began her picture career in her 60's, still drives back and forth to work every day.

Erna Lazarus, "Mayor of the Town" telefilm writer, has been named associate producer on the series.

First directorial assignment for Harry Gerstad, Academy Award winning film editor for "Champion" and "High Noon," will be on "Superman" TV series.

Rex Allen will get key to the city at Grand National Exposition, San Francisco, October 27, then will ride with Lee Merriwether (Miss America) in parade.

Next TV series to be seen in the theaters will be Brian Donlevy's "Dangerous Assignment," to be filmed by William Broidy.

Lindsay Parsons Jr., assistant director with Lindsay Parsons Productions, Inc., honeymooning with Barbara Wright in Northern California.

It's Herbert B. Leonard, producer of "Adventures of Rintin-Tin," who's planning new series, "Tales of the Bengal Lancers." Sheldon Leonard is prepping a "Jungle Jim" thriller. Both are with Screen Gems.

Title of the week goes to "Four Star Playhouse" for "Henry the Psychopathic Horse," which will shoot October 18 with David Niven and Martha Hyer.

Walter Tibbals, BBDO vice-president, commuting from Hollywood to Denver for talks with President Eisenhower about President's TV appearances.

Vernon Clarke, Gross-Krasne v.-p., back in town after press kick-off for "Big Town" in Detroit.

Gigi Perreau's been signed for "Ford Theater."

Eloise Reeves new vice-president and general sales manager of Artists Distributors.

Harry Franklin bowing out as production manager of "Mayor of the Town" to join production staff of King Bros.

Hygo to Sell Elliott's Westerns as Series

To Push Star's Name Where Possible, Or Place Them on Basis With Other 37

NEW YORK, Oct. 9. — Hygo Television Films has acquired 26 first-run Westerns starring Wild Bill Elliott. It will promote the package as a 39-week hour-long series under the title the "Wild Bill Elliott" show. But in situations where this is not feasible, such as where this is a time-clearance problem, Hygo will sell the pictures on the same basis as its other 37 Westerns.

Hygo is said to have put up the highest price ever paid to get a group of Westerns into TV. Hygo has the world rights to the films in perpetuity. They are probably the first group of Westerns to get into TV since Republic's Hollywood TV Service came in about two and a half years ago.

All 26 in the new package were originally released by Columbia between 1939 and 1944. Since then, 16 of them have been re-issued by Astor Pictures. Tex Ritter is featured in eight of the films.

Most of the pictures Elliott made for Columbia were apparently money makers. After 1944, Elliott went over to Republic and then Monogram. A few of the latter pictures have already gone into TV.

Hopalong Cassidy

This is the third group of Westerns to be sold as an hour-long series. The first was the group of 54 Hopalong Cassidy pictures in the earliest days of TV film. The second was the group of 26 distributed by Vitapix, most of which star Johnny Mack Brown.

There are probably about 500 miscellaneous full-length Westerns in TV all told. Westerns have always done good business for distributors and stations. But the TV Western situation has been in something of a slump for the past year for the lack of new heroes. For, according to research, it is the specific hero that hooks in the kiddie viewers. It is this gap that Hygo hopes to fill with its Wild Bill Elliott series.

Hygo, a medium size, long established distributor of features

Screencraft To Distribute Fiddler Show

NEW YORK, Oct. 9.—Screencraft Pictures here is preparing to take over distribution of a new quarter-hour series, the Jimmy Fiddler show, being produced in Hollywood by Tom Carradine.

The Fiddler stanza is the second new series that Screencraft has latched on to in recent weeks. The other one is "Meet the Family," starring Arthur Lake, which will be produced by M. H. Productions, headed by Marion Davies and Russel Hayden. Hayden will act as producer-director.

Nationwide distribution of the Fiddler show will follow the same pattern being adhered to in the distribution of the features on the Screencraft roster. Screencraft is responsible for distribution in the East, Jack Russel Associates of Chicago covers the Midwest, and Carradine takes charge of sales in the West. In the case of "Meet the Family," it's understood that Russell and Screencraft will handle all the distribution chores between them. Peter Piech is national sales manager for Screencraft.

Bader-Kopfstein In Job Switches

NEW YORK, Oct. 9. — Two executives and three firms were involved in a job switch shuffle here this week.

The move-overs saw Jacques Kopfstein resign from Atlantic Television to move over to Elliot Hyman's Associated Artists Productions in an executive capacity. Dave Bader, general manager of Commonwealth to take over Kopfstein's former post at Atlantic.

Pure Oil Buys 'Badge' for 20 Markets

NEW YORK, Oct. 9.—Pure Oil has renewed "Badge 714" in 20 markets. The oil company will use Series B, since it has already presented Series A. The film is distributed by the NBC Film Division.

Markets and video stations booked by Pure Oil are WMCT, Memphis, and WATE, Knoxville, Tenn.; W B A C, Birmingham, WCOV, Montgomery, and WAC, Mobile, Ala.; WFMY, Greensboro, and WBTW, Charlotte, N. C.; WSCS, Roanoke, and WTAR, Norfolk, Va.; WJHL, Johnson City, Pa.; WLOK, Lima, and WFMJ,

'Superman' Filming To Resume in Nov.

HOLLYWOOD, Oct. 9.—Filming of further segments of the "Superman" series is scheduled to begin in November, and negotiations are reported almost ready to be concluded for return of the radio series next year.

If the proposed deal goes thru, Superman, Inc., would tape the series with Ziv acting as distributor.

Youngstown, O.; WLBT, Jackson, Miss.; WJVF, Augusta, Ga.; WSAZ, Huntington, W. Va.; WJIM, Lansing, Mich.; WCAN, Milwaukee, and WMTV, Madison, Wis.; WPSN, Duluth, and WNBK, Cleveland.

Sterling Adds 'Look Quiz' To Its Catalog

NEW YORK, Oct. 9.—Sterling Television has taken over distribution of "Look Photo Quiz." The 15-minute series has been handled for the past year by United Television Programs and is sold in about 30 markets. It was produced by Telenews Productions and is based on the running feature in Look magazine. This is second Telenews property in Sterling's hands.

Sterling is now preparing a complete catalog of its TV film shows, the first one it has put out in three years. On a week-to-week basis, Sterling is probably the most prolific user of direct mail.

EXIT



GLAMOR GAME

CBS Contest Will Help Push Swanson Seg

NEW YORK, Oct. 9.—CBS-TV Film Sales is counting on its Gloria Swanson glamor contest to build sales of its "Crown Theater," which features the actress as narrator and leading woman. The contest, which will be conducted first on a local level and then move to the national finals, is open to girls eight to 80 who enter by writing

letters telling why they like the show, in addition to offering whatever product token the sponsors make necessary.

The winner will receive several thousand dollars worth of prizes among which are a one-week trip to New York City, complete wardrobe from top to toe, a CBS-Columbia TV set, luggage and entertainment. The contest begins early next year, but CBS film salesmen are already pushing it now.

Much is to be made of the merchandising aspects of such a contest, and promotion material is being made available to stations carrying the show. The distributor's salesmen already report great interest in the contest and have racked up several new sales to stations on the basis of its expected impact. Leslie Harris heads CBS TV Film Sales.

NEW BUYER FOR FLICKS

Market for TV Film Producers Opens in Britain in Spring

HOLLYWOOD, Oct. 9.—An entirely new market will be opened for TV film producers next spring when commercial network operations begin in Great Britain. This is the opinion of Jim Thomas, television editor of the London News-Chronicle, who is on a month-long junket studying the TV picture in America.

Especially welcomed will be situation comedies and musical shows, Thomas said, since in these

fields American productions are considerably superior to anything the British have been able to turn out. In the field of drama, on the other hand, Thomas thinks that better shows are being produced in England.

There seems to be no chance that British film producers will start shooting TV films, Thomas continued, because of the economics involved. The two factors governing the importation of U. S.

telefilms will be the cost and the quota imposed by the English entertainment unions.

Altho this quota has not yet been set, he stated, it is expected that foreign imports will be limited to 30 per cent of the program time. He estimates that British contractors will be able to afford to pay approximately \$1,000 for a half-hour film.

The contractors, who must have government license to operate, will buy the programs for the commercial network. Of some 30 applications for licenses, about four or five are expected to be approved, Thomas said.

The net will operate with three stations, located in London, Birmingham and Lancashire, giving coverage over 87 per cent of the British population area. The tentative sked calls for operations to begin next spring.

No sponsor will be permitted to identify himself with a program, Thomas declared, and no breaks will be allowed in the middle of a show. Commercials will be spotted between programs.

Plans call for stations to be on the air from about 6 p.m. to midnight, he said, with the first two hours, or the period until 8 p.m., devoted to local programs originating from the individual stations, the net going into operation afterward.

Thomas believes that some American series may be too high priced for Britain, and that this will keep them out of the market. Of the three which the BBC has been showing, George Raft's "I Am the Law" and the "Hopalong Cassidy" pix have had good reception, but the reaction to "Amos 'n' Andy" has been only fair, he concluded.

P. C. DEAL

Film Scribes May Come In for a Cut

HOLLYWOOD, Oct. 9.—Writers will soon be able to get percentage deals when scripting for TV film, Howard Estabrook, former Screen Writers' Guild vice-president, predicted this week.

Pointing out that name actors have been able to get their fingers into the percentage pie, Estabrook said that more and more people in the industry seem to be thinking along the lines of royalty payments to writers. He attributes this development to the fact that the number of producers moving up from the writing and acting ranks is steadily increasing.

The importance of the story in a TV production is being realized more and more by ad agencies and producers, he said, and each show is making an effort to attract the top writers in the field, resulting in a sellers' market for good writers.

It is TV which is injecting new blood into the writing field in Hollywood, Estabrook declared, because theatrical motion pictures with their emphasis on gigantic productions are sticking to old and proven story materials and established writers.

MPO Setting Up Commercial Dept.

NEW YORK, Oct. 9. — MPO Productions, which has been specializing in the shooting of documentaries, is setting up a new TV film commercial production subsidiary, MPO Television Films, Inc.

It will be headed by Marvin Rothenberg, former supervising director for Transfilm.

R R A S

The best news of the day is delivered *every day* by CBS Newsfilm...the headline events of 24 hours distilled into a comprehensive, dramatic 12 minute package...custom-shipped to arrive on time anywhere...adaptable to a variety of programs.

But there's more to shout about...CBS Newsfilm also provides valuable extras—like a weekly quiz show, a weekend news review, and special reports by noted CBS correspondents—which go out every week to all subscribers *at no extra cost*. In the next few months many new features, exciting additions to Newsfilm's present extras, will become available.

Newsfilm's special features add new dimensions to local news programming. No surprise then, that Newsfilm was chosen by hundreds of industry leaders (in Billboard's Annual Poll) as 1954's best syndicated news film service.

And business is booming. Newsfilm goes into the Fall season with subscribing stations up by over 100% in the past 8 weeks!

Newsfilm's comprehensive service is available at reasonable cost to *all* television stations. For a screening call

CBS TELEVISION FILM SALES

offices in New York, Chicago, Los Angeles, San Francisco, Dallas, St. Louis, Detroit, Atlanta, Boston and Memphis. Distributor in Canada: S. W. Caldwell Ltd.

This One



7WN5-2T5-2WG4

INDUSTRIAL FILMS GET TOP CITY PRIME TIME

Altho many sponsors with hard cash have been unable to pry loose time from TV outlets in the nation's biggest cities, these same stations are giving a wider play to free industrial films than do the smaller broadcasters in the lesser markets. These facts are based upon a study made by Marathon TV Newsreel, which, in analyzing bookings of its product, found that they are exhibited to mass audiences at prime times far more frequently on stations in the 10 largest metropolitan communities than in the smaller urban centers.

This is a direct contradiction of the widely held theory that companies which make use of the public-relations film technique can get them shown mainly by small-town TV stations, altho they are offered without charge. Marathon found that its product had been used by 93 per cent of the TV stations in the 10 largest cities of the country.

Another prevailing belief in the trade has been that because stations get the film without paying, they tend to slot it in marginal time and give it short shrift. Marathon refutes this idea by showing that 45 per cent of its telecasts in the cities mentioned were in "A" time which naturally means the industrial films were exposed to mass audiences. Marathon's four major properties and their respective bankrollers are "The Screen Story" for the Lumite division of Chicopee Mills, "Clear Iron" for the Budd Company, "Airhead" for the Sikorsky Helicopter division of United Aircraft and "The Mailed Fist" for ACF Industries.

1,427 Showings

Marathon's films have been telecast 248 times in the top 10 cities and 1,427 times throuthout the country. New York City leads the other nine in terms of times presented, with 64 showings to its credit. Also of interest is the fact that the stations throuthout the country telecast each of Marathon's films an average of 1.56 times, stations in the top 10 centers of population present them an average of 2.65 times. Consequently, the product not only was played in the important cities, but it played them more often.

Of the 40 TV stations in the 10 largest cities, which constitute 11 per cent of all U. S. video outlets, only three have never used any of the four Marathon films. And 17 per cent of all its telecasts of film were made in the top 10 towns.

Canada to Get 'I Love Lucy'

HOLLYWOOD, Oct. 9.—"I Love Lucy" is being made available to Canadian television by Desilu Productions, its owner. Several important American advertisers with Canadian distribution of their products are now considering the property.

Philip Morris, Ltd., of course, sponsors the show on CBS-TV, Mondays 9-9:30 p.m.

Sterling Signs Columbia Gas

NEW YORK, Oct. 9.—The latest client signed by Sterling Television's new Industrial Film Division is the Columbia Gas System. The firm is turning two half-hour and three quarter-hour films over to Sterling.

The half-hours are the animated "Legend of Dan and Gus" and "The Eternal Flame." The shorter films are "The Toughest Inch," "River in the Way" and "Center-ville, USA."

Film Counselors Expands Into New Quarters

NEW YORK, Oct. 9. — Film Counselors, Inc., which plans and supervises production of industrial films for a host of major companies, has 25 films in production at this moment in both Hollywood and New York. The firm, which does not operate its own production facilities but assigns the filming to the most suitable producer, just moved into expanded offices with a large screening room for the free use of its clients.

Will Parker, president of Film Counselors, says the firm has tripled business every four months since it opened eight years ago. It has no sales staff.

A few months ago Parker began sending prospects a 20-page book he wrote titled "Business Film Thinking." Bound in gold and black and housed in a gold box, the books cost \$4 apiece, and he printed 2,000 of them. After sending out 150 Parker obtained enough new business to cover the cost of the entire promotion.

English TVcast Canceled for Hope's Show

NEW YORK, Oct. 9.—Plans to film the Bob Hope show in England for telecasting by General Foods on November 9 over NBC-TV were abandoned this week. Hope will visit England early in November, and he suggested his show be filmed there as part of his six-program contractual obligation to GF.

The client, however, didn't look with favor upon the filming of the Hope show, even tho it accepted the suggestion. GF tried peddling the show around to other sponsors at a reported price of \$230,000 for time and talent, but found no takers.

Consequently, the advertiser bowed out of its commitment. It is not known, however, whether NBC-TV will program and resell the 8-9 p.m. time period that Hope was to fill for the sponsor, or whether GF will slot another show in there. Hope will do another show for GF as part of his obligation to the advertiser.

S. Gems Forms Canada Branch

NEW YORK, Oct. 9.—In a move to gain a firmer foothold in the rapidly expanding Canadian market, Screen Gems is forming a new Canadian subsidiary with headquarters in Toronto.

The new firm will both produce TV film commercials for Canadian advertisers and act as Screen Gems' sales representative in the marketing of its programs there.

One of the major problems American TV film distributors face in Canada is the difficulty of clearing time on the Canadian Broadcasting Corporation and, to a lesser extent, on the independent stations. It's believed that Screen Gems' move of having a Canadian subsidiary act on its behalf will facilitate the clearance of time for Screen Gems shows.

Grafman M-A-C Veepee

CHICAGO, Oct. 9.—Howard Grafman, formerly a production director for NBC in Chicago, has been named vice-president in charge of sales for M-A-C Studios. Grafman produced the "Main Event" wrestling series in Hollywood before going to NBC. His new position began the first of the month.

THE BILLBOARD SCOREBOARD

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

Continued from page 5

Sept. ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
4.1	—	Ramar of the Jungle—Adv.—TPA.....	WBKB—S, 12:30-1:00	15.6
		Top Opp. & Rating: Ray Rayner....	—	—
3.7	—	Captain Midnight—Adv.—Wander Co.	WBBM—S, 10:00-10:30	10.7
		Top Opp. & Rating: Space Patrol....	—	—
7 p.m. to Sign-Off—Monday Thru Sunday				
20.6	14.2	Liberace—Music—Guild Films.....	WGN—W, 9:30-10:00	64.6
		Top Opp. & Rating: Best of Broadway....	28.9	—
18.5	17.0	Inner Sanctum—Mys.—NBC Film.....	WNBQ—S, 10:00-10:30	42.2
		Top Opp. & Rating: Wrestling....	9.4	—
17.4	—	Racket Squad—Mys.—ABC Film.....	WGN—T, 8:30-9:00	56.4
		Top Opp. & Rating: Circle Theater....	21.1	—
16.5	21.4	Mr. District Attorney—Mys.—Ziv TV.....	WBKB—F, 9:30-10:00	60.5
		Top Opp. & Rating: Person to Person....	31.1	—
16.1	21.8	Favorite Story—Drama—Ziv TV.....	WNBQ—M, 9:30-10:00	52.0
		Top Opp. & Rating: Summer Theater....	22.4	—
15.7	14.8	Janet Dean, R.N.—Drama—MPTV.....	WNBQ—S, 10:30-11:00	38.3
		Top Opp. & Rating: Wrestling....	8.5	—
14.1	—	Victory at Sea—Docum.—NBC Film.....	WBKB—Th, 9:30-10:00	58.9
		Top Opp. & Rating: Lux Video Theater....	22.2	—
14.0	22.0	Badge 714—Mys.—NBC Film.....	WGN—T, 8:00-8:30	56.9
		Top Opp. & Rating: Fireside Theater....	17.4	—
12.2	13.2	Dangerous Assignment—Adv.—NBC Film....	WBKB—T, 10:30-11:00	28.1
		Top Opp. & Rating: Four Leaf Clover Theater....	—	—
11.6	12.2	My Hero—Comedy—Official Films.....	WBKB—Th, 10:30-11:00	25.5
		Top Opp. & Rating: Motion Picture Academy....	—	—
10.0	17.4	Life of Riley—Comedy—NBC Film.....	WGN—T, 9:00-9:30	57.5
		Top Opp. & Rating: Truth or Consequences....	—	—
9.6	8.0	Captured—Mys.—NBC Film.....	WBKB—F, 9:00-9:30	59.3
		Top Opp. & Rating: Star Theater....	—	—
9.4	14.0	Boston Blackie—Mys.—Ziv TV.....	WGN—Th, 9:30-10:00	58.9
		Top Opp. & Rating: Lux Video Theater....	—	—
8.7	6.2	Kent Theater—Drama—P. Lorillard.....	WBKB—W, 8:00-8:30	59.0
		Top Opp. & Rating: Kraft TV Theater....	—	—
8.5	7.2	Lone Wolf—Mys.—UTP.....	WGN—Th, 9:00-9:30	59.8
		Top Opp. & Rating: Lux Video Theater....	—	—
7.9	12.2	Death Valley Days—West.—Pacific Borax...	WBKB—M, 10:00-10:30	45.5
		Top Opp. & Rating: Mages Playhouse....	—	—
7.2	7.2	Your Star Showcase—Drama—TPA.....	WBBM—S, 9:30-10:00	52.5
		Top Opp. & Rating: Your Hit Parade....	—	—
6.3	4.0	Big Playback—Sports—Sterling TV.....	WNBQ—Su, 10:30-10:45	33.4
		Top Opp. & Rating: Courtesy TV Theater....	—	—
5.9	8.0	Foreign Intrigue—Adv.—Sheldon Reynolds...	WGN—F, 7:30-8:00	51.4
		Top Opp. & Rating: Topper....	—	—
4.1	—	Mr. and Mrs. North	—	—
		Mys.—Adv. Pgm. Serv.	WGN—F, 7:00-7:30	43.8
		Top Opp. & Rating: Mama....	—	—
4.1	3.6	Eversharp Theater—Drama—Eversharp Co. ...	WGN—Su, 9:30-10:00	66.5
		Top Opp. & Rating: What's My Line?....	—	—
1.5	—	Royal Playhouse—Drama—UTP.....	WBKB—F, 8:30-9:00	60.8
		Top Opp. & Rating: Our Miss Brooks....	—	—

NEW YORK 7 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

17.1	9.5	Superman—Adv.—Flamingo Films.....	WNBT—M, 6:00-6:30	31.4
		Top Opp. & Rating: 6 o'Clock Report; Early Show....	7.3	—
10.2	5.4	Cisco Kid—West.—Ziv TV.....	WNBT—F, 6:00-6:30	25.3
		Top Opp. & Rating: 6 o'Clock Report; Early Show....	7.0	—
9.3	4.8	Wild Bill Hickok—West.—Flamingo Films....	WNBT—W, 6:00-6:30	29.9
		Top Opp. & Rating: 6 o'Clock Report; Early Show....	9.1	—
7.0	4.8	Rocky Jones, Space Ranger—Adv.—UTP.....	WNBT—Th, 6:00-6:30	26.5
		Top Opp. & Rating: Baseball....	—	—
3.1	1.9	Hopalong Cassidy—West.—NBC Film.....	WABC—M to F, 4:00-5:00	12.5
		Top Opp. & Rating: Various....	—	—
2.4	1.3	Boston Blackie—Mys.—Ziv TV.....	WABC—Th, 6:30-7:00	24.0
		Top Opp. & Rating: Early Show....	—	—
2.3	0.3	My Hero—Comedy—Official Films.....	WABC—W, 6:00-6:30	29.9
		Top Opp. & Rating: 6 o'Clock Report; Early Show....	—	—
1.3	0.3	Colonel March—Mys.—Official Films.....	WABC—T, 6:30-7:00	17.9
		Top Opp. & Rating: Early Show....	—	—
1.0	0.7	Files of Jeff Jones—Mys.—CBS Film.....	WABC—M, W, & F, 6:30-7:00	21.5
		Top Opp. & Rating: Early Show....	—	—
0.7	0.3	Crown Theater—Drama—CBS Film.....	WABC—T & Th, 6:00-6:30	24.0
		Top Opp. & Rating: 6 o'Clock Report; Early Show....	—	—
0.4	0.4	Biff Baker, U.S.A.—Adv.—MCA-TV.....	WABC—M & F, 6:00-6:30	28.3
		Top Opp. & Rating: Superman; Cisco Kid....	—	—

Sign-On to 7 p.m.—Saturday and Sunday

9.3	4.4	Range Rider—West.—CBS Film.....	WNBT—S, 6:30-7:00	22.6
		Top Opp. & Rating: Saturday Show; Rain or Shine....	4.1	—
6.9	2.5	Ramar of the Jungle—Adv.—TPA.....	WPXI—S, 6:00-6:30	20.3
		Top Opp. & Rating: 6 o'Clock Report; Saturday Show....	—	—
6.2	5.8	Amos 'n' Andy—Comedy—CBS Film.....	WCBS—S, 5:30-6:00	20.2
		Top Opp. & Rating: Junior Frolics....	—	—
5.6	—	Captain Midnight—Adv.—Wander Co.	WCBS—S, 11:00-11:30	11.5
		Top Opp. & Rating: Space Patrol....	—	—
4.1	2.5	Time for Beany—Child.—Consolidated TV....	WCBS—S, 10:00-10:30	16.0
		Top Opp. & Rating: Children's Theater....	—	—
2.6	3.0	Hopalong Cassidy—West.—NBC Film.....	WNBT—Su, 11:30-12:00	12.9
		Top Opp. & Rating: Space Funnies....	—	—
1.6	1.0	Hopalong Cassidy—West.—NBC Film.....	WABC—Su, 4:00-5:00	28.8
		Top Opp. & Rating: Baseball....	—	—
0.7	—	Gospel Singer—Relig.—UTP.....	WPXI—Su, 11:45-12:00	13.1
		Top Opp. & Rating: Space Funnies....	—	—
0.7	—	The Ruggles—Comedy—UTP.....	WABC—S, 2:00-2:30	13.6
		Top Opp. & Rating: Baseball....	—	—

7 p.m. to Sign-Off—Monday Thru Sunday

14.6	16.5	D. Fairbanks Presents—	—	—
		Drama—Interstate TV.....	WNBT—W, 10:30-11:00	48.4
		Top Opp. & Rating: Best of Broadway....	30.3	—
12.5	—	Badge 714—Mys.—NBC Film.....	WOR—W, 9:00-9:30	66.8
		Top Opp. & Rating: Kraft TV Theater....	30.2	—
11.5	10.2	Favorite Story—Drama—Ziv TV.....	WNBT—M, 10:30-11:00	44.5
		Top Opp. & Rating: Summer Theater....	27.5	—
10.8	11.9	I Led Three Lives—Adv.—Ziv TV.....	WNBT—Su, 10:30-11:00	52.0
		Top Opp. & Rating: What's My Line?....	38.8	—
9.8	5.7	Annie Oakley—West.—CBS Film.....	WABD—S, 7:30-8:00	41.1
		Top Opp. & Rating: Beat the Clock....	20.1	—
7.9	7.3	Mr. District Attorney—Mys.—Ziv TV.....	WABC—F, 10:30-11:00	46.1
		Top Opp. & Rating: Person to Person....	21.0	—
7.9	12.1	Janet Dean, R.N.—Drama—MPTV.....	WNBT—T, 8:00-8:30	53.5
		Top Opp. & Rating: The Goldbergs....	14.6	—
7.2	5.1	Racket Squad—Mys.—ABC Film.....	WABC—Th, 10:30-11:00	41.8
		Top Opp. & Rating: Lux Video Theater....	—	—
7.0	—	Lone Wolf—Mys.—UTP.....	WNBT—S, 11:15-11:45	19.0
		Top Opp. & Rating: Adlai Stevenson....	—	—
6.9	3.6	Joe Palooka—Adv.—Guild Films.....	WABD—S, 7:00-7:30	24.9
		Top Opp. & Rating: The Hunter....	—	—
6.2	3.3	Duffy's Tavern—Comedy—MPTV.....	WNBT—M, 7:00-7:30	23.7
		Top Opp. & Rating: Early Show; Rain or Shine....	—	—
5.9	4.1	Heart of the City—Drama—UTP.....	WABD—T, 10:00-10:30	58.1
		Top Opp. & Rating: Baseball....	—	—
5.9	—	I Led Three Lives—Adv.—Ziv TV.....	WABC—F, 10:00-10:30	56.2
		Top Opp. & Rating: Star Theater....	—	—
5.9	6.0	Liberace—Music—Guild Films.....	WPXI—F, 7:30-8:00	42.9
		Top Opp. & Rating: CBS News; Perry Como....	—	—

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1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Ziv Plunging Into Musical Production; Rose Director

NEW YORK, Oct. 9.—Ziv-TV is moving into the musical category in a big way. "The Eddie Cantor Comedy Theater" is only the company's first venture into this realm. Ziv this week set up a permanent music department at its Hollywood production plant and named David Rose as musical director of the first instance of a TV syndicated series.

Ziv's move this week is probably the first instance of a TV syndicated series with a permanent music staff. The naming of Rose coincides with a major promotion being staged by M-G-M Records, for which the composer-orchestra leader has recorded 11 albums. M-G-M is staging a David Rose Festival thru October.

Rose is setting up a 32-piece orchestra to work on the Cantor Fund No. 2. Thru the run of that show, for which syndication sales have not yet begun.

Trans World Films Sets Up in Pitt, West Coast

PITTSBURGH, Oct. 9.—An announcement was made Thursday (7) of the formation of a new television and motion picture production company to be known as Trans World Films, Inc., with offices in Pittsburgh and Hollywood. The new firm, whose main offices are in the Park Building here, is financed with Eastern capital.

President of the new company is Sidney N. Stutz, for 20 years with NBC as vice-president in Chicago, New York and Hollywood. He now heads the Coca-Cola Bottling companies in Pittsburgh and San Jose, Calif.

Executive vice-president, secretary and a director of the new firm is Harry Kodinsky, director of International Television Productions, Inc., a Boston corporation for which he recently negotiated a contract with the Vatican in Rome for the filming and recording of the internationally known Sistine Choir.

Restless People, Revolving Doors

Durston & Osborn, and will leave New York to assume charge of the Clint Beach account at the agency's San Francisco office. . . . Tony Krom, producer-director, has left WUSN-TV, Charleston, S. C. . . . William B. Lewis, Kenyon & Eckhardt, will serve as chairman of the annual awards dinner for the advertising industry and allied fields on Thursday, November 11 at the Waldorf-Astoria in New York. . . . Phil Dean Associates has been appointed to handle public relations for the Cavanaugh & Shore Advertising Agency in New York.

Cy Donegan Jr., has joined Minor TV as its New York sales manager. Donegan previously was with Motion Pictures for Television whose syndicated properties will now be distributed by the newly formed MTKM Corporation, of which Minor TV is a participating member. . . . Motion picture producer, Henry Popkin has been named executive producer of National Television Associates. Oliver Unger and Harold Goldman, vice-ces of N.T.A., have long been distributed by Popkin, and N.T.A. now distributes a number of his pictures.

AD to Distribute S-M's Color Films

HOLLYWOOD, Oct. 9.—Artists Distributors will handle national distribution of 39 15-minute color films recently completed by S-M-Mel-Meservey. It was announced this week.

Three series of adventure travel pictures are involved. They are entitled "Stories of Yesterday's World," "Isles of Mystery and Romance" and "Ghost Towns of the West."

Bates Agency

NEW YORK, Oct. 9.—Wor-TV purchase of additional series on "Inner Sanctum" by selling it to the Liggett-Rexall drug chain. The sponsor reportedly is mulling purchase of additional series on "Wor-TV."

"Sanctum" was one of a group of expensive properties that WOR-TV bought from the NBC Film Division last year. It has been suspended part in handling the Comedy Hour.

The Comedy Hour, however, will be bolstered by two book shows that NBC will produce. The first will be "Revenge with Music," the Howard Dietz-Arthur Schwartz musical which will be telecast on October 23. Bob Welch will produce, but no leads have been signed. Another upcoming NBC project for presentation in November is an original musical starring Perry Como.

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TV Film Series in Production Since August 1

This feature runs once a month in The Billboard's TV film department. It offers the most complete directory available of production of pilot films and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Row	Comp.	Running Time	Name & Type of Show
3	Spot	60:00	Mr. E. (Variety) (Prod.)—Dist. by Continental Productions
4	Spot	30:00	The Keepers (Mys.) (Prod.)—Dist. by Continental Productions
5	Spot	3:30	Delinquency Docket (Drama) (Prod.)—Dist. by Continental Productions
6	Spot	30:00	To the Stars (Adv.) (Prod.)—Dist. by Continental Productions
7	Spot	30:00	William Cayton (Prod.)—Dist. by the Big Eight, Inc.
8	Spot	14:25	The Big Fight (Sports) (Prod.)—Dist. by the Big Eight, Inc.
9	Spot	14:25	World's Greatest Fighters in Action (Sports) (Prod.)—Dist. by the Big Eight, Inc.
10	Spot	14:25	Corfman Film Co. (Prod.)—Dist. by Wm. Morris Agency; Nat'l Council of Churches
11	Spot	12:00	Meet the Stanfords (Comedy) (Prod.)—Dist. by Wm. Morris Agency; Nat'l Council of Churches
12	Spot	14:00	The Pastor (Relig.) (Prod.)—Dist. by Wm. Morris Agency; Nat'l Council of Churches
13	Spot	14:00	Jack Deane Productions (Prod.)—Dist. by Barrett
14	Spot	30:00	This is Your Music (Music) (Prod.)—Dist. by Barrett
15	Spot	30:00	Federal Telefilms, Inc. (Prod.)—Dist. by NBC Film Division
16	Spot	26:00	The Adventures of the Falcon (Adv.) (Prod.)—Dist. by NBC Film Division
17	Spot	26:00	Four Star Productions (Prod.)—Dist. by Official Films
18	Spot	26:00	The Star and the Story (Drama) (Prod.)—Dist. by Official Films
19	Spot	26:00	Frankie (Prod.)—Dist. by Television Programs of America
20	Spot	26:30	Leon Fromkes (Prod.)—Dist. by Television Programs of America
21	Spot	26:30	Capitan Gallant of the Foreign Legion (Adv.) (Prod.)—Dist. by Television Programs of America
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Guild Films to Hold National Meeting as Expansion Kick-Off

NEW YORK, Oct. 9.—As a prelude to a tremendous expansion, Guild Films will hold its first national-wide sales meeting here on October 16, 17 and 18. The entire sales staff of the organization will attend the meeting which will be conducted by Joe Smith, national sales director.

Guild will announce plans for the expansion of its sales organization and the establishment of new offices in areas not covered. There will also be an announcement of several new daytime programs which the company expects to produce and distribute this fall. Monroe Mendelson, national director of advertising and sales promotion, will discuss his ideas for a build-up of sales promotion in co-operation with advertisers, agencies and stations. Also to be considered are plans by Art Cross, director of client relations, for closer contact with sponsors once shows are on the air.

Among the new shows Guild will present this fall are "It's Fun to Reduce," which is now on WDTV, Pittsburgh, live. Guild apparently plans a large invasion of the day-time field.

The company this week hired two new executives, Arnold J. Deutchman, who formerly had his own advertising agency, has been engaged as administrative aid to Reub Kautman, president of Guild. And Carl H. Gerlock, previously an assistant sales manager of network TV sales for ABC, becomes assistant sales manager of the film distribution outfit, reporting to Joe Smith.

Meanwhile, Guild's stock issue of 250,000 shares has been oversubscribed. The money which has filled Guild's coffers will be more than enough to finance the expansion. The stock was offered at \$4 and now is at about \$6. Guild also plans on taking larger quarters in New York. It expects to double its current office space.

Offer and go on from there. Oscar presentations, he said. "Let's take the best the movies have to offer and go on from there."

14 Awards by ATAS To Mark February National Telecast

ATAS members will attend the meeting from Hollywood; Portland, Ore.; Chicago; Cleveland; Kansas City, Mo.; Detroit; and Toronto. Presentations, according to ATAS President Don DeFore.

Many changes are likely to be made in the method of nominating and voting in the type and number of awards to be given, and in the actual presentation. DeFore said, but no definite plans can be made until the awards committee holds its first meeting Sunday (3), and this will probably consist mostly of discussion rather than decisions.

Nominating and voting on awards may be switched from representatives of the press to the ATAS membership, he declared, with each category, such as directors, writers, etc., casting ballots for its own "best." There may be dangers in this, DeFore admitted, and that's why there is likely to be considerable discussion before anything is settled.

Awards will probably continue to be broken down into live and film. DeFore went on, but a considerable number of new Emmys may be added, such as, for instance, the best new series. There is no reason why TV should be circumvented by the tradition of the Oscar presentations, he said. "Let's take the best the movies have to offer and go on from there."

Inner Sanctum, Rexall Buys

NEW YORK, Oct. 9.—Wor-TV this week finally got off the hook on "Inner Sanctum" by selling it to the Liggett-Rexall drug chain. The sponsor reportedly is mulling purchase of additional series on "Wor-TV."

"Sanctum" was one of a group of expensive properties that WOR-TV bought from the NBC Film Division last year. It has been suspended part in handling the Comedy Hour.

The Comedy Hour, however, will be bolstered by two book shows that NBC will produce. The first will be "Revenge with Music," the Howard Dietz-Arthur Schwartz musical which will be telecast on October 23. Bob Welch will produce, but no leads have been signed. Another upcoming NBC project for presentation in November is an original musical starring Perry Como.

Col'bia Calls Quits With Record Club

NEW YORK, Oct. 9.—Columbia Records is discontinuing its Columbia Record Club as of November 1. The club, which became a matter of serious controversy among dealers in the Midwest, started about a year ago. It was a Book-of-the-Month styled record club, which members joined for a specified period and received free dividend records for every three records purchased. The dividend record, and the fact that the records were sold directly by Columbia, created the dealer furor.

The total membership in the club is understood to have been somewhere between 300 and 400. After much violent dealer reaction last spring Columbia stopped soliciting new members and promised to end the club as soon as practicable.

The firm is sending letters out next week to all members telling them about the demise of the club. In order to forestall any grumbles from those members whose year's contract has not yet expired, Columbia is sending all members a final free record, and is suggesting they continue their purchase of Columbia disks from record stores.

Columbia has always said that it started the club in order to create

new record customers, and that most of the members they have gained for the club never purchased records before. At one time the firm had intended to turn the club over to dealers, but abandoned this plan when it proved impracticable.

The Letter

Here is the text of the letter being sent to all club members starting October 11:

"We have decided to discontinue the Columbia Record Club as of November 1, 1954.

"We hope you enjoyed your records as much as we enjoyed offering them to you. Further, we hope that you will continue to find pleasure in the Columbia Records you will buy at your favorite record shop.

"To aid you in making these selections, each month we are going to send you our specially prepared brochure 'New Records from Columbia.' We believe you will find these brochures most informative and very helpful.

"As our farewell to you and in appreciation for your kindness in permitting us to serve you, we will be happy to send you, as a free gift, a record that you may select from the attached list. Enclosed is a card on which you may indicate the record of your choice. Should the card also indicate that you are entitled to receive a dividend record, that too can be selected from the attached list, and the record you choose should be entered on the card along with the free gift record."

'SPANISH TOWN' ON 2 LABELS

NEW YORK, Oct. 9.—Russ Carlyle's waxing of "In a Little Spanish Town" can be purchased today on either Label "X" or Burgundy Records, and neither firm appears disposed to venture beyond a sharply worded letter in halting this unique competition.

Label "X" acquired the master from Carlyle in what it considers a legitimate sale, but Burgundy also claims clear title. One local one-stop has straddled the dilemma and divided its favor by selling one version on 78 r.p.m. wax and the other on 45 r.p.m. vinyl.

MPA MEETS

Group to Celebrate 60 Years

NEW YORK, Oct. 9.—Execs of the Music Publishers' Association will be cornering publisher old-timers during the next few months to plumb their memories for reminiscences of the org's early days. MPA, founded in 1895, plans to hold a 60th anniversary party early next year, but the records in the files don't even disclose the name of its first president.

Meanwhile, at its first fall directors' meeting Tuesday (5), the association named Leonard Feist, of Mercury Music, chairman of the MPA legislative committee. Prime task of the committee is to further the industry campaign for book mail rates for sheet music.

WAXERS ARE WAXING

Number of Labels In Steady Increase

NEW YORK, Oct. 9.—In spite of all the obstacles and all the odds against new record firms, the number of such labels continues to show a steady increase every week. According to the Music Performance Trust Fund, over 100 new record labels have started this year with the total expected to hit 150 by December 31. Over a dozen new firms enter the business monthly.

The many new labels starting each month is a surprise to traders, since the MPTF advance fee against trust fund royalties was raised from \$25 to \$100 last year in an effort to cut down on the new firms that might start on a shoe-string. But the upped advance has had little deterring effect.

Motivation

Most of the new labels that begin business, have high hopes and confidence. Many are started by songwriters to exploit tunes that they can't get waxed by a major label. Some are started by singers' managers or agents in order to give the artist a showcase. And a few are started very seriously by experienced record people who want to build a substantial business. Many of the firms only release a record or two and then fade away; some survive and release disks on a regular schedule.

The owner of one new firm told the MPTF, as he signed the trust agreement, "Did you ever hear of Irving Berlin? Well, you'll never hear of him again. You'll hear of

me." He was a songwriter, of course. Others claim they have the greatest singer since Eddie Fisher. Most of the labels are only interested in the pop field, but a few are aiming at the semi-classical market.

EXPERIMENT

Hudson-Ross Sells Hi-Fi On Sustainer

CHICAGO, Oct. 9.—An experiment in hi-fi record selling is currently going on between Hudson-Ross, record retail chain here, and FM Station WSEL. An arrangement was worked out between Ted Seifert, of Hudson-Ross, and Hal Lansing, program director of WSEL, whereby the retailer is allowed to experiment with hi-fi selling on a sustaining basis.

For the first two programs under this experiment, response was reported excellent with approximately 120 postcard returns, plus in-person store traffic and phone calls.

The first program presented, which was announced by Dick Freed, gave samplings of various hi-fi packages. The program is titled, "The Listening Booth," and as such, the first show spotlighted three and four-minute excerpts of various cables. The second show in the series was devoted to the Westminster line and the Camden line, the latter is sold exclusively thru Hudson-Ross in this area. The write-in request is based on the calls for Hudson-Ross' catalog of hi-fi merchandise, which includes all labels in stock. The program airs from 2:30 to 4 p.m., on Sundays.

OFF-BEAT

Putt-Putt Utilized to Promote Wax

CHICAGO, Oct. 9.—Probably one of the oddest sights currently to be seen in Chicago is a show that takes place all over the Loop and stars independent record promoter Bob Smith.

Smith has long had a flair for creating attention like wearing a crazy hat such as he did last winter. His latest gimmick, and one that he says he will keep, is to work the downtown area by motor-scooter. The purpose of the motor-scooter is twofold. It helps him beat the parking problem, and so far, has been a tremendous help in his promotion work.

As he glides down Michigan Avenue, people on both curbs can read the cards he has plastered to the side plugging Pearl Eddy's Label X recording of "Devil Lips." Smith says, "She's got the choice spot near the exhaust pipe." The scooter has also been the cause of his appearing on several TV shows, also good for his plugs. By the way, while driving the scooter, Smith always wears extra sharp clothes including a pointed Italian straw hat, and never fails to park the machine in any except the most populated sidewalk or entrance way.

popular priced bracket will account for anywhere between 50 and 70 per cent of all sales of equipment.

Court Orders Oberstein to Stop 'Butterfly'

TRENTON, N. J., Oct. 9.—The Record Corporation of America must withdraw all copies of the Puccini opera "Madame Butterfly" on its Royale and Gramophone labels, according to terms of a judgment entered by consent in U. S. District Court here this week. London Records brought suit against the Eli Oberstein diskery in August claiming the disputed disks were dubbed from its own set of the opera featuring its top soprano Renata Tebaldi.

Under terms of the decree signed by Judge William F. Smith, the Oberstein firm must notify all its dealers of the court action and must accept returns of the LP's for full credit. In addition to the court decree there was an out-of-court cash settlement.

Because of the consent judgment the legal questions involved in alleged piracy were not passed upon by the court. This remains a still largely unexplored area of law.

NEW OUTLOOK

Outlets Alter Big Milw'kee Music Slant

MILWAUKEE, Oct. 9.—Milwaukee's major radio stations, WTMJ and WISN, attempting to rebuild the following of listeners lost to the town's four indie competitors, are making sweeping personnel switches which indicate plans for a strong battle for air supremacy here.

The policy change is seen as admission by both stations that they have been hurt by steadily increasing audience ratings being made at their expense by the indies who have built strong disk jockey followings.

The major change at WTMJ will be the disbanding of the Grenadiers, whose noon hour live broadcasts from the Radio City stage will be replaced by the Kelly and Company show, featuring Bob

CANADA 'BOOTLEGS' SHEET MUSIC

Dealers Find They Can Get Better Service & Price From U. S. Sources

by HARRY ALLEN

TORONTO, Oct. 9.—A survey of the sheet music business in Canada points up a form of "bootlegging" which is aggravating publishers and jobbers. Many a music dealer here, particularly those outside of the large metropolitan centers, is buying sheet music from American jobbers and publishers. Publishers are still trying to get the Canadian government to give them some form of protection, but have thus far been unsuccessful.

The buying of music from State-side outlets takes place for two basic reasons. First because dealers believe they get faster service and, second, because they can often get old tunes from America at a lower price than from Canadian publishers. Canada adheres to the copyright regulations and provisions of the Berne Convention pact. The result is that more music falls

into the Public Domain category in the United States than in Canada, which offers longer copyright protection.

Dealers here have discovered that on this "P.D." tunes they can get reprints from American publishers at greatly reduced prices. Canadian publishers, of course, are particularly put out on this subject since they pay out considerable sums of money for Canadian rights to tunes which are Public Domain in the U. S. The book industry here faces the same problem. Last year book publishers joined with the Canadian Music Publishers' As-

sociation to make representations to the government.

Pubbers Balk

Publishers can register their titles with the Canadian Government, which would then send a directive to customers' offices at points of entry specifying titles which only certain publishers could import. This, however, causes delays up to six weeks and has been found an unsatisfactory solution to the problem.

Another possible solution suggested by music publishers would call for a listing of the names of

(Continued on page 40)

Jerome Kern Widow Sues Loew's, Inc.

HOLLYWOOD, Oct. 9.—Suit asking declaratory relief was filed in Los Angeles Superior Court here Thursday (7) against Loew's, Inc., by Mrs. Eva Kern Byron, widow of the late composer, Jerome Kern, and his daughter, Mrs. Elizabeth Kern Cummings, trustees of the Kern estate.

Complaint asks for the return of five musical numbers penned by the late composer, for Metro-Goldwyn-Mayer's planned "Champagne and Orchids," which Kern allegedly delivered in manuscript form.

Action further states that Kern was ordered to discontinue preparation of the score, since the film project was to be discontinued. Under terms of Kern's contract, the plaintiffs contend the

(Continued on page 40)

No Price Hikes in View for Phono Biz

CHICAGO, Oct. 9.—A spot survey of key phonograph manufacturers across the country this week pointed out that despite the wave of price increases recently announced in the television set manufacturing field, dealers across the country can look forward to phonograph prices holding steady at the present level at least till well past the Christmas season.

Phonograph manufacturers, many of whom also manufacture television sets, oddly enough stated that prices would remain steady at the current level even tho the set prices on TV were announced as going up somewhere between \$10 and \$20 because of the higher costs of material and labor. The odd situation here is that many of the same parts, tubes, etc., that go into the manufacture of TV sets also go into phonographs. The situation, as pointed out by the firms, is that the TV sets, especially those introduced recently, were priced too low to begin with. Another thought advanced as to why TV

went up and phonos didn't, was the one which puts the blame mostly on picture tubes.

The manufacturers answering the survey indicated that if any price changes were to be made on phonographs now on the market, or even those contemplated for early unveiling, they would be made because original cost estimates were off. Even at that, the officials said that the change would be very small and in most cases too small to change the price structure at all.

Another good omen for the retail end of the business, is the current thinking of high level manufacturing brass that the prices now on the sets are the ones that will dictate the market trend. Some of the executives stated that exhaustive surveys were made to determine the popular price brackets, and phonos were designed specifically to sell in that range. This same thinking is currently being carried on the tape recorder field, which also believes that the

E. T. Firms Make Comeback As Local Radio Gains Accent

Continued from page 1

Cantor "Comedy Theater," which will be released later this year. According to Unger, Ziv in the past 12 months has produced more radio shows than ever before in its 15-year history. At present its library includes 50 radio series and more than 6,000 individual programs.

A newcomer to the transcription field, Guild Films, has made a sortie into the market with Liberece, and they find the field lush indeed. Ed Grossman, head of Guild's radio division, reported recently that the firm set 151 contracts in the United States with stations, agencies or sponsors.

Grossman, who felt that he had by no means exhausted the American market potential, was also setting the show over widespread Canadian territory. Guild Films plans to make additional ventures into the ET field with its other TV properties. One of Guild Films' execs asked: "What was the trouble with the old transcription business? We are meticulous in our dealings, and find no resistance at all."

RCA Thesaurus, which has a long history in the transcription field dating back to the old NBC Radio Recording division, is also experiencing an upturn in business. A top Thesaurus exec stated business has been running about 20 per cent ahead of last year, and production and merchandising plans are proceeding apace.

Ben Selvin, Thesaurus artists and repertoire manager, has just signed maestro Ralph Flanagan to a recording contract. Flanagan, already in the catalog with his "Quickie Quiz," will be utilized in a more expansive program. Selvin also exercised an option with band leader George Melachroino.

RCA Service

Typical of the lush deals being made is that concluded recently by RCA Recorded Program Service on behalf of its show "Aunt Mary." The quarter-hour daytime serial has been set to run for 52 weeks on 23 stations of the Columbia Pacific Radio Network, according to A. N. Sambrook, manager. One of 26 programs distributed by RCA Recorded Program Services, the program has been sponsored by Safeway Stores, Carnation and others.

Another pioneer transcription operator, Charles Michelson, is having one of the greatest seasons in his career. In recent weeks the firm signed 52-week library deals with over 35 stations. Sales were based on Michelson's "Hour of Mystery" promotion. The firm has over 40 different half hour mysteries.

Stations program them in blocks as spot carriers with such titles as "Theater of Thrills" at WBBM, Chicago; "Mystery Playhouse," KCOK, St. Louis, and "Mystery Before Midnight" at WABC here. Michelson, like Goodman and other independent operators, feels that the decline of network radio has paved the way for a rebirth of the transcription business. Like Goodman, Michelson also points out that dramatic shows are in demand. He feels he struck a bonanza when

Instrument Tax Org Limits Its Action

CHICAGO, Oct. 9.—The recently formed National Committee for Repeal of the Musical Instrument Excise Tax, composed of various music industry trade groups, will not, as was reported by another trade paper, make any efforts to repeal excise taxes on radios, phonographs or records.

The National Association of Music Merchants, a member of the National Committee, whose members retail such products as radios, phonographs and records, will give individual attention to the repeal of the taxes on these items.

There are other organizations closer to the trade concerning these items that have already begun efforts to repeal the 10 per cent excise tax on sets and records.

ABC extensively adopted disk jockey and music programming.

Country Field

In the country field, incidentally, there's also much activity in the transcription field. WSM, Nashville, artists, notably, are doing well in hundreds of markets for such sponsors as Royal Crown Cola, Aunt Jemima and others. Artists on such programing include Roy Acuff, Red Foley, Ernest Tubb and Eddy Arnold.

In years past, transcribed shows hit the skids when records began to take over as the independent stations' chief programing fare. The disks cost little or nothing, and enabled the stations to present names. Transcriptions, relatively expensive, were at an additional disadvantage in that the producers were often unable to obtain top name talent

owing to such talent's live program commitments.

Often name band leaders did transcription library assignments under assumed names, in order to make a quick buck for themselves and the side men. These illustrious maestri were billed under such monickers as "Harvey Tweed."

Goodman, commenting on the old days, noted that many of the oldtimers have left the field. The producer, who last month set a \$510,000 deal with WOR for its "Radio Playhouse," said, "There's only a few of us left." Mayfair, Teleways, Casper Gordon are among those who have departed. Lang-Worth is in the library field, Standard Radio was out of the field but is now back and sells its library outright instead of leasing it.

REAL COOL PAY-OFF

Coast's Modern Jazz Winning Acceptance

By JOEL FRIEDMAN

HOLLYWOOD, Oct. 9. — The West Coast School of Modern Jazz, a much-abused sobriquet applied to the new crop of musicians who are currently flexing their musical muscles, is beginning to pay off. The horizon for the bevy of musicians who have graduated from the school is brighter than ever, largely because the sales value of the brand of music the cool cognoscenti are putting down, has been proven lucrative in countless cases by both the major and independent recording companies.

Specifically, the success of Coast music moderns has resulted in a two-fold new approach to merchandising music. (1) More than ever before, a majority of the nations indies are relying strongly on package goods to sell their wares, and in some cases, solely on package goods. (2) Sales acceptance of modern jazz, supplied almost to the point of monopoly by Coast musicians, has been so phenomenal that many of the self-imposed barriers, i.e., disk jockey reluctance, have been cast aside.

Tho no one single individual could appropriately be singled out to take responsibility or credit for the exultant status of modern jazz, the dogged persistence and adherence to principle of maestro Stan Kenton rates highly. Just as the bands of Benny Goodman, Tommy Dorsey and Glenn Miller gave birth to a host of top-flight future maestros, so have former members of the Stan Kenton orchestras given good accord of themselves.

Groundwork

Much of the early ground work by Kenton and arranger Pete

New Models On Cavendish Private Line

NEW YORK, Oct. 9.—The new private label phonograph line being supplied by the Cavendish Trading Corporation to some 20 department stores features seven new models at suggested list prices considerably below typical retail prices of similar branded merchandise.

The line includes a three-speed, manual portable at about \$19.95; a de luxe, dual-needle version of the same model at about \$23.95; a three-speed portable in plastic case at about \$19.95; a de luxe version of the same set at about \$27.95; a three-speed, dual-needle phono in luggage type case at about \$33.95; a hi-fi automatic changer, three-speed portable with two speakers at about \$77.95, and a hi-fi table model in wood cabinet and with three speakers at about \$99.95.

Rugulo, made to the accompaniment of trade-wide cynicism, is currently accepted as the status quo. The progressive clique point to the fact that many of Kenton's sidemen migrated to California, or remained there following several of the number band layoffs. Thus, the appellation, the West Coast School of Modern Jazz.

The current success of a host of jazz disk packages, topped by Columbia's LP set, titled "Dave Brubeck Goes to College," has focused attention on Coast music. (Continued on page 40)

Angel Steps Up P'kgs, Includes U. S. Artists

NEW YORK, Oct. 9. — Angel Records, due to mark its first year of operation next month, has set an accelerated release program which will soon see the British-owned subsidiary issue its first disks by American artists, expand its coverage to include EP's and step up the production of plush, multi-disk packages.

Angel was formed here last year by Electric & Musical Industries to act as an outlet for its British Columbia disks. This step was taken following the expiration of the long-time reciprocal pact with American Columbia. Dario Soria, who earlier disposed of his holdings in Cetra Records to Capitol, was named president of Angel.

First American artists signed by the label are the young violinist, Michael Rabin, who formerly recorded for Columbia here, and tympanist Saul Goodman. The latter will be featured in a high fidelity percussion set now in preparation, while Rabin is due to be heard in standard violin repertoire.

Blue Label

Initial Angel EP's will be taken

Lion to Issue New 'Dancing' Series

NEW YORK, Oct. 9.—M-G-M Records will release a new EP series, "Design for Dancing," November 5 under its subsidiary label, Lion. Lion has been in the LP market, but this will be the label's first EP release.

A unique angle on the new series is the fact that the price will be displayed on the album cover for the first time. First release in the series will be three two-pocket EP's—"Business Man's Bounce," with Jerry Jerome's orchestra; "Latin American Moods," by the Dave (Tico) Robbins Quintet, and "Top Pops," by Henry Jerome's orchestra. The two-pocket EP's are priced at \$1.69, plus tax.

NEW ROSS AND ADLER MUSICAL

NEW YORK, Oct. 9.—Dick Adler and Jerry Ross, composers who penned the score for the hit musical "Pajama Game" are set for a new musical. The show will be based on the best-selling book "The Year the Yankees Lost the Pennant," by Douglas Wallop, and will be called "Damn Yankees." It will be produced by Fred Brisson, Bobby Griffith and Hal Prince, the same trio who produced "The Pajama Game." George Abbott will be co-author of the book for the musical.

28,000 Attend Hi-Fi Showing, 7,000 Over '53

CHICAGO, Oct. 9.—Final attendance figures at the High-Fidelity Show here last week was officially tabulated at 28,000, an increase of more than 7,000 over last year, despite the fact that the show was open only eight hours a day this year compared with 12 hours daily last year.

The number of participating exhibitors this year was also considerably greater than the year before, with 108 firms occupying 132 rooms. Consensus of the exhibitors indicated that the show was a huge success, and that interest in high fidelity, altho much greater than last year, is still far from its peak. Many of the firm's sales personnel predicted a vast increase in Christmas sales on the basis of the interest shown by consumers attending the show. In some cases, it was revealed, consumers were ready to buy right at the exhibit. (Continued on page 22)

Merchandising Display Offer To V-M Dealers

CHICAGO, Oct. 9.—A new, flexible merchandising display package which can be used in either store windows, as a floor display, counter display or wall display, is being offered to dealers by the V-M Corporation, manufacturers of phonographs and tape recorders, thru its regular distributors.

The package is called "The Sound Stage" (for sound selling) and includes 14 pieces. Included in the features is a floor merchandiser, a permanent fixture which is three tiers high and made of wood. The merchandiser covers no more floor space than the area of a single phono unit, yet manages to display the complete V-M line of hi-fi phones. Also included are two companion pieces which are suitable for window, counter, table or shelf display. An "authorized sales" shingle, a Day-glo banner, six phono model displays, a turntable "action" piece, a Christmas display, and wall posters will also be included in the package.

Roy Harris in Long-Term BMI Contract

NEW YORK, Oct. 9.—Roy Harris, one of the most important composer-educators in the serious music field, has left the American Society of Composers, Authors and Publishers to join Broadcast Music, Inc., it became known this week. He has signed a long-term contract with BMI.

Harris' move spotlights anew the growing rivalry between ASCAP and BMI for top representation in the area of concert music. He is the fourth in a series of top-ranking composers who are also influential educators to have switched their allegiance to BMI in the last two years.

Harris, composer in residence at the Pennsylvania College for Women, follows William Schuman, president of the Juilliard School of Music; Walter Piston, of Harvard, and Roger Sessions, of Princeton, into the BMI fold. BMI strategy, apparently, has been to put most effort behind attracting composers actively guiding the development of younger writers. All fit this category.

Shifts to ASCAP

Meanwhile, ASCAP has lured a few composers away from BMI. (Continued on page 22)

NEWS REVIEW

New Glenn Miller Package To Stir Memories, Sales

By JUNE BUNDY
Dealers should be celebrating Christmas in October when RCA Victor's second de luxe Glenn Miller album hits the racks this month. Vol. 1 was one of the most successful album releases in record history, with gross figures on the \$24.95 package nearing the \$3,000,000 mark.

On the basis of this spectacular past-performance, record retailers have good reason to believe that the second Glenn Miller edition will fare equally well, with purchasers of the first album regarded as No. 1 sales prospects for the new LP.

GLENN MILLER Limited Edition Vol. 2 (5-12)—RCA Victor Collectors Issue LPT 6701.

Many bands have aspired to Miller's baton since the orchestra leader was lost in action over the Atlantic during World War II, but

today—10 years later—his records are still some of the most popular band disks with the platter buying public. New groups of teen-agers "discover" him every year, while those who were in their prime back in the early 1940's look upon his records as a nostalgic pipeline to the green years.

This second limited edition features 60 Glenn Miller sides (five LP's) handsomely packaged in red and gold and including a fascinating 12-page commentary by George Frazier. Of particular interest to Miller collectors is an itemized list of the 60 sides, with provenance and date given with each selection, and a running score on sidemen changes and additions.

Broadcast Sides

All 60 sides were taken off the air from broadcasts Miller made during the period from June, 1938, to September, 1942, and not one has been heard before on record. Five were aired from New (Continued on page 40)

what a pupil!

what a song!

what a hit!

TEACH ME TONIGHT



Jo Stafford

with PAUL WESTON
and his Orchestra

b/w "SUDDENLY"

with the Norman Luboff Choir and Paul Weston Orchestra

40351
4-40351



FRED WARING



Presents THE PENNSYLVANIANS



**TWO OUTSTANDING
SINGLE RECORD RELEASES
OF THE BIG SONGS FROM . . .**

FANNY

FANNY

DECCA 29304
(78 rpm)
and
9-29304
(45 rpm)

**RESTLESS
HEART**

from the Musical
Production
"Fanny"

**I
HAVE
TO TELL
YOU**

DECCA 29305
(78 rpm)
9-29305
(45 rpm)

**BE
KIND
TO YOUR
PARENTS**

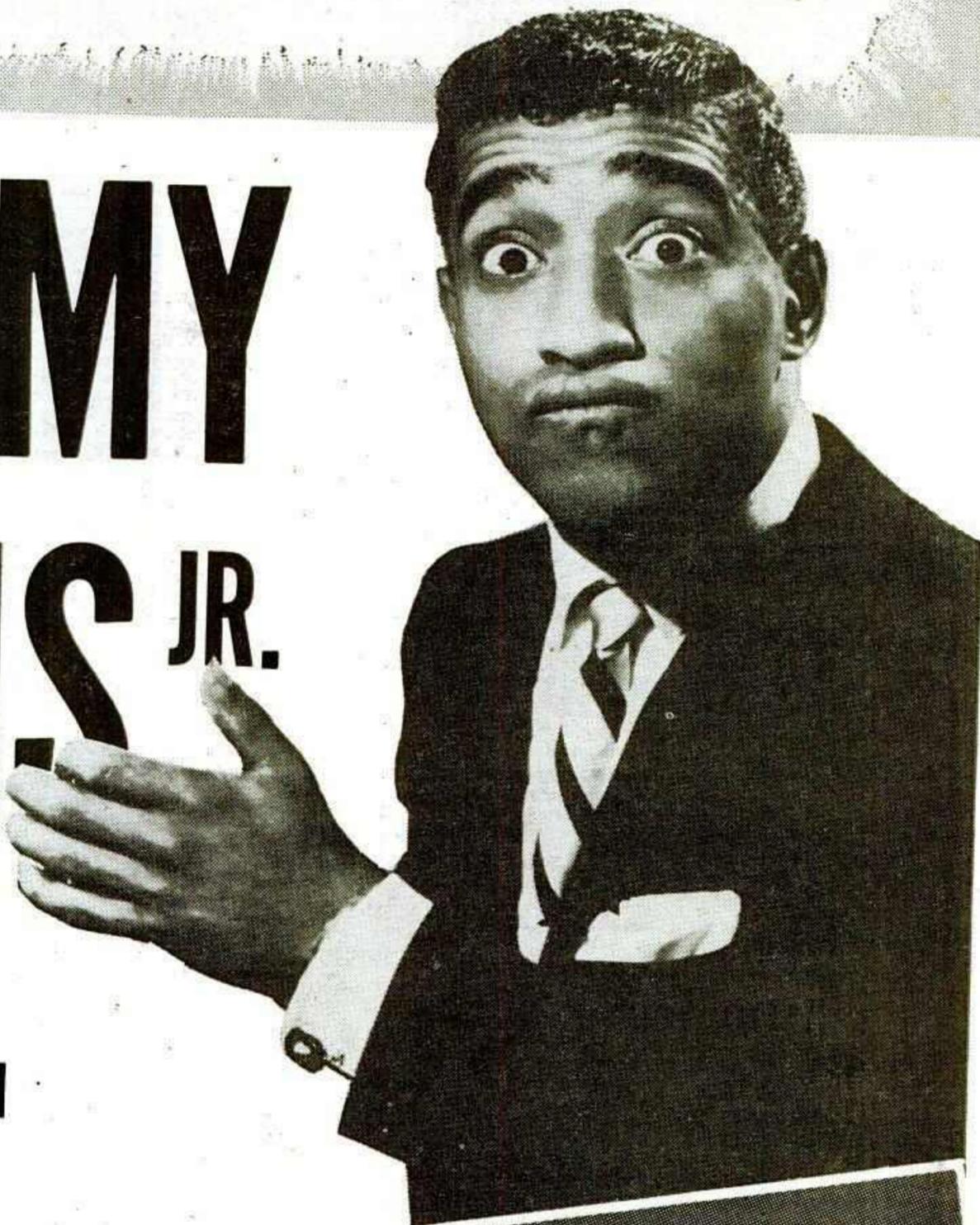
from the Musical
Production
"Fanny"



America's Fastest-Selling Records

The Year's Most Exciting New Talent!
 The Year's Most Exciting New Record!

SAMMY DAVIS JR.



OF
THE
WILL MASTIN
TRIO

BECAUSE OF YOU

(Parts 1 & 2)
#29200—(9-29200)

... on the label that's creating
the year's biggest excitement

Featuring great impersonations of
several famous
show business personalities



DEALER DOINGS

By JUNE BUNDY

PARKER HOUSE WARMING: Mr. and Mrs. S. A. Parker, owners of Parker House of Music, Fayetteville, N. C., celebrated the grand opening of their new and larger store last month with an all-day open-house. Two copies of Decca's new \$27.50 album "Bing" were given out as door prizes and a TV set went to the grand prize winner. In addition, the Parkers gave out free records to the first 1,200 visitors in the new store. Altho the official opening time was 9 a.m. there was such a big crowd by 8:15 a.m. that the Parkers opened the doors at that time.

Over 3,500 prospective customers visited the new store on opening day. The Parkers now carry the most complete stock in Eastern North Carolina and one of the most complete in the Carolinas. Milton Hales, who has been associated with the Parkers since 1948, will assist in the operation of their new store. The opening was attended by Coral distributors, Mr. and Mrs. A. B. Fleishman of F. and F. Enterprises, and Joe Voynow of Carol Distributing, both of Charlotte, N. C. According to the Fleishmans and Voynow, The Parker House of Music is "one of the Carolinas' finest and progressive record outlets."

YOUNG DEALER: Altho he's still a minor, 20-year-old Richard L. Fenstermacher is the owner of a radio, TV and record store in Schuylkill Haven, Pa. Dick says his "biggest gripe in the record business is the stand taken by several distributors. They thought we had to take several hundred dollars worth of merchandise, mostly EP's and LP's to start, even tho they knew we were on a limited budget, and several of the firms put pressure on us to take their lines. However, we refused, and now receive most of our records from one-stop firms.

"We are still able to give small juke box routes good service" adds Dick, "and this part of the business assures us of sales at least 800 per cent over that of our other store on poor days." Promotion-wise Dick is concentrating on a special direct

(Continued on page 36)

VOX JOX

By CHARLOTTE SUMMERS

OPERATION CLEAN-UP: We know you all read the editorials which ran in The Billboard September 26 and October 2. And which Bob Rolontz discussed in the Rhythm and Blues column last week. We are speaking of the off-color r.&b. records which are making the charts or on their way up. We have pointed out in these editorials and columns that The Billboard's best selling and juke box charts are published only to show what records are selling and what records are played.

Records on the chart should be listened to before they are played on the air and if any are offensive they should not be used. How do you stand on this whole question? Do you agree that these records are offensive and should not be used? Do you feel it would be a good idea for everybody to put these records in the "file and forget" basket to discourage new releases along these lines? Let us know, won't you?

CHANGE OF THEME: Lee Case, well-known Baltimore deejay, starts on WBAL, Baltimore, this week with a three-hour, across-the-board show. . . . Joe Fredericks and Bernard Sussi left WTNS, Coshocton, O., last week. Fredericks went to West Virginia and Sussie to Ohio University. . . . Steve Evans, formerly with KAPP, Petaluma, Calif., is now with WDVH, Gainesville, Fla., and would like to hear from his friends. . . . Al Evans has left KCLA, Pine Bluff, Ark., to join WPFA-TV, Pensacola, Fla. . . . SEND US YOUR THEME LIST. HOW MANY TIMES USED WEEKLY.

Phil Rose, KCRC, Enid, Okla., has become the father of a girl. . . . Paul Marlow, formerly of WLOF, Orlando, Fla., has joined WTMC, Ocala, Fla. . . . Tom Finn, ex-WKMH, Dearborn, Mich., is now with the 3d Armored Division at Fort Knox, Ky. . . . Linn Dawson, WLAR, Athens, Tenn., was in New York with his wife recently. . . . Irwin Feldman has left WBIP, Booneville, Miss., and has been replaced by Lynn McDowell.

(Continued on page 36)

JUKE BOX WRAP-UP

The next convention of the Music Operators of America will be held in Chicago on March 28, 29 and 30 next year, according to an announcement made this week by MOA President George A. Miller. The site of the confab will be the Morrison Hotel. MOA has also decided to permit exhibits of kiddie rides, vending equipment, etc., after a trial at the last convention. Due for much discussion at the convention is the mass advertising proposal.

Exports of music machines during the first six months of 1954 came close to \$5,000,000, according to a special Billboard survey. The figure is 64 per cent higher than for the same half-year period in 1953. The survey also shows that export of used equipment is falling off in comparison to shipments of new juke boxes.

First showings of the new AMI and Rock-Ola juke boxes will be staged across this country this weekend. The AMI units will feature the availability of each of the three new models in any of eight different colors, and the firm's multi-horn system. The Rock-Ola feature is a new 120-selection machine.

For full details on these news items see the Music Machines department.

Audiovox

Label Has Plans for Expansion

NEW YORK, Oct. 9.—Audiovox Records is making long range plans for a general expansion of the firm, calling for an expanded distributor set-up and the signing of additional artists. The firm, started a year and a half ago by Raymond Scott and Dorothy Collins, has heretofore concentrated exclusively on those two artists.

Following a conservative schedule, Audiovox has only released 10 records over the last year and a half. However, the label's vice-president general manager Leonard Wolf says they're ready to move now, and the first new venture will be a series of pop-kiddie disks by Dorothy Collins, with the first release scheduled to break before Christmas. The platters will be sold in both pop and kiddie markets, a la Patti Page's "Doggie in the Window."

First new artists recently signed by Audiovox under its new talent expansion policy were the Hurricanes, a new vocal group. Scott will audition and supervise recording sessions for all the label's new performers, and will make his patented invention, the seven-track multi-channel tape recorder, available to other artists.

Altho the Audiovox operation is comparatively small, Wolfe says the label's deejay coverage is comparable to that of the majors. Copies of every release go out to about 1,500 key spinners.

Until the 45-78 controversy is finally settled, Audiovox is advising distributors to check their local stations and send out 78's of the same release to all non-converted outlets. Since Audiovox pays the freight on the 78's, this virtually doubles the expense on about 40 per cent of the label's disk jockey station coverage.

Copyright Expert Wattenberg Dies

NEW YORK, Oct. 9.—Abraham M. Wattenberg, prominent music business attorney, died here Thursday (7) after a brief illness. An officer of the Music Publishers Holding Corporation and one of the foremost copyright specialists in the music publishing field, Wattenberg had been associated with Harms, Inc., for 35 years and with Warner Brothers since 1929.

The 76-year-old attorney was the originator of the legal language which is now the basis of all contractual negotiations between composers, producers and publishers. His composer-clientele included Jerome Kern, Richard Rodgers, Larry Hart, Oscar Hammerstein, George and Ira Gershwin and many others. He was the founder and senior member of Wattenberg & Wattenberg, Inc., law firm.

Surviving are his wife, Mrs. Sadie Berliner Wattenberg; two sons, Sidney and Philip, and five grandchildren. Funeral services were held here Friday (8) at Riverside Memorial Chapel.

Mitchell Intros Console Grande

CHICAGO, Oct. 9.—The latest addition to Mitchell Manufacturing's high-fidelity line of phonographs is the new Mitchell 3-D Console Grande, it was announced by E. A. Tracey, vice-president of the firm.

The console unit has a frequency response of 30 to 15,000 cycles per second and will be available with or without the addition of an AM/FM radio. A feature of the unit is what Mitchell calls the "golden chain," a series of matched hi-fi components designed to sell as a single audio unit. The set has a six-watt output, two extended range speakers, enclosed sound baffle, magnetic cartridge and three speed all-size record changer. The unit will retail at \$249.95 in mahogany and at \$329.95 with radio added, in mahogany.

PEDDLES DISKS AT COUNTY FAIR

HOLLYWOOD, Oct. 9.—The record industry has long been conscious of opening new markets for the sale of its product.

Indie A-Jet Records, Santa Ana, Calif., firm, may have package of 16 hit tunes for the answer in marketing a \$2.98 to the throngs attending the Kern County Fair in Bakersfield, Calif., last week.

Novel merchandising is believed to be the first of its kind.

REVAMP

WMGM To Lean on News, DJ's

NEW YORK, Oct. 9.—Local Station WMGM is revamping its entire programing structure to concentrate on the development of news and deejay personalities, with increased emphasis on promotion. The revamp is part of an over-all reorganizational schedule engineered by the station's new headman, Arthur M. Tolchin, who recently succeeded Bert Lebar as director of the Loew's-owned outlet.

Under the new set-up, the record library will be the most important operation at the station, according to program chief Raymond Katz.

Heretofore WMGM deejays have had a free hand in selecting their own records but from now on, says Katz, all disk programing will be under the direct supervision of the station, and the ruling applies to all spinners. Katz has also instigated a ban against the airing of shellacs and acetates, in a move to maintain a high level of technical recording quality on all platter programs. A special effort, says Katz, will be made to keep the station free of payola evils.

First Casualties

The first casualties under the new programing set-up were Blossom Seeley and Benny Fields, who wind up a year at the station this week. Starting Monday (11) Katz is filling the team's 11 a.m. to noon time period (Monday thru Saturday) with a new record seg. "Words and Music," which will feature male singers. The couple's 7-8 p.m. time period will be filled by "Cavalcade of Stars," a variety-type record session.

Operating on the theory that a station should play what the public wants to hear, Katz is building the bulk of his new record programing on disks listed on The Billboard's retail best-selling charts. For instance, starting Monday (11) "Hits of the Week" spotlighting the nation's top retail sellers, will be aired from 1 to 2 p.m., Monday thru Friday, and from noon to 2 p.m. on Saturday, with Aimee Cavuvin handling the Saturday session. The other new shows will be under the guidance of staff men, who presumably will be given a build-up by the station.

Magnetic Disk For Pros and Ams

NEW YORK, Oct. 9.—An innovation in magnetic recordings was announced recently by Magnetic Recording Industries, New York, whereby professionals as well as hobbyists can make magnetic recordings on magnetic disks, using equipment, plus components manufactured by the firm.

The firm designed the unit to meet the demands of professionals for use on commercials, spot announcements and sound effects, as well as the hobbyist. The unit, the Magneticon, has a recording arm equipped with magnetic head and pole pieces. Pre-grooved magnetic disks can be recorded and played over and over, as well as erasing and re-using.

A plug-in arm permits use of the equipment as a conventional three-speed record player. Component prices will start at \$26.50.

5 YEARS, 200G

Jack Lacy Re-Signed By WINS

NEW YORK, Oct. 9. — Radio Station WINS this week renewed its contract with disk jockey Jack Lacy for another five years in one of the healthiest money deals in a long time by an independent station. Under the terms of the contract Lacy will earn about \$200,000 in the next five years.

Currently the Lacy shows, noon to 2 p.m. and 4 to 6:45 p.m., are completely sold out for the entire six-day weekly schedule. Lacy's time slots will remain unchanged, according to WINS program director Bob Smith. Contracts signed this week were negotiated between Lacy and WINS general manager Bob Leder.

Lacy came to the station in 1947 to do a man-in-the-street interview series which he had been handling for WONS in Hartford, Conn. For the first year here he worked on interview shows and started his first deejay chores with a 15-minute morning program.

Predicts Recorded Tape Will Replace Disks in Home Mart

CHICAGO, Oct. 9.—Speaking at a meeting of magnetic recording engineers and producers this week, Everett W. Olson, communications director of Webster-Chicago Corporation, said, "Recorded tape will eventually replace disks in the quarter-billion dollar home entertainment market."

Olson qualified his prediction by saying, "This will not take place until both recorded tape and tape playing instruments have been made simpler, cheaper and easier to handle and operate."

The meeting was sponsored by The Armour Research Foundation which holds the basic patents on magnetic recording. The meeting was held at the Illinois Institute of Technology.

Webcor Library

Olson, whose firm is the largest manufacturer in the growing tape recorder industry, said his company earlier this year announced the first releases of a new Webcor Library of Music on tape because improvements in quantity duplication of tape records now make it possible to offer superior quality of music at a price comparable to the same amount of music on long-play records.

The engineers and producers in attendance were told that nearly all of the one million tape recorders in use now were originally bought for business or educational uses, or for such home use as recording radio programs and the like. They were informed that the advent of pre-recorded tape offers a new and exciting use for these machines which will eventually over-shadow all other uses. Tape has advantages, such as long wear, he pointed out.

"These advantages give recorded

(Continued on page 36)

Silbert Signs 5-Yr. Pact With WMGM

NEW YORK, Oct. 9. — Deejay Bill Silbert this week inked a new five-year contract with local radio station WMGM. Under his new pact, Silbert's afternoon show will undergo a complete revision of format in line with WMGM program chief Raymond Katz' new edict that from now on all record shows will be under his direct supervision.

Silbert's new format calls for every show to include three or four top-selling disks, a couple of new releases and an interview with a recording artist. During the interview Silbert will play the guest's favorite recordings by a male singer, a fem warbler and an instrumental group, finishing up, of course, with the guest's current platter.

DALLAS

Los Angeles

SEATTLE

BOSTON

HELSINKI

WHERE CROWDS GATHER

LONDON

Nashville

BERLIN



BEV SHEA

Sings

Soloist with **BILLY GRAHAM** crusades

currently singing nightly—

Pelican Stadium, New Orleans

Announcing . . . 46th RCA Victor Release

FACE
TO
FACE

SOMEWHERE
ALONG
THE WAY

(He'll Find You)

20/47-5879



Photo by Eldred Reaney, The Nashville Tennessean

Part of 65,000 crowd, September 19,
Vanderbilt Stadium, Nashville





Vaughn Monroe

Follows Up With Another SMASH!
singing

"LILLA"

RCA Victor 20/47-5851

THE CASH BOX
DISK OF THE WEEK

Recorded in "New Orthophonic" High Fidelity Sound

RCA VICTOR
FIRST IN RECORDED MUSIC



2 thrilling new songs on One record

SONG OF THE BAREFOOT CONTESSA

From the United Artist film
"The Barefoot Contessa"
starring Humphrey Bogart and Ava Gardner

LAND OF DREAMS

featuring the composer at the piano,
Eddie Heywood
20/47 5888

HUGO WINTERHALTER

his Orchestra and Chorus



a "New Orthophonic"
High Fidelity recording

RCA VICTOR
FIRST IN RECORDED MUSIC



TALENT TOPICS

MISS WASHINGTON GETS GUARANTEES . . .

Thru Dinah Washington, currently on a one-nighter tour in the Midwest backed by the James Moody ork, is getting guarantees ranging from \$600 to \$900 a night, and reportedly going into percentage regularly. Deals also call for 50 per cent of the gross over the figure which is double her nightly guarantee. The tour's take is being sparked by her latest Mercury click, "I Don't Hurt Anymore" and "Dream."

DECCA SIGNS PENNY, SUE THOMPSON . . .

Decca's country and western artist and repertoire chief, Paul Cohen, has signed Hank Penny and Sue Thompson. The artists form a warbling team on their first sides for the new label. The disk, which will be released next week, features "Walkin' in the Snow" backed by "Come a Little Bit Closer." Penny formerly recorded for Victor and more recently for King.

CHICAGO NIXES VAUDE FOR 'STAR IS BORN' . . .

The announcement by the Chicago Theater that it would drop its stagershow policy during the run of the Judy Garland film "A Star Is Born" has stirred up much conjecture in Chicago and elsewhere on the subject of whether the theater would actually go back to stagershow. Theater management has officially said that it would return to live vaude bills after the picture's run of five to seven weeks, but tradesters continue to speculate that good grosses on "Star" and a line-up of good films in the future would convince the management not to return to live shows. The theater is the only remaining house in Chicago using live talent bills.

SPILLANE TO PLAY HAMMER ON LP . . .

Mickey Spillane, the blood and guts mystery writer, will portray his fictional hero, Mike Hammer, on a new LP disk to be released by Columbia Rec-

ords shortly, titled "The Mike Hammer Story." The disk was made by the "V" label, a new firm owned by Fifth Productions, Inc., of the Wayne-Fellows movie firm. Columbia is distributing the set on a special arrangement. The LP contains a complete play on one side, and four tunes from some of the Mike Hammer flicks on the other.

Karen Chandler plays the Monte Carlo in Little Ferry, N. J., this weekend (9 and 10). The Rover Boys, new singing group, will open at the club on Tuesday (12) for a week. . . . Vaughn Monroe and the Richard Hayman ork opened at the Hotel Statler here Friday (8). . . . Decjay Bill Silbert's apartment was robbed Thursday while he was spinning platters over WMGM. . . . Shirley Buchanan, cover girl on the Jackie Gleason Capitol album "Music, Martinis and Memories" is now on a fashion tour.

Marie Ellington, also well known as Mrs. Nat Cole, has waxed an album of tunes for Kapp Records, "A Girl They Call Maria." The thrush used to sing with the Duke Ellington ork. . . . Guy Mitchell, long a favorite in England, has been invited to appear at a Command Performance in London later this month. Mitchell has been pulling sock grosses on his current English tour, and will be there until December. . . . Al Morgan, now completely recovered from his auto accident, leaves Chubby's in Camden, N. J., this Sunday, and then plays the Vogue Terrace in McKeesport, Pa., starting October 11. . . . Kitty Kallen will play Blinstrub's in Boston for a week starting October 18.

Eileen Barton, who rated fine reviews when she opened her new act at the Copacabana here last month, has bowed out of the date two weeks ahead of schedule with a severe case of laryngitis. She will rest her voice until her opening at the Mocambo, Hollywood, November 2. Meanwhile, the Barry Sisters have moved into the canary's spot in the Copac's present Joe E. Lewis show, which ends October 27. . . . Bob Manning is currently appearing at The Showboat, Lorraine, O.

FOLK TALENT & TUNES

By BILL SACHS

Ken Reynolds, personal manager for Wilf Carter (Montana Slim), has the latter set for an extended tour of Australia and New Zealand beginning late this month. Carter and his daughters, Carol and Sheila, supported by Red Garrett and His Tennessee Pioneers, of Nashville, and Ward Allen, old-time fiddler, recently concluded a 10-week tour of Eastern Canada under the Reynolds banner. . . . Jill Corey and Jeanie Shepard were guests Friday (8) on Pee Wee King's "Flying W. Ranch," TV which originates live from WLW-T, Cincinnati, and also carried on WLW-D, Dayton, O., and WLW-C, Columbus, O., each Friday, 9:30-10 p.m. The show kicked off in bang-up fashion the previous week, with Patti Page and Eller Long the special guests. Among others slated to make personals with the new King show during the season are Mindy Carson, Julius La Rosa, Russell Arms, Hank Snow, Bill Hayes, Jim Reeves, Minnie Pearl and the Davis Sisters. In addition to King and band, the "Flying W Ranch" also features the Teddy Raymore Quartet each week. Wiedemann Brewing Company, Newport, Ky., is the sponsor. Last Saturday (9), King and his boys played

for the RCA Victor employees' party in Bloomington, Ind. Next Saturday (16), they play the Western Jamboree Night Dance at the exclusive Lake Shore Country Club, Chicago. . . . Ray Scrivner, composer of a score of country songs recorded by c.&w. names in the last half dozen years, is now in the petroleum equipment business in Lexington, Ky. Formerly under contract as a writer to Acuff-Rose, Nashville, Ray cut loose from them several months back and is now free-lancing. He had as a recent weekend guest, R. Murray Nash, of the Acuff-Rose firm. . . . Dave Chase has left the "Red River Round-Up," Shreveport, La., to go on television in Oklahoma City. . . . Eddie Potts and His Blue-Sky Playboys, still playing a heavy personal-appearance schedule in the mining district of Southwestern New Mexico, have resumed with their sponsored jamboree heard each Thursday, 6:30-7:15 p.m., over KSIL, Silver City, N. M.

Paul Cohen, of Decca Records, was in Springfield, Mo., last week to cut new sides with Red Foley and Kitty Wells at RadioOzark. Kitty and her hus-

(Continued on page 41)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The number of deejays spinning r.&b. wax continues to increase every month. In New York City, Rosita Davis has joined the staff of Station WOV with her own show titled "R. & B. with Rosita D." Miss Davis, as most of the jazz cats know, is a top vocalist and was featured with the Duke Ellington crew for two years. The other r.&b. deejays on WOV include Jack Walker, Leigh Kamman and Gerogia Carr. . . . Another new r.&b. deejay is Mary Francis Reed at Station WEDR in Birmingham. She has been spinning rhythm and blues platters for about two months, in which time she has enjoyed visits on her show by the Five Royals, the Midnighters, Roy Hamilton, Earl Forest, B. B. King and others.

Ernie Durham, deejay at WMRP in Flint, Mich., is holding a Queen Contest and Coronation Ball at the Flint Armory tonight (9). Talent includes the James Moody ork and Dinah Washington and her trio. . . . Jock Frank Koehler, of Station WROV in Roanoke, Va., broadcast parts of the Nat Cole-Buddy Johnson ork show when it played the town last week, and he tells us that he got a real kick out of it. . . . Radio Station WILY in Pittsburgh has switched to rhythm and blues wax almost entirely. . . . David Walshak, of Radio Station KTCL, Gonzales, Tex., comments on The Billboard's recent editorials against smutty rhythm and blues records: "What with teenagers everywhere taking to r.&b., certainly something should be done to clean up the songs," stated Walshak. "A large number of records come in that are not fit for broadcast. Sometimes they slip by, too, altho we try awfully hard to keep this from happening."

Chess Records, which with its sister label, Check, has come up with many an r.&b. hit, has a big one in the hillbilly division on its first release in the country field. The artists are Jimmy and Johnny and the tune is "If You Don't Somebody Else Will." Just proves that the Brothers Chess, Leonard and Phil, can pick 'em in the country field as well. . . . As if there wasn't enough mix-up with the Five Royals and the Royals before the latter group changed its name to the Midnighters, Venus Records, a new indie label, has brought out a release featuring a new group, the Royals. The new Royals are from Detroit.

In case anyone is wondering what is happening in the r.&b. field these days, it is interesting to note how many different kinds of records are able to make it today—if the material is strong and the singer, or group, comes thru with a good performance. Southern blues singers, like Fats Domino, Joe Turner, Muddy Waters, Little Walter and Howlin' Wolf are selling; femme singers, such as Dinah Washington, Ruth Brown, Faye Adams and Shirley Gunter are also on the best-selling lists. Roy Hamilton and Johnny Ace, ballad singers extraordinary, are always right on top, and Hamilton makes it with standard material. Dinah, by the way, has come back solidly with a ballad that is currently a big hit in the country field, "I Don't Hurt Anymore." And everyone knows how hot groups have been for the past year. The only type of record missing these days is a good instrumental hit, but the way the field jumps someone is bound to come up with another "Night Train" soon.

Roy Harris

Continued from page 14

altho they have been unable to offer retainer fees as inducements. Most recently, the reverse movement has seen composers Herbert Elwell, Lehman Engel, Charles Jones and Christos Vrionides assign their new works to ASCAP.

ASCAP's most significant move to retain restless longhair writers was taken last October when it boosted the performance pay-off for serious music by five times the previous rate.

In Harris' case, his defection from ASCAP is thought to stem at least partly from a two-year hassle with the performing rights org over an abortive recording project.

As executive director of the 1953 Pittsburgh International Contemporary Music Festival, Harris got from ASCAP a \$5,000 grant which was to be used for a limited edition of recordings of the works performed. These disks were to be distributed free to educational institutions and libraries. Most or all of the distribution was to be handled by ASCAP, with attendant public relations benefits.

The records have still to come out, and heated confabs between Harris and ASCAP have failed to resolve the question of who is at fault.

Harris, meanwhile, is being groomed for a new publicity break in connection with a fete marking the 25th year of New York Philharmonic Orchestra broadcasts over the CBS network. He has composed a special commemorative work titled "CBS" which will be broadcast later this fall.

Published largely by G. Schirmer, Carl Fischer, Mills and G. Ricordi during his ASCAP tenure, Harris will in the future place his works with Associated Music Publishers, BMI's wholly-owned pubbery.

Angel Steps Up

Continued from page 14

ducted by Malcolm Sargent, a ballet set dubbed "Homage to Diaghilev" and a complete edition of the Beethoven string quartets by the Hungarian Quartet. The last will be packaged in three boxes, each to contain the appropriate musical scores. The quartets were newly recorded in Paris last spring.

The most ambitious package being readied by the company is an 11-LP limited edition of the complete works for solo piano by Mozart. Walter Gieseking is the solo artist, and the disks will be held in a special look-type case designed in Paris. The set will list at \$75 and is scheduled for pre-Christmas release.

Angel plans soon to import several pre-recorded tapes for market testing, altho no merchandising program for this product has yet been mapped. Its parent company, EMI, has recently issued its first tapes in England.

The Angel label, meanwhile, has become the standard tag for EMI-Columbia disks in the Western Hemisphere. The records now are manufactured locally in Chile, Argentina and Brazil, and exported to Mexico, which handles distribution in Central and South American countries which accept disk imports. The American firm will soon organize its own subsidiary in Canada.

Hi-Fi Show

Continued from page 14

Dealer and distributor reaction was also in high gear, according to manufacturers on the scene. One large company spokesman said: "It is a good thing to mix trade and general public at a show like this. It gives us, the distributor, and the dealer a better understanding of how the customer feels, what he wants, and what interests him most, without being actually tied up in a sales pitch."

As usual, plenty of interest centered around packaged high-fidelity sets, with most of the interest running in the mid or \$100-to-\$175 price bracket. There was still considerable interest in heavy-end items running upward of \$200. Also taking a big share of the interest attention was the large number of tape recorders on display. The dis-

Coast Hi-Fi Distributors Set Up Assn.

HOLLYWOOD, Oct. 9.—Meeting of high-fidelity equipment distributors here this week resulted in the formation of the Audio Components Distributors' Association, a non-profit organization, with 22 charter members.

Named to the association's board of officers were Harry Schaffer, Hollywood Electronics Corporation, chairman; Jerry Johnson, House of Sight & Sound, vice-chairman; Bob Sherman, California Sound Products, secretary, and Frank Gonzales, Kierulff Sound Corporation, treasurer.

Primary purpose of the group is to promote better relations among members and with the hi-fi consumer, and to effect an informal exchange of information of a technical and educational aspect with a view toward further progress of the industry.

Harry Schaffer, newly elected chairman of the group, disclosed that the association rather than individual distributors will be represented with display space at the upcoming 1955 Los Angeles Audio Fair. Of vast importance to the entire high-fidelity field was the disclosure that the display of whole set assemblies will not be permitted at the Audio Fair. Manufacturers who also make component parts will be allowed to display same.

Organization plans on holding monthly membership meetings.

Wilburn Brothers Leaving Pierce

MINNEAPOLIS, Oct. 9.—The Wilburn Brothers, Doyle and Teddy, a regular feature of the Webb Pierce show, announced here today that they are leaving the Pierce unit November 1 to go under the personal management of Hubert Long, who also has Faron Young under his wing. The break with Pierce is entirely amicable, the brothers announced.

The Wilburn lads worked with Pierce in 1951 on the "Louisiana Hayride" out of Shreveport, La., when the army grabbed them off. They've been back with Pierce as a regular feature since January of this year. Recently they signed a Decca recording contract, being brought to the attention of Paul Cohen, Decca a.&r. man, by Pierce.

Their second release on Decca, "Let Me Be the First to Know" and "Carefree Moments," will be out Monday (11).

Decca to Release First 'Fanny' Set

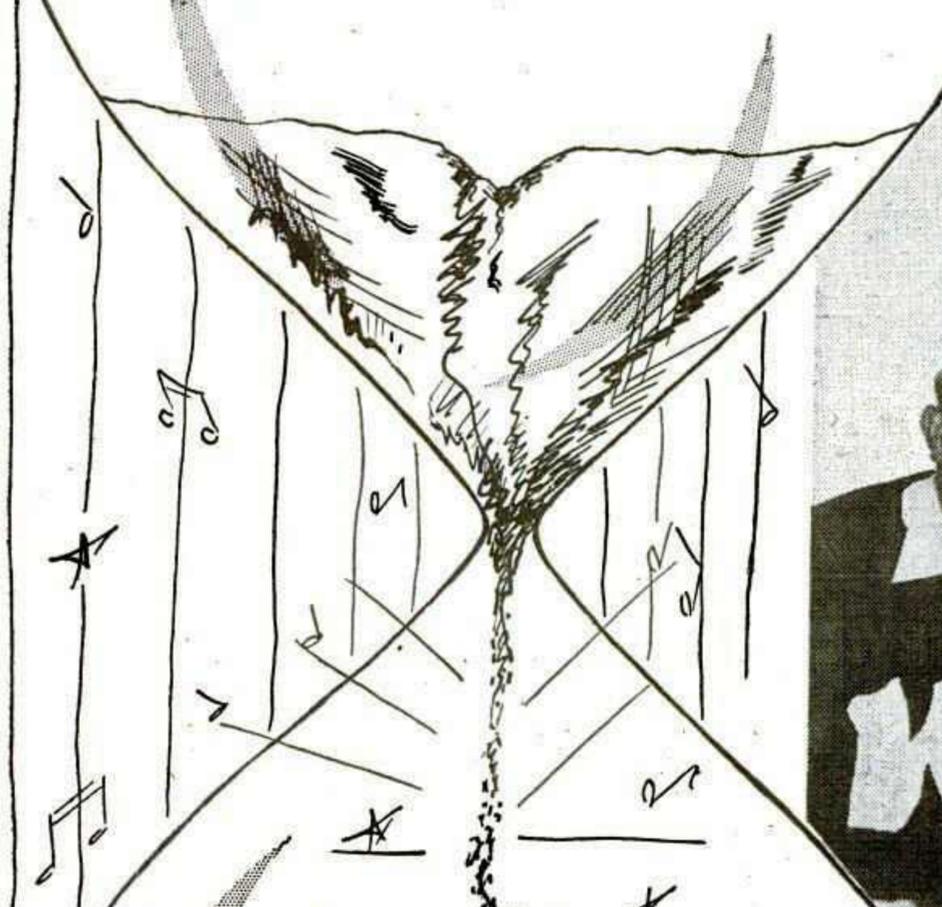
NEW YORK, Oct. 9.—Decca Records will be the first to market an album on the new musical "Fanny" next week when the firm releases a Fred Waring EP with four of the tunes from the show. The tunes were waxed by the Waring aggregation last week, and include "Fanny," "Restless Heart," "Be Kind to Your Parents" and "I Have to Tell You." Decca will release the records singly as well as on the EP. RCA Victor will issue an original cast set.

Two of the Waring arrangements on record are being used in the show itself by Joshua Logan and cleffer Harold Rome. These are "Fanny," which was arranged for Waring's ork by Roy Ringwald, and "Restless Heart," which was arranged by Charlie Naylor. The latter tune will be used for the ballet.

play of this type of equipment was more than double that shown last year. Not only are more firms in on the field, but more units per company were shown.

Much curiosity was shown in the ultimate, altho as yet impractical items, such as bi-naural sets, three-D sound, etc. Many of these packages were displayed, but because of high price tags, the relative scarcity of binaural recordings, etc., these displays remained in the realm of curiosity displays rather than selling items.

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ANOTHER BMI "PIN-UP" HIT



Mama, Don't Cry at My Wedding

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 Jinnie Rogers MGM
 Barry Frank Bell

Published by
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Joni James

"MAMA, DON'T CRY AT MY WEDDING"

MGM-11802

HEADING FOR THE #1 SPOT!

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NORMAN PETTY TRIO "X"

OTHER GREAT VOCAL RENDITIONS JUST RELEASED

BILLY ECKSTINE	M-G-M
DELTA RHYTHM BOYS	Decca
FOUR FRESHMAN	Capitol
MODERNAIRES - GEORGIE AULD	Coral
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(listed alphabetically)

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CARAMELIA

LEO FEIST, INC.

Newest of NEW Xmas Songs

Season's Greetings With A Mistletoe Kiss

I Want To Go Home For Christmas

TOPS IN NOVELTY!

THE DRUGSTORE ON THE CORNER

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 259 DELAWARE AVE. BUFFALO 2, N. Y.

MUSIC AS WRITTEN

GRANZ TO BRING BACK JATP TO CARNEGIE...

Norman Granz will bring his "Jazz at the Philharmonic" troupe back to Carnegie Hall on October 30 for a return engagement. Granz is doing this because many were turned away when the show played the hall a few weeks ago. Granz, by the way, is becoming a permanent Carnegie Hall Saturday night producer with his jazz packages. In a six-week period he will have booked four shows into the hall, including his own JATP shows twice, the Ellington-Brubeck-Mulligan-Getz unit and the Loco-Machito mambo group.

CAP RE-SIGNS WEISS AS EUROPEAN REP...

Bob Weiss, Capitol Records' European representative, has signed a new contract with the firm effective October 15, marking his third successive year with the company overseas. Weiss, with headquarters in Paris, will continue to cover the European continent for Capitol and is scheduled to leave for a tour of Spain and Portugal next month. In Hollywood meanwhile, Daniel C. Bonbright, Cap vice-

Amusem't Tax Take For July Slumps; Disks Off Over 50%

WASHINGTON, Oct. 9.—The yield from the federal tax on phonograph records and on other amusement levies showed a drop in July, the Internal Revenue Service reported this week.

Revenue from the federal tax on phonograph records totalled \$260,000 in July compared with \$545,000 in July a year ago. The tax on phonographs, radio and TV sets yielded \$6,890,000 compared with \$7,608,000 in the same month last year, while the tax on musical instruments produced \$175,000 this year compared with \$497,000 last year.

IRS explained, however, that these reported figures do not represent the actual collections in July this year, owing to the change from a monthly to a quarterly basis for filing excise tax returns and the use of the depository receipt system for tax payments. Under this system, IRS has \$231,637,000 in undistributed depository receipts, part of which probably will go into music and amusement categories when they are distributed.

The yield from the federal tax on admission to cabarets and to roof gardens was \$2,252,000 in July compared with \$3,757,000 a year ago, while the tax on admissions to theater was \$8,347,000 this July compared with \$28,362,000 a year ago. Both taxes were affected by the excise tax cut from 20 per cent to 10 per cent on admissions in the last session of Congress.

The yield from the tax on coin-operated amusement devices in July was \$2,419,000 compared with \$2,623,000 the previous July.

president and general counsel, left for a brief business trip to Hawaii.

MEYERS ELECTED TO FEDERAL BAR POST...

Ernest S. Meyers, legal counsel to the Record Industry Association of America, Inc., has been elected secretary of the executive council of the Federal Bar Association, organization composed of former United States Government attorneys and headed by Judge Stanley Barnes as president. Meyers is also on the anti-trust committees of several bar associations.

CHICAGO FIRMS IN DJ CONTACT CHANGE...

Three local record distributors changed disk jockey contact people in the last week. Bonnie Kroll, formerly record promotion and deejay contact worker for Mercury, is now doing the same job for the local Columbia outlet, Sampson Distributors. Marty Hirsch, formerly assistant in promotion and sales at Mercury Records under Kenny Myers, is now record promotion and deejay contact man for the local Mercury distributor, Henry Freidman. Another distaff entry into the contact and promotion field is Gerry Lettiere who was with the Coral office here in administration.

'MUSICIAN'S GUIDE' PUBBED BY MIS...

Music Information Service, Inc., here has published the first annual edition of "The Musician's Guide," a new source book for the music industry. Compiled under the direction of Stephen F. Keegan, the book has 15,000 listings, covering both popular and classical music.

GELLIS, DOWNS SET UP CAROL RECORDS...

A new record company, Carol Records, was formed in Chicago last week by Paul Gellis and his partner, Brinley Downs. The firm has set up offices and has contracted singer Buddy Divito, formerly with the Harry James band, as its first artist. Divito's first release will be "When I Think of You" backed with "Bobolink." The firm will initially stick to pops. However, Gellis mentioned that as the firm expands, it may enter the jazz or blues field, depending on talent available. Carol Records has set its distribution in the Midwest.

Pulley Elected as President of AES

NEW YORK, Oct. 9.—Albert A. Pulley, general recording manager of RCA Victor Records, has been elected president of the Audio Engineering Society, succeeding Jerry B. Minter, head of Components Corporation. Pulley, who is credited with playing a major role in the development of the 45 r.p.m. system, will preside as general chairman of the Society's annual meeting here October 14-16.

Elected to AES office at the same time were Richard H. Ranger, William J. Mahoney Jr., Richard F. Hastings, C. L. LeBel and Richard A. Schlegel.

plus New York and several other areas, and is currently dickering for more areas. M&S Distributors will handle the line in Chicago. Gellis is also talking with several other artists on signing with the company.

MISS CLOONEY'S DISK HITS MIL. MARK...

Rosemary Clooney's Columbia record of "Hey, There" and "This Ole House" hit the 1,000,000-mark this week. The platter has turned into one of Columbia's strongest sellers of the fall season. The "Hey, There" side is in the No. 1 spot on (Continued on page 46)

RCA Victor Gets Soundtrack Rights To 'Carmen Jones'

HOLLYWOOD, Oct. 9.—RCA Victor walked off with what may prove to be one of the season's prize disk packages last week in nabbing recording rights to the original soundtrack score from the Otto Preminger production of "Carmen Jones."

What makes the acquisition of the property unusual, is that of the starred players, Pearl Bailey, Harry Belafonte and Dorothy Dandridge, only Miss Bailey's voice is heard in the film, and she is under contract to Coral Records. The voices of Belafonte and Miss Dandridge have been substituted for in the film, since their roles require operatic voices.

Harry Geller, West Coast artist and repertoire chief for RCA Victor, handled the negotiations with producer Otto Preminger.

RCA Victor is rushing completion of the soundtrack, recorded in stereophonic sound, for an on-sale date to coincide with the opening of the picture in New York, October 18.

Alberghetti Inked To Mercury Pact

HOLLYWOOD, Oct. 9.—Anna Marie Alberghetti has been signed to a term recording contract with Mercury Records, following negotiations between her manager, Pierre Cosette, and Mercury vice-president, Art Talmadge.

Miss Alberghetti, who originally gained fame as a juvenile in the Bing Crosby film, "Here Comes the Groom," has not been affiliated with any recording company prior to her Mercury inking. Singer reportedly will handle a dual role, recording both pops and classics. First session was scheduled this week, with Miss Alberghetti slated to do 12 sides.

Art Talmadge, Mercury's artist and repertoire topper, was scheduled to arrive here this week for a brief visit.

FOOD PACKER, WAXER LINK IN TALENT SEARCH

CHICAGO, Oct. 9.—For the first time, a food packer and a record company will be linked when a talent hunt takes place in the Midwest and Southwest starting October 18. Sixty daily newspapers plus leading disk jockeys on 45 radio stations in 13 States will spearhead a three-month promotion program for Ma Brown pickles and preserves. The promotion will run an average of five shows per week on each participating radio station.

Mercury Records and Squire Dingee Company, Chicago packer, with such recording artists as Georgia Gibbs, are co-operating in the talent hunt which offers vocalists and instrumentalists an opportunity to win a recording pact and a week's paid engagement at the Chez Paree. Disk jockeys will screen local talent for the finals.

Col Nitery Packages in Waxing Works

HOLLYWOOD, Oct. 9.—Plans for a projected new series of package goods at Columbia Records are in the works, with five albums designed to capture the recording artist in a nitery location closely identified with him, already recorded.

Thus far, Columbia has recorded "Tony Bennett at the Copa," "Felicia Sanders at the Blue Angel," "Johnny Ray at the Palladium," "Liberace at the Hollywood Bowl" and the Four Lads in a simulated nitery date.

The plans for the series have as yet not been firmed, wax is to be issued as a 10-inch LP, with future Columbia artists to be added to the series. Of the wax already recorded, the Liberace album is by far one of the most expensive. Date was cut during Liberace's Hollywood Bowl appearance here this summer, with approximately 104 musicians.

Keane Named Head Of Quality's Sales

TORONTO, Oct. 9.—George L. Keane has been named sales manager of quality Records of Canada, Ltd., which firm handles distribution here of the M-G-M and Mercury labels and also presses on its own labels disks from Jubilee, King, Atlantic, Dot, Imperial, Essex, Savoy and Trend.

Keane, well-known in American disk circles, was last a vice-president of Remington Records in the United States. He had also been vice-president of Eli Oberstein's Record Corporation of America. For 16 years, too, Keane was with RCA Victor as a studio manager and pop sales executive.

Webster's Dealer Christmas Plans

RACINE, Wis., Oct. 9.—Webster Electric Company announced its Christmas season merchandising program for dealers this week. The firm is making available a counter display on its product, Ekotape, as well as booklets entitled "Forever Yours" and "Words and Music." Also included will be posters of the ads which will run in the Christmas issue of several consumer magazines. Posters are constructed so that they may be hung on the wall or set on the counter.

The firm is also making available a wrought iron display table which contains room for a tape recorder on top and a shelf for tape display. The table will sell to dealers for \$8.25.

RCA to Pay 25c On Common Stock

NEW YORK, Oct. 9.—A quarterly dividend of 25 cents per common share of RCA stock will be paid November 22 to stockholders of record October 15, according to an announcement by David Sarnoff, RCA board chairman.

A dividend of 87 cents per share was also declared on the first preferred stock for the period October 1 thru December 31, 1954, payable January 3, 1955, to holders of record December 13.

"WHITHER THOU GOEST"

recorded by:

Les Paul-Mary Ford	Capitol
Laurie Loman	Contury
Marian Marlowe	Columbia
O. B. Massingill & His Orchestra	Epic
Rita Robbins	RCA Victor
George Morgan and Anita Kerr Singers	Columbia
Betty Johnson	Bell

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Better than

8 Out of 10 Disk Jockeys

will be using The Billboard's 7th Annual Disk Jockey Programing Guide "at least several months...or until next year's edition comes out!"

(Based on actual survey made following distribution of an earlier edition 46.5% said "until the next annual edition", 34% said "several months at least.")



Issue Dated...Nov. 13
 Ad Deadline....Nov. 4
 Reserve Ad Space NOW!

Betty Madigan

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Does it again!

"ALWAYS YOU '55"

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MGM-11812
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Sleeper of the Week

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

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PHONOS—HI FI

By STEVE SCHICKEL

GROWING TREND TO TAPE RECORDERS . . .

A recently conducted survey by this department revealed that several of the high-fidelity phonograph manufacturers and other set manufacturers, such as radio and television, are eyeing the tape recorder and playback industry with much interest. Altho preferring to remain anonymous, several revealed they were considering entering the field as soon as costs, conversions and marketing procedures can be arranged. Others noted that they were watching to see what the next year will bring as far as industry standards are concerned and how much actual buying interest will be shown on the cash registers.

1955 PREDICTIONS FOR SPENDING AND SALES . . .

According to economic experts and several nationwide surveys, business in general can look forward to a bright and steady market for the first half of 1955, with the possibility of the last half being the same. This could be a good tip for manufacturers, distributors and retailers of high-fidelity equipment. Reports also indicate that people are in a spending mood and will buy, with prospects looking up for long-term paper purchasing. The outlook for employment in the United States in general is bright. Add to this a general note of optimism in the high-fidelity industry itself which is looking forward to an upsurge in business for 1955 of anywhere from 20 to 50 per cent over 1954. With the recent announcement of radios coming on the market shortly with transistors instead of tubes, few but not many manufacturers are looking into the possibilities for tubeless hi-fi equipment. Such a set could add to the already huge marketing impetus.

CAPEHART DISTRIBUTOR REGIONAL MEETINGS . . .

The Capehart-Farnsworth Company kicked off a series of distributor meetings Friday (8) at the Park-Sheraton Hotel, New York. Similar meetings will be held in Chicago at the Congress Hotel, and in Atlanta at the Peachtree Hotel Monday (11); in New Orleans at the Roosevelt Hotel Friday (15); in Los Angeles at the Biltmore Monday (18), and in Seattle at the Benjamin Franklin Friday (22). Capehart regional managers will attend the sessions.

CAPEHART-FARNSWORTH SHOWS 9-WAY HI-FI . . .

One of the highlights of the Capehart-Farnsworth Company's fall sales meeting at the Park-Sheraton Hotel in New York Friday (18) was the showing of the new nine-way high-fidelity combination.

The set will include a high-fidelity tape recorder

as well as phonograph and AM/FM radio. No price has been set on the unit as yet.

WEBCOR RECORDED TAPE OFFER . . .

A pre-recorded tape package promotion will be offered by the Webster-Chicago Corporation, consisting of three five-inch reels, to consumers starting October 15 thru December 31. The package will be offered for \$12 retail with the purchase of a tape recorder, and will not be made available separately. The reels usually retail for \$8 each or the three for \$24. The promotion will receive a national advertising rush. Selections include the "Dance of the Comedians," "Peer Gynt Suite" and various Johan Strauss compositions, while talent include the Webcor Symphonette, Chicago Symphony, Cleveland Symphony, Boston Symphony and NBC Symphony Orchestra. The Fine Arts Quartet will also be featured, playing selections of Haydn, Borodin and Tchaikowsky.

The V-M Corporation is making available a merchandising display package called The Sound Stage. The deal is made thru distributors and includes floor, wall, window and counter displays material. . . . Dealers co-operating in the Philadelphia high-fidelity week will display emblems in their windows, identifying them as hi-fi sound specialists. The emblem will run in local ads to familiarize the public with them. . . . Brig. Gen. James S. Willis, U. S. Army retired, has been named co-ordinator of research and development for the Hallicrafters Company. . . . George F. Mahoney has been appointed to the new post of advertising production manager at Motorola, Inc. . . . The Sightmaster Corporation announced its new speaker system, which includes a 15-inch woofer and special tweeter, called the de luxe system, Model X-100. The system will retail at \$99.50. . . . The Altec Lansing Corporation is showing its Melodist at both the Audio Fair in New York on October 14 and the New England Hi-Fi Music Show in Boston. The unit is a speaker-amplifier combination.

The J. C. Warren Corporation, Freeport, N. Y., entered the consumer products field this week with two portable tape recorder models, both two-way machines and priced at \$298. Warren also appointed Leon A. Wortman, formerly national advertising and sales promotion manager for RCA tape recorders and hi-fi components as sales manager. Wortman plans to set up a two-step distribution thru franchised distributors to music dealers. . . . William Goldman of Brookline, Mass., has been appointed sales representative for Roland Radio thru-out the State of Connecticut, in addition to his present coverage for the firm in Maine, Vermont, New Hampshire, Massachusetts and Rhode Island. Headquarters for Connecticut will be located in Hartford.

LINER NOTES

By IS HOROWITZ

AUDIO FAIR TO DISPLAY SPECIAL HI-FI DISKS . . .

After warm-ups at the high fidelity show in Chicago last week and lesser events earlier, most record manufacturers will be pitching their major plug efforts behind special hi-fi disks at the New York Audio Fair October 14-17. It has become a show tradition for record companies to hand out their most spectacular vinyl to equipment exhibitors for demonstration purposes. Often, listener response at the shows have proved an accurate advance barometer of sales.

Just about all major manufacturers, and most independents, have such disks ready and waiting. And a few late-comers this week were hurrying processing to meet the show deadline. Among the latter group is Vox, which will have a 10-inch hi-fi "sampler" listing at \$1.98. Notes are by R. D. Darrell, who most recently has done similar chores for RCA Victor. Another is Folkways, which will have a test record for checking home equipment. It was prepared by Peter Bartok and will be placed in the label's science series; list is \$6.95. Mercury, too, is hurrying thru a hi-fi platter. Details, tho, have so far been kept successfully under wraps.

M-G-M UP-DATES ITS LISTING OF EP, LP'S . . .

M-G-M Records is making 500,000 copies of a new and up-to-date listing of EP and LP disks available this week to distributors and dealers. The label suggests dealers insert the new material with their mailings to customers and in all record packages. The label has also just released its Tom and Jerry kiddie sets on EP, each disk holding two former 78's. Featured in the group is the Academy Award winning "Johann Mouse."

RCA TO ISSUE 2 FULL OPERAS IN NOV. . . .

Two full-length operas will figure in RCA Victor's November album release. One is Donizetti's "Elixir of Love," recorded in Italy at the Rome Opera House. The other is a conversion of the former three-disk set of Verdi's "Rigoletto," featuring Jan Peerce, Leonard Warren and Erna Berger, to two 12-inches. The Jascha Heifetz-Emanuel Bay reading of Beethoven's C Minor Violin Sonata (No. 7), formerly available on a 10-inch LP, will be coupled on a new 12-inch disk, together with a performance of the Beethoven Sonata No. 4. In its

"collectors" series, Victor will also release in November a recital of Brahms songs by Alexander Kipnis, recorded by the basso in 1940.

COL. TO RUSH CUTTING OF NEW SHOSTAKOVICH . . .

Columbia Records will follow up the premiere performance of Shostakovich's 10th Symphony by the New York Philharmonic next Thursday (14) with a rush recording session of the new work under the baton of Dimitri Mitropoulos. The production schedule calls for the release of the album two weeks later. First performance and recording rights were sold to the Philharmonic by Leeds Music as reported here several months ago.

ESOTERIC TO RELEASE

SONNY BERMAN DISK . . .

Esoteric Records will soon have ready a memorial album for Sonny Berman, the fabulous jazz musician who died seven years ago while yet in his 20's. Basic material for the set was cut at an informal 1946 session at the home of Jerry Newman, Esoteric exec. On Monday (11) Newman will hold a special session to fill out the instrumentation, with Don Lamond adding percussion and Eddie Safran-ski filling out the string bass part. Disk will be a 12-incher.

Vox Records this week cut George Feyer in a new batch of French ditties to be released as the latest in the cafe pianist's "Echoes" series. It will be called "More Echoes of Paris." . . . Urania has just recorded its first jazz set for early release. . . . Seeco has issued a batch of 50 children's records in Spanish. Pressed on vinyl and packaged in multi-colored jackets, they will be sold both here and in South America.

Victor will record the new Broadway click, "The Boy Friend," Sunday (10). For the first time in an original-cast album the label hasn't augmented the pit band, but will use the theater's 13-man combo. Hugo Winterhalter will supervise the session. . . . Marian Anderson has been signed by the Metropolitan Opera for appearances in Verdi's "The Masked Ball." . . . Audrey Michaels has replaced Julian Menken as publicity director of the National Concert and Artists Corporation. Menken has started his own management firm. . . . Duo-pianists Arthur Ferrante and Louis Teicher, formerly with Columbia, have been signed by Westminster. Their first disk for the label will be a Christmas set.

The Billboard Music Popularity Charts PACKAGED RECORDS

Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP's

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
3. SWING EASY—Frank Sinatra . . . Capitol H 528
4. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
5. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
6. THE PAJAMA GAME—Original Cast . . . Columbia ML 4840
7. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
8. VOICES IN MODERN—Four Freshmen . . . Capitol H 522
9. BING—Bing Crosby . . . Decca DL 151
10. THE GLENN MILLER STORY—Sound Track . . . Decca DL 5519
11. PARDON MY BLOOPER, VOL. 1—Kermit Schafer . . . Jubilee LP 2
12. PARDON MY BLOOPER, VOL. 2—Kermit Schafer . . . Jubilee LP 3
13. ROSE MARIE—Ann Blyth, Howard Keel . . . M-G-M E 229
14. SOMETHING COOL—June Christy . . . Capitol H 516
15. MUSIC FOR TWO PEOPLE ALONE—Melachino Strings . . . RCA Victor LPM 1027

EP's

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
3. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
4. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
5. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
6. SWING EASY—Frank Sinatra . . . Capitol EBF 528
7. THE GLENN MILLER STORY—Sound Track . . . Decca ED 2124-5
8. VOICES IN MODERN—Four Freshmen . . . Capitol EBF 522
9. THE PAJAMA GAME—Original Cast . . . Columbia AL 1098
10. ROSE MARIE—Ann Blyth, Howard Keel . . . M-G-M X 229
11. PARDON MY BLOOPER, VOL. 1—Kermit Schafer . . . Jubilee EP 5011
12. SOMETHING COOL—June Christy . . . Capitol EBF 516
13. PARDON MY BLOOPER, VOL. 2—Kermit Schafer . . . Jubilee EP 5012
14. SONGS FOR YOUNG LOVERS—Frank Sinatra . . . Capitol EBF 488
15. BING—Bing Crosby . . . Decca ED 1700

"Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

1. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . RCA Victor LM 1838
2. VERDI: FALSTAFF—Nelli, Valdengo, NBC Symphony (Toscanini) . . . RCA Victor LM 6111
3. MR. STRAUSS COMES TO BOSTON—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1809
4. THE BALLET—Various . . . RCA Victor LM 6113
5. VERDI: LA TRAVIATA—Callas, Radio Italiana (Turin) Orchestra (Santini) . . . Cetra 1246

Reviews and Ratings of New Classical Releases

VERDI: LA TRAVIATA (1-12")—Andre Kostelanetz and His Orchestra. Columbia ML 4896 . . . 85

This is the third LP Kostelanetz has recorded in his "Opera for Orchestra" series, which has been most successful sales-wise. The Verdi opera is a public favorite, and the Kostelanetz version should pay off in many sales for dealers. The conductor's following in the pop market makes this disk a good one for dealers to offer beginning collectors.

ANNA RUSSELL'S GUIDE TO CONCERT AUDIENCES (1-12")—Columbia ML 4928 . . . 81

No. 3 in this delightful Anna Russell series will find a ready audience among the many thousands of disk buyers who still chuckle merrily over her earlier sets. Again the live audience response brings a sense of active participation as the singer-comedienne continues to spoof various song idioms. Dealers would be well advised to search out the Spanish satire "Bagga Bagga Bona" on Side 2 for sales clincher audition material. This could be a big item for many dealers.

RAVEL: LA VALSE; FAURE: PAVANE; FRANCK: PSYCHE (1-12")—Detroit Symphony Orchestra; Paul Paray, Cond. Mercury MG 50029 . . . 80

Coupled here in a finely recorded and first-rate performance the familiar and brilliant "La Valse," the striking and somewhat abstract "Psyche" and the lovely, melodic "Pavane." Thus, here is meat and potatoes for a wide variety of consumers, yet packaged so that even the knowledgeable will accept the pairings willingly. The recorded sound fairly sparkles and the Paray-Detroit reading is delightful. This should be a strong and steady seller for some time to come.

BERLIOZ: HAROLD IN ITALY (1-12")—Frederick Riddle, Viola; Philharmonic Symphony Orchestra of London; Hermann Scherchen, Cond. Westminster WL 5288 . . . 78

A few years back the Primrose-Beecham reading of "Harold" was an astonishing best-seller on Columbia. Here is another contender and it's a mighty good one. Riddle, known via his chamber music etchings, is a fine soloist, but top honors must go to Scherchen who directs the Berlioz score impressively and with obvious sympathy. One of the most popular Berlioz works, it can, in this excellent recording, pull good action in the rising Berlioz market. Outstanding sound.

MOZART: CLARINET CONCERTO (K.622); BRAHMS: TRIO IN A MINOR, OP. 114 (1-12")—Reginald Kell, Clarinet; Frank Miller, Cello; Mieczyslaw Horowitzki, Piano; The Zimble Sinfonietta. Decca DL 9732 . . . 75

Two previous 10-inchers are here backed up and put out to market again in a package that should sell as if it were completely new. Kell, the master of liquid clarinet tone and the well-turned phrase, leaves little to be desired in these authoritative readings. The Brahms is certainly one of the finest chamber music performances on record. Good prospects here for many dealers.

SCHUMANN: CARNAVAL; FRANCK: PRELUDE, CHORALE AND FUGUE (L-12")—Arthur Rubinstein, Pianist. RCA Victor LM-1822 . . . 77

Two contrasting works that have long played prominent roles in the fare Rubinstein offers his huge concert following. The richness and variety of his fabled tone finds unusually pliable raw material

(Continued on page 40)

YOU'LL OWN THE PHONOGRAPH BUSINESS WITH THESE

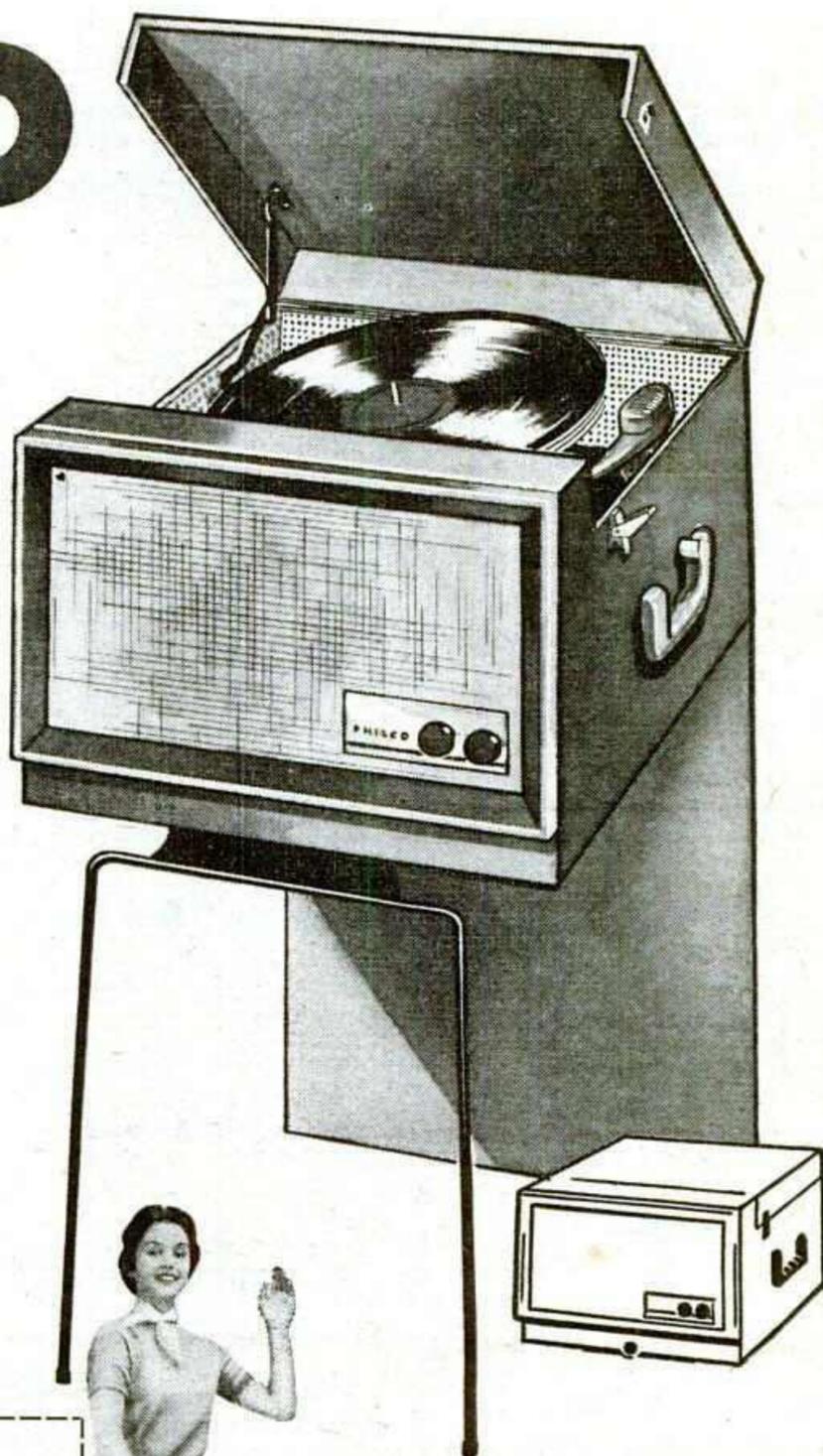
3 big ideas from PHILCO

The *big money* in the phonograph business for 1955 will be made by the dealers who promote *big ideas* that aren't crippled by price competition. Philco ideas, for example, like the three shown here. They're the biggest news on the entire horizon, and they're headed for success. See your Philco Distributor—and ride with a winner!

ONE: *The World's First*

"DROP-LEG" PORTABLE PHONOGRAPH

PHILCO 1343: A sensational Philco innovation—3-speed automatic record player in a handsome tan luggage case with *concealed* wrought iron legs that drop down to form a console! You can demonstrate this selling feature—and *only Philco has it!* 5¼" speaker, 1 Watt amplifier, full tone control.



TWO: *The Table Model with*

ELECTROSTATIC SPEAKER

PHILCO 1347: The highest fidelity ever offered in a table phonograph at a popular price—with new Philco Electrostatic Speaker. This colonnade of 16 speakers in one gives pure response clear up to 20,000 cycles and radiates the sound in an arc of 180°. 6 Watt output, with push-pull circuit. New 1955 Philco 3-speed automatic record player with Encore Switch.



\$29⁹⁵

THREE:

The "Personal" Phonograph with NAME IN GOLD!

PHILCO 1332: Another brilliant Philco merchandising first—lets you give your customer his signature in gold for free on the outside of this smart 3-speed portable, that is priced at a sizzling \$29.95! Exclusive self-adjusting spindle, Ginger case.



The Billboard Music Popularity Charts

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

Talent Corner

The true stature of a disk artist is very often told in their sales record in the packaged merchandise market. Many things go into the making of a single disk hit—things other than the artist's own talent and style. But breaking thru in the packaged record business is usually a different story.

Two gals who originally reached disk stardom via single releases are now in the packaged business.



EARTHA KITT

One, Eartha Kitt, has already proved her worth in this market via "That Bad Eartha" and, of course, her work in the "New Faces" original cast set. Still to be released in the packaged merchandise field is Miss Kitt's stage performances from her new legit show, "Mrs. Patterson."

The other lass, Teresa Brewer, has done well, too, in the packaged merchandise market, but with different material. Miss Brewer's label keeps her close to the singles



TERESA BREWER

business by issuing album merchandise composed of several of her single releases. Rarely, if ever, has she offered album material which has not been recorded for that specific purpose.

In any event dealers well know that value of name talent when they move into the album section of the catalog with steady-selling material.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. This Ole House	3	8
2. If I Give My Heart to You	2	6
3. Hey, There	4	13
4. High and the Mighty	1	11
5. I Need You Now	7	5
6. Little Shoemaker	5	13
7. In the Chapel in the Moonlight	6	12
8. Hold My Hand	10	4
9. Skokiaan	8	6
10. Sh-Boom	9	13
11. Cara Mia	—	1
12. Wither Thou Goest	—	1
13. Papa Love Mambo	14	2
14. Little Things Mean a Lot	12	24
15. Count Your Blessings	—	1

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending October 6

This Week	Last Week	Weeks on Chart
1. Hey, There	1	13
By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: R. Clooney, Col 40266; S. Davis Jr., Dec 29199. OTHER RECORDS AVAILABLE: D. Hawkins, Epic 9049; Homer & Jethro, V 20-5867; R. Prysock, Mercury 70460; J. Raitt, Col 1098; J. Ray, Col 40224.		
2. Skokiaan	2	8
By August Msarurgwa-Tom Glazer—Published by Shapiro-Bernstein BEST SELLING RECORDS: R. Marterie, Mercury 70432; Four Lads, Col 40306; Bulawayo Sweet Rhythms Boys, London 1491. OTHER RECORDS AVAILABLE: R. Anthony, Cap 2896; L. Armstrong, Dec 29256; T. Heath, London 1500; J. Hodges, Norgan 124; B. Isaacs, V 20-5844; Johnston Bros., London 1500; J. Loco, Tico 229; P. Praao, V 5839; Shytans, Bruce 110		
3. If I Give My Heart to You	5	6
By Jimmy Crane, Jimmy Baxter, Al Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: Doris Day, Col 40300; D. Lor, Major 27; OTHER RECORDS AVAILABLE: C. Boswell, Dec 29148; D. Ellington, Cap 2930; S. Greco, Coral 61236; Four Rars, Josie 768; M. Lewis, Cap 2868; J. Rogers, Mercury 70451; D. Shore, V 20-5838; T. Sosebee, Coral 64183; Wright Brothers, M-G-M 11776.		
4. This Ole House	4	10
By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORD: R. Clooney, Col 40266. OTHER RECORDS AVAILABLE: Rex Allen-T. Williams, Dec 29254; S. Hamblen, V 20-5739; Herb and Kay, King 1376; Jordanaires, Cap 2915; Sister Rosetta Tharpe, Dec 29255; Statesmen, V 20-5850.		
5. Sh-Boom	3	15
By James Keys, Claude Feaster, Floyd McRae, James Edwards—Published by Hill & Range (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70404; Chords, Cat 104. OTHER RECORDS AVAILABLE: S. Freberg, Cap 2929; L. McAuliffe, Col; B. Williams, 61212; B. Williamson, V 20-5799.		
6. I Need You Now	6	6
By Jimmie Crane and Al Jacobs—Published by Miller (ASCAP) BEST SELLING RECORD: E. Fisher, V 20-5830. OTHER RECORDS AVAILABLE: K. Griffin, Col 40346.		
7. High and the Mighty	7	12
By Ned Washington and Dimitri Tiomkin—Published by Witmark (ASCAP) BEST SELLING RECORDS: V. Young, Dec 29203; L. Holmes, M-G-M 11671; L. Baxter, Cap 2845. OTHER RECORDS AVAILABLE: G. Auld, Coral 61205; J. Desmond, Coral 61204; L. Diamond, V 20-58384; R. Hayman, Mercury 70426; H. James, Col 40298; J. Loco, Tico 229; P. Prado, V 20-5839; D. Tiomkin, Coral 61211.		
8. Hold My Hand	10	5
By Jack Lawrence and Richard Myers—Published by Raphael (ASCAP) BEST SELLING RECORD: D. Cornell, Coral 61206.		
9. Little Shoemaker	8	16
By Rudi Revil, Geoffrey Parsons, John Turner—Published by Bourne (ASCAP) BEST SELLING RECORD: Gaylords, Mercury 70403; OTHER RECORDS AVAILABLE: P. Clarke, King 1371; L. Duchow, Potter 1003; Textor Singers, Cap 2862; F. Weir, London 1482; H. Winterhalter, V 20-5769.		
10. Papa Loves Mambo	16	2
By Al Hoffman, Dick Manning, Bix Reichner—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: P. Como, V 20-5857. OTHER RECORDS AVAILABLE: J. Ray, Col 40324.		

Second Ten

11. IN THE CHAPEL IN THE MOONLIGHT	9	13
Published by Shapiro-Bernstein (ASCAP)		
12. SHAKE, RATTLE AND ROLL	15	5
Published by Progressive (BMI)		
13. THEY WERE DOING THE MAMBO	11	9
Published by Mayfair (ASCAP)		
14. CARA MIA	19	4
Published by Feist (ASCAP)		
15. SMILE	12	5
Published by Bourne (ASCAP)		
16. I'M A FOOL TO CARE	14	13
Published by Peer (BMI)		
17. TEACH ME TONIGHT	—	1
Published by Hub (ASCAP)		
17. WHITHER THOU GOEST	—	1
Published by Hill & Range (BMI)		
19. OOP SHOOP	20	3
Published by Flair (BMI)		
20. WHAT A DREAM	18	6
Published by Berkshire (BMI)		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

INDEX TO CHARTS

Popular Records, Singles . . .	30	Country & Western	41
Packaged Records, Popular . . .	26	Rhythm & Blues	44
Packaged Records, Classical . . .	26	Other Categories	40

Tunes with Greatest Radio-TV Audiences

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

Radio

Bandit (R)—Leeds—ASCAP	
Best Things Happen While You're Dancing (R) (F)—Berlin—ASCAP	
Cara Mia (R)—Feist—ASCAP	
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP	
Fortune in Dreams (R)—Starston—BMI	
Heaven Was Never Like This (R)—Famous—ASCAP	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey, There (R) (F)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
Hold My Hand (R)—Raphael—ASCAP	
I Need You Now (R)—Miller—ASCAP	
If I Give My Heart to You (R)—Miller—ASCAP	
I'm a Fool to Care (R)—Peer—BMI	
It's a Woman's World (R)—Robbins—ASCAP	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Love You Didn't Do Right by Me (R) (F)—Berlin—ASCAP	
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP	
Man That Got Away (R) (F)—Harwin—ASCAP	
Mood Indigo (R)—Gotham—ASCAP	
Muskrat Ramble (R)—Geo. Simon—ASCAP	
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP	
Sabrina (R) (F)—Famous—ASCAP	
Sh-Boom (R)—Hill & Range—BMI	
Sisters (R) (F)—Berlin—ASCAP	
Skokiaan (R)—Shapiro-Bernstein—ASCAP	
Sway (R)—Peer—BMI	
There's a Small Hotel (R)—Chappell—ASCAP	
They Were Doin' the Mambo (R)—Mayfair—ASCAP	
This Ole House (R)—Hamblen—BMI	

Television

All I Want Is All There Is and Then Some (R)—Frank Music—ASCAP	
Baseball, Baseball (R)—Garland—ASCAP	
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP	
Fanny (R) (M)—Chappell—ASCAP	
Happy Wanderer (R)—Fox—ASCAP	
Hernando's Hideaway (R) (M)—Frank—ASCAP	
Hey, There (R) (M)—Frank—ASCAP	
High and the Mighty (R) (F)—Witmark—ASCAP	
Hold My Hand (R)—Raphael—ASCAP	
I Have to Tell You (R)—Chappell—ASCAP	
I Need You Now (R)—Miller—ASCAP	
If I Give My Heart to You (R)—Miller—ASCAP	
I'm a Fool to Care (R)—Peer—BMI	
I'm Going Over to Love You Tonight	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
It's Crazy—Crestview—ASCAP	
Jambo-West of Zanzibar (R)—Leeds—ASCAP	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Man That Got Away (R) (F)—Harwin—ASCAP	
Never Underestimate (R)—Laurel—ASCAP	
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP	
Sh-Boom (R)—Hill & Range—BMI	
Skokiaan (R)—Shapiro-Bernstein—ASCAP	
Smile (R) (F)—Bourne—ASCAP	
Somebody Goofed (R)—Spier—ASCAP	
Sway (R)—Peer—BMI	
Teach Me Tonight (R)—Hub—ASCAP	
There's a Small Hotel (R)—Chappell—ASCAP	
They Were Doin' the Mambo (R)—Mayfair—ASCAP	
Things I Didn't Do (R)—Hill & Range—BMI	
This Ole House (R)—Hamblen—BMI	
* Publisher Unknown	

England's Top Twenty

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

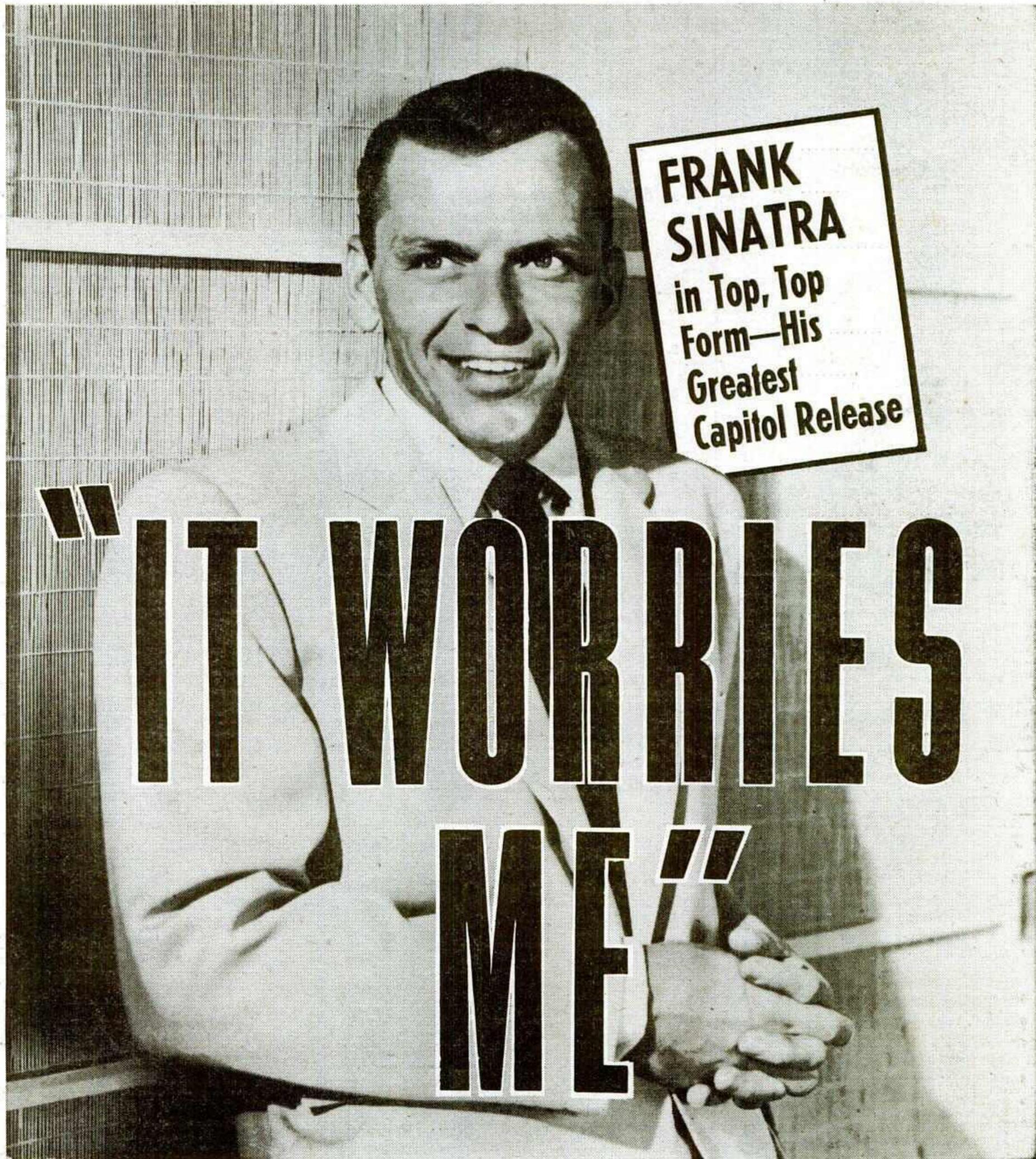
Little Things Mean a Lot—Robbins (Feist)
My Friend—Chappell (Paxton)
Three Coins in the Fountain—Feist (Robbins)
Story of Tina—Macmelodies (Maurice)
Smile—Bourne (Bourne)
Hold My Hand—Bradbury Wood (Raphael)
Cara Mia—Robbins (Feist)
Little Shoemaker—Bourne (Bourne)
Gilly Gilly Ossenfeffer Katzenellen Bogen by the Sea—Spier (Beaver)
Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)
Sway—Southern (Peer)
Happy Wanderer—Bosworth (Fox)
There Must Be a Reason—Campbell, Connelly (April & Cromwell)
If I Give My Heart to You—Robbins (Miller)
Never Never Land—Keith Prowse Co., Ltd. (Pickwick)
Make Her Mine—Bradbury Wood (Bregman, Vocco & Conn)
Wanted—Harms, Connelly (Witmark)
West of Zanzibar—Jumbo (Bluebird)
Secret Love—Harms, Connelly (Remick)
Wait for Me, Darling—Boosey & Hawks (Herb Reiss)

the perfect combination!

the right song . . .

the right artist . . .

the right record . . .



**FRANK
SINATRA**
in Top, Top
Form—His
Greatest
Capitol Release

**"IT WORRIES
ME"**

CAPITOL #2922



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending October 6

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	14	HEY, THERE—R. Clooney	Col 40266—ASCAP
2	3	7	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
3	4	11	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
4	6	6	IF I GIVE MY HEART TO YOU—Doris Day	Col 40300—ASCAP
5	2	15	SH-BOOM—Crew Cuts	Mercury 70404—BMI
6	5	8	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
7	8	6	HOLD MY HAND—D. Cornell	Coral 61206—ASCAP
8	9	9	SHAKE, RATTLE AND ROLL—B. Haley	Dec 29204—BMI
9	15	3	PAPA LOVES MAMBO—P. Como	V 20-5857—ASCAP
10	7	7	SKOKIAAN—Four Lads	Col 40306—ASCAP
11	12	9	CARA MIA—D. Whitfield	London 1486—ASCAP
12	10	16	LITTLE SHOEMAKER—Gaylords	Mercury 70403—ASCAP
13	11	11	HIGH AND THE MIGHTY—V. Young	Dec 29203—ASCAP
14	13	7	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
15	14	11	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
16	16	4	SMILE—Nat (King) Cole	Cap 2897—ASCAP
17	—	1	WITHER THOU GOEST—L. Paul & M. Ford	Cap 2928—BMI
18	18	4	OOP SHOOP—Crew Cuts	Mercury 70443—BMI
19	29	2	TEACH ME TONIGHT—DeCastro Sisters	Abbott 3001—ASCAP
19	17	12	HIGH AND THE MIGHTY—L. Holmes	M-G-M 11761—ASCAP
21	19	14	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
22	26	9	HEY, THERE—S. Davis Jr.	Dec 29199—ASCAP
22	—	4	MOOD INDIGO—N. Petty Trio	X 0040—ASCAP
24	—	1	MUSKRAT RAMBLE—McGuire Sisters	Coral 61258—ASCAP
25	21	10	WHAT A DREAM—P. Page	Mercury 70416—BMI
26	24	2	IF I GIVE MY HEART TO YOU—C. Boswell	Dec 29148—ASCAP
27	28	15	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
27	—	1	I NEED YOUR LOVIN'—Cheers	Cap 2921—BMI
29	23	8	SKOKIAAN—Bulawayo Sweet Rhythm Boys	London 1491—ASCAP
30	21	12	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP

This Week's Best Buys

POPULAR — POPULAR — POPULAR
I NEED YOUR LOVIN' (Bazoom)—The Cheers
—Capitol 2921

From its initial enthusiastic reception on the West Coast, this release by a new group on the label has gradually begun to sweep the country. This week it appears in the No. 27 slot on the national retail chart and is now rated strong in Los Angeles, Seattle, Cleveland, Milwaukee, Pittsburgh, Atlanta and Nashville among others. Flip is "Arivederci."

THAT'S WHAT I LIKE—Don, Dick & Jimmy—Crown 125

Another sleeper that is building fast. The disk appears this week on the Chicago and Kansas City territorial charts and is also a top seller in Philadelphia. Excellent sales reports were also received from Pittsburgh, Atlanta, Nashville, Milwaukee and Los Angeles. Flip is "You Can't Have Your Cake and Eat It, Too."

According to sales reports in key markets, the following recent releases are recommended for extra profits:

Please send

One Year.....\$10
 (1 year at single copy price USA and Canada is \$13.)

Foreign Rate.....\$20

Payment enclosed



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title or position.....

company

nature of business.....

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city, zone, state.....

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Most Played in Juke Boxes

For survey week ending October 6

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

This Week	Last Week	Weeks on Chart	Title	Label
1	2	11	HEY, THERE—R. Clooney	Col 40266—ASCAP
2	1	13	SH-BOOM—Crew Cuts	Mercury 70404—BMI
3	3	10	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
4	4	7	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
5	5	7	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
6	11	3	IF I GIVE MY HEART TO YOU—Doris Day	Col 40300—ASCAP
7	6	14	LITTLE SHOEMAKER—Gaylords	Mercury 70403—ASCAP
8	7	9	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
9	8	12	I'M A FOOL TO CARE—L. Paul & M. Ford	Cap 2839—BMI
10	17	4	SHAKE, RATTLE AND ROLL—B. Haley	Dec 29204—BMI
11	—	1	PAPA LOVES MAMBO—P. Como	V 20-5857—ASCAP
12	20	2	HOLD MY HAND—D. Cornell	Coral 61206—ASCAP
13	13	4	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
14	9	4	SKOKIAAN—Four Lads	Col 40306—ASCAP
15	9	12	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
16	14	8	HIGH AND THE MIGHTY—V. Young	Dec 29203—ASCAP
17	12	23	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
17	14	12	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
19	—	1	MOOD INDIGO—N. Petty Trio	X 0040—ASCAP
19	—	1	TEACH ME TONIGHT—DeCastro Sisters	Abbott 3001—ASCAP
19	18	5	WHAT A DREAM—P. Page	Mercury 70416—BMI

Most Played by Jockeys

For survey week ending October 6

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	13	HEY, THERE—R. Clooney	Col 40266—ASCAP
2	2	15	SH-BOOM—Crew Cuts	Mercury 70404—BMI
3	4	6	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
4	3	8	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
5	5	11	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
6	6	5	IF I GIVE MY HEART TO YOU—Doris Day	Col 40300—ASCAP
7	7	4	HOLD MY HAND—D. Cornell	Coral 61206—ASCAP
8	12	5	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
9	9	6	SKOKIAAN—Four Lads	Col 40306—ASCAP
10	18	2	PAPA LOVES MAMBO—P. Como	V 20-5857—ASCAP
11	14	5	IF I GIVE MY HEART TO YOU—C. Boswell	Dec 29148—ASCAP
12	10	5	SMILE—Nat (King) Cole	Cap 2897—ASCAP
13	8	11	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP
14	—	1	TEACH ME TONIGHT—DeCastro Sisters	Abbott 3001—ASCAP
15	15	9	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
16	13	16	LITTLE SHOEMAKER—Gaylords	Mercury 70403—ASCAP
17	17	6	HEY, THERE—S. Davis Jr.	Dec 29199—ASCAP
17	—	1	FORTUNE IN DREAMS—K. Starr	Cap 2887—BMI
19	—	8	HIGH AND THE MIGHTY—L. Holmes	M-G-M 11761—ASCAP
20	—	1	CARA MIA—D. Whitfield	London 1486—ASCAP

**HEADING
FOR THE TOP**

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The Crew-Cuts
COUPLED WITH
"Do Me Good Baby"

MERCURY 70443 • 70443X45



**A H--L Of A Song!
"Middle Age Mambo"**

COUPLED WITH

"DOWN SOUTH"
a natural for

SOPHIE TUCKER

MERCURY 70470 • 70470X45

**A GREAT
NEW INSTRUMENTAL
RECORD**

**MALCOLM LOCKYER
AND HIS ORCHESTRA**

**ON THE
WATERFRONT**

From The Columbia Picture Starring
MARLON BRANDO

MERCURY 70456 • 70456X45



**L
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E**

Eddy Howard
Sings with
R & B
Treatment

MERCURY 70467 • 70467X45



MGM HITS

JONI JAMES sings
MAMA, DON'T CRY AT MY WEDDING
 and
PA PA PA

Orchestra Conducted by David Torry with the Ray Charles Singers

MGM 11402 78 rpm
 K 11802 45 rpm

BILLY ECKSTINE

YOU LEAVE ME BREATHLESS
 and
OLAY, OLAY
 (The Bullfighter's Song)
 MCM 11803 78 rpm
 K 11803 45 rpm

MOOD INDIGO
 and
DO NOTHIN' TILL YOU HEAR FROM ME
 MCM 11845 78 rpm
 K 11845 45 rpm

BETTY MADIGAN

ALWAYS YOU

THAT WAS MY HEART YOU HEARD

MCM 11812 78 rpm • K 11812 45 rpm

BOB STEWART
IT'S A WOMAN'S WORLD
 and
WONDERFUL TO KNOW
 MCM 11846 78 rpm
 K 11846 45 rpm

MITZI MASON
I DON'T WANT YOUR PITY
 and
DON'T DROP IT
 MCM 11823 78 rpm
 K 11823 45 rpm

LEREOY HOLMES and his Orchestra

Infectious Theme From The Warner Bros. Film

THE HIGH AND THE MIGHTY
 Whistling by Fred Lawrence

MGM 11761 78 rpm • K 11761 45 rpm

"Rear Window" Theme

LISA

DICK HYMAN TRIO
CECILIA
 Dick Hyman at the HARPSICHORD
 and
EAST OF THE SUN
 MCM 11811 78 rpm
 K 11811 45 rpm

TOMMY MARA
CHAMPAGNE
 (with my compliments)
 and
LONELY AGAIN
 MCM 11825 78 rpm
 K 11825 45 rpm

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

FRAN WARREN

BLAME IT ON YOURSELF

and
EMPTY CHAIR

MCM 11845 78 rpm
 K 11845 45 rpm

HARVEY NORMAN

LOVE

and
TIME CHANGES EVERYTHING

MCM 11842 78 rpm
 K 11842 45 rpm

TOMMY EDWARDS

I HAVE THAT KIND OF HEART

and
YOU WALK BY

MCM 11821 78 rpm
 K 11821 45 rpm

THE WRIGHT BROTHERS

IF I GIVE MY HEART TO YOU

and
LONESOME

MCM 11776 78 rpm
 K 11776 45 rpm

DAVE DENNY
CRY, FOOL, CRY

and
STOP, YOU'RE BREAKING MY HEART

MCM 11831 78 rpm
 K 11831 45 rpm

SHEB WOOLEY

I GO OUTA MY MIND

and
HILL BILLY MAMBO

MCM 11836 78 rpm
 K 11836 45 rpm

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending October 6

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. Hold My Hand, D. Cornell, Cor.
2. Whither Thou Goest L. Paul & M. Ford, Cap.
3. This Ole House, R. Clooney, Col.
4. I Need You Now, E. Fisher, V.
5. Hey, There, R. Clooney, Col.
6. Sh-Boom, Crew Cuts, Mer.
7. Teach Me Tonight DeCastro Sisters, Abb.
8. If I Give My Heart to You Doris Day, Col.
9. Madonna, Madonna, T. Bennett, Col.

Balti.-Wash.

1. Hey, There, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. If I Give My Heart to You Doris Day, Col.
4. Sh-Boom, Crew Cuts, Mer.
5. Skokiaan, R. Marterie, Mer.
6. Papa Loves Mambo, P. Como, V.
7. This Ole House, R. Clooney, Col.
8. High and the Mighty, V. Young, Dec.
9. They Were Doing the Mambo V. Monroe, V.
10. In the Chapel in the Moonlight K. Kallen, Dec.

Boston

1. Papa Loves Mambo, P. Como, V.
2. If I Give My Heart to You Doris Day, Col.
3. I Need You Now, E. Fisher, V.
4. Hey, There, R. Clooney, Col.
5. Skokiaan, Four Lads, Col.
6. Skokiaan, R. Marterie, Mer.
7. This Ole House, R. Clooney, Col.
8. Bandit, Johnston Brothers, Lon.
9. Sh-Boom, Crew Cuts, Mer.
10. Lonesome Polecat McGuire Sisters, Cor.

Buffalo

1. If I Give My Heart to You Doris Day, Col.
2. I Need You Now, E. Fisher, V.
3. Sh-Boom, Crew Cuts, Mer.
4. Papa Loves Mambo, P. Como, V.
5. Skokiaan, Four Lads, Col.
6. This Ole House, R. Clooney, Col.
7. Whither Thou Goest L. Paul & M. Ford, Cap.
8. Hey, There, S. Davis Jr., Dec.
9. High and the Mighty, V. Young, Dec.
10. Smile, Nat (King) Cole, Cap.

Chicago

1. Cara Mia, D. Whitfield, Lon.
2. Hey, There, R. Clooney, Col.
3. If I Give My Heart to You D. Lor, Mjr.
4. This Ole House, R. Clooney, Col.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. St. Louis Blues Mambo R. Maltby, LBX
7. Skokiaan, R. Marterie, Mer.
8. That's What I Like Don, Dick & Jimmy, Crw.
9. Sh-Boom, Crew Cuts, Mer.
10. I Need You Now, E. Fisher, V.

Cincinnati

1. Hey, There, R. Clooney, Col.
2. If I Give My Heart to You Doris Day, Col.
3. I Need You Now, E. Fisher, V.
4. Sh-Boom, Crew Cuts, Mer.
5. Skokiaan, R. Marterie, Mer.
6. This Ole House, R. Clooney, Col.
7. Shake, Rattle and Roll, B. Haley, Dec.
8. Skokiaan, Four Lads, Col.
9. High and the Mighty, V. Young, Dec.
10. Little Shoemaker, Gaylords, Mer.

Cleveland

1. Drink, Drink, Drink, M. Lanza, V.
2. I Need Your Lovin', Cheers, Cap.
3. This Ole House, R. Clooney, Col.
4. Shake, Rattle and Roll, B. Haley, Dec.
5. Hey, There, R. Clooney, Col.
6. Sh-Boom, Crew Cuts, Mer.
7. Skokiaan, Four Lads, Col.
8. Church in the Wildwood Four Coins, Epi.
9. I Need You Now, E. Fisher, V.
10. If I Give My Heart to You D. Lor, Mjr.

Dallas-Fort Worth

1. I Need You Now, E. Fisher, V.
2. This Ole House, R. Clooney, Col.
3. Hey, There, R. Clooney, Col.
4. High and the Mighty, V. Young, Dec.
5. Whither Thou Goest L. Paul & M. Ford, Cap.
6. Sh-Boom, Crew Cuts, Mer.
7. Skokiaan, R. Anthony, Cap.
8. Skokiaan, R. Marterie, Mer.
9. In the Chapel in the Moonlight K. Kallen, Dec.

Denver

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Skokiaan, R. Marterie, Mer.
4. I Need You Now, E. Fisher, V.
5. This Ole House, R. Clooney, Col.
6. Little Shoemaker, Gaylords, Mer.
7. High and the Mighty, L. Baxter, Cap.
8. Hold My Hand, D. Cornell, Cor.
9. If I Give My Heart to You Doris Day, Col.
10. If I Give My Heart to You D. Shore, V.

Detroit

1. Shake Rattle and Roll, B. Haley, Dec.
2. Hey, There, R. Clooney, Col.
3. This Ole House, R. Clooney, Col.
4. Skokiaan, R. Marterie, Mer.
5. I Need You Now, E. Fisher, V.
6. Hey, There, S. Davis Jr., Dec.
7. Papa Loves Mambo, P. Como, V.
8. If I Give My Heart to You D. Lor, Mjr.
9. What a Dream, P. Page, Mer.
10. Lonesome Polecat McGuire Sisters, Cor.

Kansas City

1. This Ole House, R. Clooney, Col.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Hey, There, R. Clooney, Col.
4. Sh-Boom, Crew Cuts, Mer.
5. They Were Doing the Mambo V. Monroe, V.
6. I Need You Now, E. Fisher, V.
7. Skokiaan, R. Marterie, Mer.
8. High and the Mighty, V. Young, Dec.
9. Down in the Bottom of the Well Wilder Brothers, X
10. Hold My Hand, D. Cornell, Cor.

Los Angeles

1. Hey, There, R. Clooney, Col.
2. Hold My Hand, D. Cornell, Cor.
3. This Ole House, R. Clooney, Col.
4. If I Give My Heart to You Doris Day, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. Hey, There, S. Davis Jr., Dec.
7. High and the Mighty, V. Young, Dec.
8. I Need You Now, E. Fisher, V.
9. Sh-Boom, S. Freberg, Cap.
10. Skokiaan, Four Lads, Col.

Milwaukee

1. I Need You Now, E. Fisher, V.
2. Hey, There, R. Clooney, Col.
3. Skokiaan, Four Lads, Col.
4. If I Give My Heart to You C. Boswell, Dec.
5. Cara Mia, D. Whitfield, Lon.
6. Oop Shoop, Crew Cuts, Mer.
7. This Ole House, R. Clooney, Col.
8. If I Give My Heart to You Doris Day, Col.
9. Skokiaan, R. Marterie, Mer.
10. St. Louis Blues Mambo R. Maltby, LBX

Mpls.-St. Paul

1. Skokiaan, R. Marterie, Mer.
2. I Need You Now, E. Fisher, V.
3. Mood Indigo, N. Petty Trio, X
4. If I Give My Heart to You Doris Day, Col.
5. This Ole House, R. Clooney, Col.
6. Sh-Boom, Crew Cuts, Mer.
7. Rain, Rain, Rain, F. Laine, Col.
8. Hey, There, R. Clooney, Col.
9. Skokiaan, Four Lads, Col.
10. Little Shoemaker, Gaylords, Mer.

New Orleans

1. If I Give My Heart to You Doris Day, Col.
2. Skokiaan, Four Lads, Col.
3. What a Dream, P. Page, Mer.
4. Hey, There, R. Clooney, Col.
5. I Need You Now, E. Fisher, V.
6. Sh-Boom, Crew Cuts, Mer.

New York

1. Hey, There, R. Clooney, Col.
2. Lonesome Polecat McGuire Sisters, Cor.
3. Little Shoemaker, Gaylords, Mer.
4. High and the Mighty, L. Holmes, M-G-M
5. Hold My Hand, D. Cornell, Cor.
6. Sh-Boom, Crew Cuts, Mer.
7. I Need You Now, E. Fisher, V.
8. If I Give My Heart to You Doris Day, Col.
9. Papa Loves Mambo, P. Como, V.
10. This Ole House, R. Clooney, Col.

Philadelphia

1. Hey, There, R. Clooney, Col.
2. If I Give My Heart to You D. Lor, Mjr.
3. Papa Loves Mambo, P. Como, V.
4. Skokiaan, Four Lads, Col.
5. Little Shoemaker, Gaylords, Mer.
6. Hey, There, S. Davis Jr., Dec.
7. High and the Mighty, L. Holmes, M-G-M
8. I Need You Now, E. Fisher, V.
9. Teach Me Tonight DeCastro Sisters, Abb.
10. Shake, Rattle and Roll, B. Haley, Dec.

Pittsburgh

1. Hey, There, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. Sh-Boom, Crew Cuts, Mer.
4. Hold My Hand, D. Cornell, Cor.
5. Teach Me Tonight DeCastro Sisters, Abb.
6. Papa Loves Mambo, P. Como, V.
7. If I Give My Heart to You Wright Brothers, M-G-M
8. Smile, Nat (King) Cole, Cap.
9. Skokiaan, R. Marterie, Mer.
10. This Ole House, R. Clooney, Col.

St. Louis

1. I Need You Now, E. Fisher, V.
2. If I Give My Heart to You Doris Day, Col.
3. Papa Loves Mambo, P. Como, V.
4. Shake, Rattle and Roll, B. Haley, Dec.
5. Skokiaan, R. Marterie, Mer.
6. Hold My Hand, D. Cornell, Cor.
7. Smile, Nat (King) Cole, Cap.
8. Oop Shoop, Crew Cuts, Mer.

San Francisco

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. If I Give My Heart to You Doris Day, Col.
4. Skokiaan, R. Marterie, Mer.
5. Hold My Hand, D. Cornell, Cor.
6. I Need You Now, E. Fisher, V.
7. This Ole House, R. Clooney, Col.
8. High and the Mighty, V. Young, Dec.

Seattle

1. Hey, There, R. Clooney, Col.
2. This Ole House, R. Clooney, Col.
3. Skokiaan, Four Lads, Col.
4. Teach Me Tonight DeCastro Sisters, Abb.
5. High and the Mighty, V. Young, Dec.
6. Oop Shoop, Crew Cuts, Mer.
7. Shake, Rattle and Roll, B. Haley, Dec.
8. Hold My Hand, D. Cornell, Cor.

the most excitement ever created by any record!

Destined to be one of the
truly great records of our time...



Vera Lynn

SINGS

MY SON, MY SON

WITH

Frank Weir

AND HIS SOPRANO SAXOPHONE



1501 & 45-1501

LONDON
RECORDS



The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on... RECORDS

VERA LYNN

My Son, My Son (Kassna, ASCAP)—London 1501—Vera Lynn, who can sock over a song, comes thru with a moving rendition of a real tear-jerker on this new slicing, backed smoothly by the Frank Weir ork. The tune is a pretty one, and the platter is a strong cutting for all sections of the market. Flip is "Our Heaven on Earth."

ALBUMS

GLENN MILLER ORK

Glenn Miller Limited Edition, Volume 2—RCA Victor LPT 6701—The first Glenn Miller Limited Edition album was a smashing success; there is little question that this one should be too. It contains five 12-inch LP disks, with over 60 cuttings by the sweet-sounding Miller ork, and in a handsome leatherette package. The sides are taken from broadcasts made by the ork at its peak. Little doubt that the Miller fans will go for this de luxe package, and it should make a sock gift set for the holiday season.

JUDY GARLAND

A Star Is Born—Columbia BL 1201—From the sound track of one of Hollywood's biggest pictures of the year comes this new set featuring Judy Garland, in a collection of fine tunes linked together with dialog and special material. She sells with the style and poignancy that brought her back to the top again last year, and this time with added nostalgia. The package is a pretty one, with pictures and copy about the flick. This set has a chance to turn into one of the big sellers of the year. Stock up on this one.

Reviews of New Pop Records

JO STAFFORD

Teach Me Tonight 87
COLUMBIA 4-40351 — A Billboard "Spotlight" 10-9-54. (Hub, ASCAP)

Suddenly... 80
Here is a lovely recording of the beautiful tune, sung with much feeling by the fine songstress. She is backed in mighty pretty fashion by the Paul Weston ork. Flip side has more immediate impact but this one will get many, many spins. (Brenner, BMI)

LIBERACE

Rhapsody for You 80
COLUMBIA 40314—The TV pianist plays this tune in his own special style, and it happens to be a new effort that he wrote himself. The TV plugs it will get, and the lush performance if receives here from the pianist and ork are enough to insure many, many sales. (Bel Canto, BMI)

Star of India... 79
This tune is from a forthcoming movie of the same name. It is played warmly by the pianist and should also grab action. (Sherwin, ASCAP)

BEN LIGHT

Alexander's Ragtime Band 78
"X" 4X-0058—The juke boxes should clink merrily with the loot they will grab from this fine new waxing by Ben Light on the Berlin standard. The whizz-fingered pianist is backed by rhythm and he also plays the organ here, too. (Berlin, ASCAP)

By the Sea, By the Sea... 78
Same comment. (Shapiro-Bernstein, ASCAP)

FRANK CHACKSFIELD ORK

Misty Valley 77
LONDON 1484—A lyrical instrumental of a lovely theme with a nice melodic line. Should get spins. Black Velvet... 74
Another fine Chacksfield instrumental of a lush tune. However, flip has a more definitely defined melody line.

RUSS CARLYLE ORK

In a Little Spanish Town 77
"X" 0055—Already pulling action on another label before being bought by "X", this old-fashioned reading of the evergreen has lots of simple charm to recommend it. Side could build for a good stretch. (Warock Music, Leo Feist, ASCAP)

It Was Nice Knowing You... 68
Ballad is warmly chanted for a pleasing bit of disk listening. (Cordell, BMI)

JACKIE LEE ORK

Bei Mir Bist Du Schon 76
CORAL 61259—The hokey Lee piano here on his usual pounding reading of an oldie. Operators could make good use of this in the right locations. (Harms, ASCAP)

Missouri Waltz... 75
More of the same here on an even more familiar oldie. (Forster, ASCAP)

BILLY ECKSTINE

Love Me 76
M-G-M 11855—One of Eckstine's best sides in a long time is this version of the tune which is so heavily recorded. With exposure he could make plenty of noise with it. (Quintet, BMI)

One Sweet Kiss... 75
Could be that Eckstine will once again kick up a fuss with the teenagers. This is in the groove of the rhythmic items which he sang so well in days gone by. In any event the rhythm and blues market should go for this one—kinda like the return of the prodigal. (Fisher, ASCAP)

DAN BELLOC ORK

When You're in Love 75
M-G-M K11843 — The Dan Belloc crew makes its debut on the label with an attractive and danceable reading of a warm ballad. Interest is added by a good ensemble vocal. Jocks could hand this a lot of attention. The Belloc ork has a Glenn

Miller-ish flavor.
Your Bright, Red Lips... 74
Tune based on a well-known American march receives a snappy vocal here by the ensemble while the Belloc crew supports them with another backing in a deservedly Miller-ish manner.

EDDY HOWARD

Love Me Tonight 75
MERCURY 70467 — Here Howard nods his recognition of the current trend and shows he can handle "cat" stuff with the best of them. He's given close support by a vocal group. Could do some juke box business. (Leon Rene, ASCAP)

You're Always Welcome Home... 74
A typically warm and listenable Howard reading of the pretty ballad. His fans will take to it gladly. (Jack Gold, ASCAP)

JIMMY WAKELY

You Took My Name 75
CORAL 61276—Wakely warbles sincerely a pretty new tune. Mary Ford's sister, Eve Summers, joins him on the chorus with pleasing results. The disk could get spins in both the pop and c.&w. markets. (Perco Music)

When I Stop Loving You... 74
The country and western warbler sings a lovely ballad with pleasant simplicity and warmth. (Trans Music)

THE RAY CHARLES SINGERS

Indian Summer 75
M-G-M K11839—Here is a beautiful version of the nostalgic Victor Herbert tune, featuring a classy vocal by the Ray Charles Singers. The arrangement is fresh and attractive. It could be spotted in many deejay shows. Pretty wax.
A Faded Summer Love... 73
Same comment.

RONALD CHESNEY

The Bandit 75
V 47-5875—A mighty tasteful reading of the ballad featuring harmonica against a cantering beat in the ork. Entry could pull a good share of the remaining action due the ballad. It's fine program fare. (Peter Maurice, ASCAP)

Chick-ee Chock-ee... 70
The gay Latin opus is played spiritedly in a style calculated to give listener pleasure. Many plays here, too. (Mellin Music, BMI)

CHARLIE APPLEWHITE

Not Too Young to Have Memories... 74
DECCA 29281—The singer explains on this new and pretty disk that he is old enough to remember his romance. It's a tender effort penned by Adler-Ross, of "Pajama Game" fame. Jocks may spin. (Frank, ASCAP)

Stars Never Cry... 73
Tune based on Schubert's "Serenade" but with a new set of lyrics co-authored by Milton Berle is sung with feeling here by Applewhite over pretty ork support. (Embee, ASCAP)

KEN GRIFFIN

I Need You Now 74
COLUMBIA 40346 — Griffin's many fans will enjoy this cover waxing of the current hit by the organist on this new instrumental waxing. (Miller, ASCAP)

Same comment. (Bourne, ASCAP)

BILLY ECKSTINE

Mood Indigo 74
M-G-M 11845—This is Mr. B. in the style which did much to bring him to the fore and keep him there for a long time. He does well on this kind of material. Jocks will go for this and ops could make good use of it. (Mills, ASCAP)

Do Nothin' Till You Hear From Me... 74
More good Eckstine here—this time on another Ellington opus. Guy should please many with this disk. (Mills, ASCAP)

BOB STEWART
It's a Woman's World 74
M-G-M 11846—Here's a warm vocal on the movie tune. Stewart sings it at a slightly slower tempo than other versions. It should get some play and a fair share of the loot.
Wonderful to Know... 70
Stewart warbles a pretty ballad with sincerity.

VICKI YOUNG

You Can't Be Mine Anymore..... 74
CAPITOL 2944—Miss Young stays in the pop-r.&b. groove with this one. The orking and her style are aimed at the cat music market. It makes for good listening, too. (Edwin. H. Morris, ASCAP)
Here Today and Gone Tomorrow Love... 70
Light novelty item gets a spirited reading from the thrush. (George Lee, ASCAP)

BILLY WILLIAMS QUARTET

Love Me 74
CORAL 61264—The Williams' four-some turns in a performance here, a little out of their usual style. Here the boys come on with a good rhythm and bluesy reading of a fine hunk of material which is getting plenty of disk attention. Their best in a long time and should get a share of the action. (Quintet, BMI)
The Honeydripper... 68
The standard blues rocker doesn't come off nearly as well, tho the boys sing it nicely. (Northern Music, ASCAP)

JULIETTE

Let Me Remember 74
"X" 0057—Juliette recalls a romantic evening with tender warmth. The gal reveals a smooth and appealing vocal technique which many will like. Side could attract lots of play. (BMI, Canada)
Am I Wasting My Time on You... 66
The thrush handles the ditty in a graceful and fresh manner. (Hubert, ASCAP)

EDDY MANSON

The Heather on the Hill 73
"X" 0059—A melodic instrumental treatment of the lovely ballad from M-G-M's new musical movie, "Brigadoon," with excellent harmonica solo work by Manson and a nice backing job by the Norman Leyden ork. (Sam Fox, ASCAP)
The "Rear Window" Theme... 72
Another good instrumental treatment of a movie theme. (Paramount, ASCAP)

BILL HALEY ORK

Sundown Boogie 73
ESSEX 374—A bouncy vocal treatment of a snappy novelty with brisk backing. Should get juke spins. (Haley-Howard, BMI)
Juke Box Cannon Ball... 71
Same comment. (Jack Howard, BMI)

DeMARCO SISTERS

Love Me 73
DECCA 29299—The gals, newly arrived on the label, come up with a neat and rhythmic reading of the beat material. Gals do well and should grab some coin with it. (Hill & Range, BMI)
Just a Girl That Men Forget... 70
The girls' version of the fine old ditty should get plenty of deejay attention. It's a smart reading. (Mills, ASCAP)

JACK PLEIS

For Always 72
DECCA 29275—The Jack Pleis ork comes thru with a smooth instrumental performance on a new ditty which Pleis himself had a hand in writing. A chorus sells the tune neatly. Pleasant wax. (Treble, ASCAP)
Beyond the Blue Horizon... 71
The standard receives a big-styled treatment from the ork with the chorus singing it dramatically in the manner of movie sound tract cuttings. (Famous, ASCAP)

MARY DEL

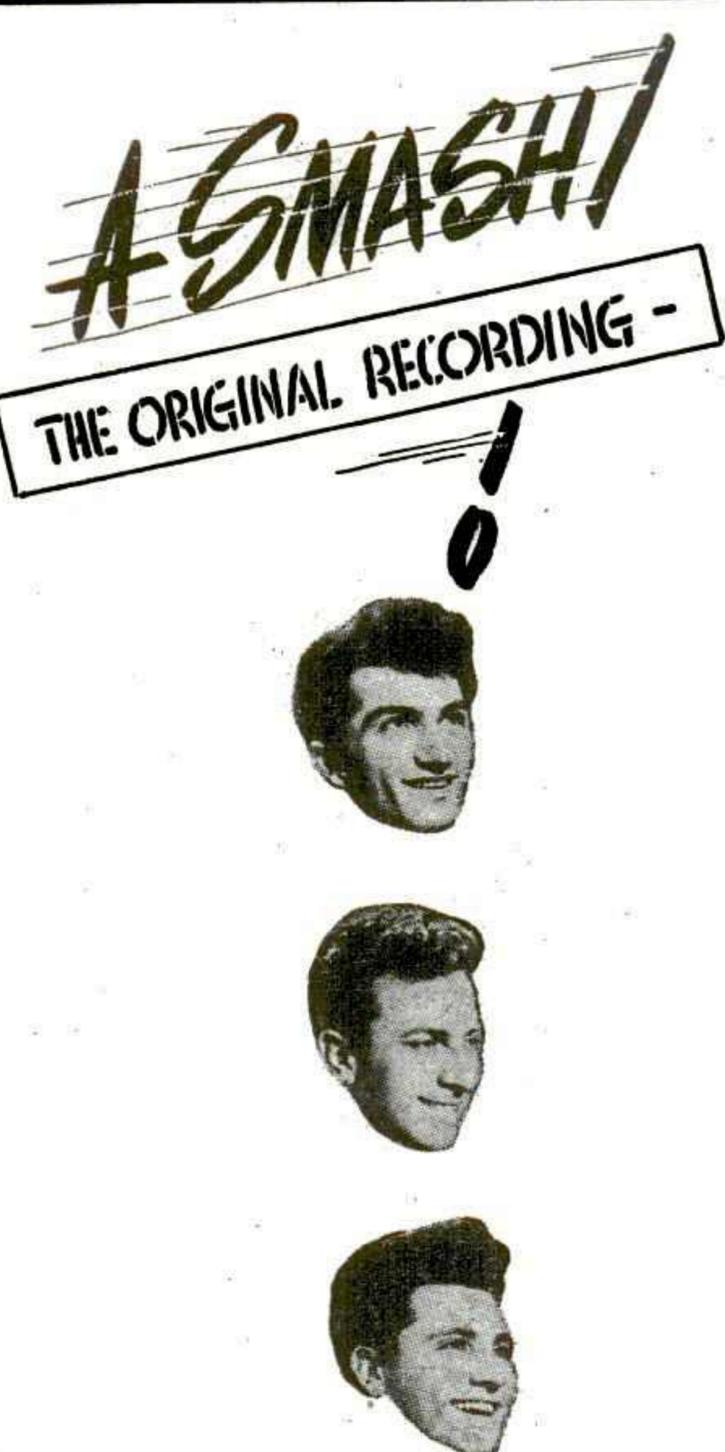
Yum, Yum, Yum, I'll Take You 72
Cadence 1250 — The thrush chirps brightly on a novelty with snappy lyrics over bright ork support. Thrush impresses with her label debut here. (Jose Ferrer, BMI)
Hurts Me to My Heart... 70
The label's new canary, Mary Del, comes thru with a bright reading of the r.&b. hit here. It could get spins and plays. (Monument, BMI)

THE BARRY SISTERS

Why Did You Steal My Sweetheart?... 72
CADENCE 1248—Gay Nineties-type tune receives a heart-catching rendition by the girls over hokey piano and rhythm backing. It's different enough to get some spins. (Simon House, BMI)
Reckless and Romantic... 67
The girls turn in a bright and brash reading on a wild new effort based on a Hebraic melody. It may get some attention in large city markets. (Geo. Pincus, ASCAP)

LES ELGART ORK

I Don't Want to Set the World on Fire 71
COLUMBIA 40326 — The danceable and smooth Les Elgart crew keeps up its reputation with this attractive version of the oldie which should pull many deejay plays and start a lot of youngsters dancing at frat houses and record parties. (Cherio, BMI)
One o'Clock Jump Mambo... 68
Count Basie's famous "One o'Clock Jump" has been made over into a wild, swinging mambo effort on this new cutting by the ork. It goes to town via this sharp performance by the ork and mambo fans and jazz fans will enjoy it. (Leo Feist, ASCAP)



The Three Chuckles

"RUNAROUND"
c/w
"At Last You Understand"

78 RPM X-0066
45 RPM 4X-0066



A Product of Radio Corporation of America
RECORDS MARK THE HITS!

MORE HITS FROM "X"



The Dolphins

"IF I HAD A MILLION DOLLARS"

c/w

"Any Old Night Is A Lonesome Old Night"

**78 RPM X-0062
45 RPM 4X-0062**



Roberta Lee

"TOO LATE FOR TEARS"

c/w

"Now I Lay Me Down To Weep"

**78 RPM X-0060
45 RPM 4X-0060**



Stewart Rose

"TERESA"

c/w

"Missing"

**78 RPM X-0061
45 RPM 4X-0061**



"Lefty" Wright

And His Rhythm Kings

"BOOGIE MAMBO #1"

c/w

"Kentucky Home Boogie"

**78 RPM X-0063
45 RPM 4X-0063**



a Product of Radio Corporation of America

RECORDS MARK THE HITS!

VOX JOX

Continued from page 18

David Hall, WINX, Rockville, Md., tell us that the station is planning a move to a new studio in the heart of Rockville. . . . Jerry and Jimma Strong, WMAL-AM-TV, Washington, vacationed in New York and New England for two weeks. . . . Ralph Wayne, formerly of WCGH, Marion, Ill.; W C I L, Carbondale, Ill., and KABQ, Albuquerque, N. M., is now staff announcer at KBOW, Oskaloosa, Ia. . . . Jerry Ryan, deejay at KFKA, Greeley, Colo., has been promoted to chief announcer replacing Gene Baldwin who resigned to teach school.

Ed Ferland, WBBF, Rochester, N. Y., has just returned from a three-week vacation in Cincinnati and Cleveland and will now work the three-hour morning show. . . . Ray Briem writes: "After spending a year in radio at KGIL, San Francisco, I have now taken a deejay job at KUTA and its TV affiliate, KUTV. Prior to my Los Angeles job I was program director for the Far East net of the Armed Forces Radio Service in Tokyo, Japan." (Wel-

come to our gang, Briem. Let's hear from you.)

Ed Sherer, WATG, Ashland, O., has left to join WMOP, Ocala, Fla. . . . Stan Pat, r.&b. deejay with WTTM, Trenton, N. J., has been retained by Steve Gibson and His Red Caps and Damita Jo, Mercury and RCA Victor recording artists, to handle all record promotion and publicity. (Ed. note: We surely would like to hear from you regarding the r.&b. problem.)

Sid Arthur has left KSO to move to WMCT, Memphis. . . . Bill Mayer has signed a contract with WTAM, Cleveland, to head up a new two-hour, across-the-board, evening show of live entertainment and also to spin records for a two-hour afternoon disk show.

Jim Backlin has left KGCX, Williston, N. D., to handle disks for KFYR-AM and TV in Bismarck, N. D. . . . WHAP, Hopewell, Va., recently changed ownership and has instituted a completely new policy and has brought in a new staff. Program director Lee Leonard is going to concentrate on mu-

chief engineer has just recently discovered that brand new cashmere sweaters (preferably mine) are the finest things for cleaning records. I have learned not to leave them hanging in the station. . . . Jerry Strong, WMAL and WMAL-TV, Washington, celebrated his 21st anniversary in radio last month.

Al Stone, WCSC, Charleston, S. C., is sending out "Clapper Rail" pins to listeners who send in requests for his "Clapper Rail" show. . . . Fred Grewe, WHLL, Wheeling, W. Va., was given the key to the city of Belmont, O., for waking the citizens up happily every morning. . . . Fred Swanson, WHAY, New Britain, Conn., recently observed his fifth year in radio. . . . Ken Brown, WTMC, Ocala, Fla., has a tip for you: "I think the deejays around the nation have missed a good side. It's 'Tennessee Train' by the Four Knights. I've played it because my listeners have demanded it. Give it a spin."

DEALER DOINGS

Continued from page 18

mail booklet, which he sends out every two weeks to customers, radio stations and newspapers.

Entitled "Dick's Digest," the 14-page, pocket-sized booklet includes lists of best-selling records, news notes on local deejays and the music business in general, details on various contests the store is conducting (to select the most popular platter spinners in town, etc.), a complete list of record, phono and accessory bargains, and a rundown on the store's record club plan, whereby members receive one free record with the purchase of six disks. The Digest is edited by Kay Shollenberger.

JUST BROWSING: George Kepcke, of Prospect Radio Service, Little Rock, Ark., writes, "I thoroly agree with the idea that TV has taken the place of play-records for children. Something of an educational nature in the line must be perfected to get back the lost sales." . . . Larry Wilson, WTIJ deejay, New Orleans, operates two new record concessions in suburban outlets of the Grunewald Music Stores, in addition to his spinning chores. . . . R. Dahl, Oak Park, Ill. is unhappy with Capitol Records. "For the past several weeks," the dealer complains, "we have been unable to get any adequate service from Capitol, and consequently cannot legitimately list any Capitol releases among our best sellers, altho we have had requests for them which we cannot fill."

Tape for Disks

Continued from page 18

tape an immediate growing market in the field of fine music," Olson said. "To replace the \$225-million inventory of records which will be sold this year, however, it will be necessary for recorder and tape manufacturers to make their units better than the turntable phonograph in simplicity and cost, which is a large order that will take some time to accomplish."

Barkmeier Heads RCA Appliances

NEW YORK, Oct. 9.—Paul A. Barkmeier will become president of the RCA Estate Appliance Corporation November 1, replacing Cecil M. Dunn, who recently resigned the post. Barkmeier, one-time vice-president and general manager of the RCA Victor record division, most recently served RCA as vice-president in charge of distribution.

YESTERYEAR'S TOPS—

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

OCTOBER 14, 1944:

1. I'll Walk Alone
2. Swinging on a Star
3. You Always Hurt the One You Love
4. Is You Is, Or Is You Ain't?
5. Time Waits for No One
6. Till Then
7. Together
8. Dance With a Dolly
9. There'll Be a Hot Time in the Town of Berlin
10. I'll Be Seeing You

OCTOBER 15, 1949:

1. You're Breaking My Heart
2. That Lucky Old Sun
3. Someday (You'll Want Me to Want You)
4. Room Full of Roses
5. Jealous Heart
6. Maybe It's Because
7. Slipping Around
8. Some Enchanted Evening
9. Don't Cry, Joe
10. I Can Dream, Can't I?

sic, news and sports with featured deejays on all important time segs. Leonard would like to hear from his old friends in the music business. . . . WBVP, Beaver Falls, Pa., deejay Alan Boal will join the announcing staff of WKBN-AM-TV, Youngstown, O., on October 18. Less than a year ago Boal returned from a two-year stint as G.I. deejay with the Blue Danube net, Armed Forces Radio web serving U. S. forces in Austria.

Sid Mandel, KYNO, Fresno, Calif., reports he had 9,047 calls electronically computed by the phone company on his show which runs three to five hours daily. . . . Rex Stein, WLDS, Jacksonville, Ill., tells us that he's had a player piano-roll type show for two years now. He writes, "We have over 1,000 rolls and have given away twice that many. All of them donated." . . . Brad Harris, WOHP, Bellefontaine, O., thinks that Roger Coleman on Decca has one of the best voices on wax today and hopes that Coleman hits the right combination soon.

Lenn Ross, KBMI, Henderson, Nev., would like to know if any of the jocks are using "Central Park Romance" from the M-G-M album "Manhattan Serenade" as a theme. (SEND US YOUR THEME LISTS DAILY? . . . and we will publish a list for everybody's use.) . . . Victor Zembruski, the polish music deejay, has signed to do a three-hour show over WNAB, Bridgeport, Conn. . . . Kirk Anderson, WFGM, Fitchburg, Mass., has a tip for his fishing friends, "Bass fishing is good in Maine and Massachusetts. Sports-minded deejays should come north on vacation."

George Lezotte, WAVZ, New Haven, Conn., has added Bond Bread to his list of national accounts. . . . Ruth Pournelie, KCLX, Colfax, Wash., has a problem: "Our



THE BIG ONES!

- MOOD INDIGO**
PETTY'S LITTLE POLKA
 Norman Petty Trio
 "78" X-0040 "45" 4X-0040
- ST. LOUIS BLUES MAMBO**
BELOVED, BE TRUE
 Richard Maltby & His Orch.
 "78" X-0042 "45" 4X-0042
- DEVIL LIPS**
THAT'S WHAT A HEART IS FOR
 Pearl Eddy
 "78" X-0043 "45" 4X-0043

- DOWN IN THE BOTTOM OF THE WELL**
MOON OF MANAKOORA
 Wilder Brothers
 "78" X-0053 "45" 4X-0053
- IN A LITTLE SPANISH TOWN**
IT WAS NICE KNOWING YOU
 Russ Carlyle & His Orch.
 "78" X-0055 "45" 4X-0055
- TEACH ME TONIGHT**
OOP-SHOOP
 Helen Grayco
 "78" X-0051 "45" 4X-0051

"X" RECORDS MARK THE HITS!
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CLARK DENNIS on TIFFANY RECORDS

with choir and orchestra

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ON VICTOR—AN INSPIRED RENDITION BY VAUGHN MONROE
 ON CORAL—BEAUTIFULLY SUNG BY ALAN DALE

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"... on every glorious Arizona morning I rise and face the sunrise and thank Billboard's staff of experts. Allah!!! I feel that anyone who tries to operate a record business without your aid is kidding himself!!!"

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 of 1000 HI-FI instru-
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THE MIDNIGHTERS ANNIE HAD A BABY SHE'S THE ONE

FEDERAL 12195

THE CHARMS
HEARTS OF STONE
WHO KNOWS
 DE LUXE 6062

SONDRA and JON STEELE

DANGLIN'
WALKIN' WITH MY SHADOW
 KING 1379

LOUIE INNIS
HEARTS OF STONE
THERE'S A RED HOT FIRE
IN THE OLD LOCOMOTIVE
 KING 1392

BILL DOGGETT
HIGH HEELS
SWEET SLUMBER
 KING 4732



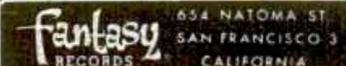
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10% DISCOUNT ON PURCHASE OF FANTASY RECORDS

During Month of October, 1954

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| RED NORVO | CAL TJADER |
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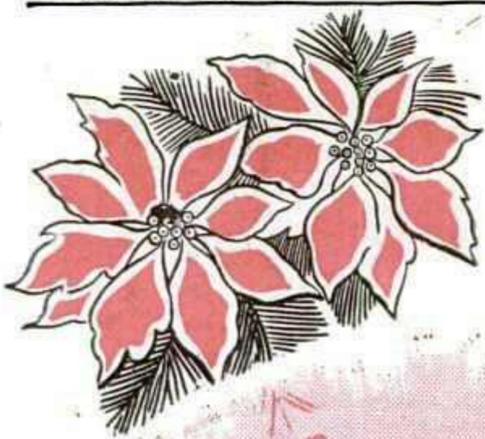
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JACK CARROLL



Arranged
and conducted by
JOE LEAHY



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RECORD
NO. 132

COAST TO COAST DISTRIBUTION BY THE NATION'S TOP INDEPENDENT DISTRIBUTORS

The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 34

THE CRACKERJACKS
 Kiss Crazy Baby 71
 KAPP 106—New group shows itself a smooth performing unit in this effective rendition of a shuffle-beat ballad. Could build attention with exposure. (Sheldon, BMI)
 Paper Valentine.... 65
 Another slick warble by the group. This one is a slow ballad with a mid-point pickup. Opus has a nagging way of recalling other times, other tunes. Some spins here, too. (Stratton, BMI)

MONTY KELLY
 Monte Carlo 70
 ESSEX 373—A melodic instrumental with a South American flavor, which should get deejay plays as romantic mood music programming. (Meadows, ASCAP)
 Shangri-La.... 70
 A lovely instrumental treatment of a haunting theme. Good late-night deejay programming. (Robbins, ASCAP)

FRAN WARREN
 Blame It on Yourself 70
 M-G-M 11841—Interesting new story ballad that tells a sad tale is sung with much passion by the thrush. It adds up to a pretty recording and jocks could use.
 Empty Chair.... 65
 Pretty new tune in the "Tennessee Waltz" vein is handed a fair reading by the thrush who doesn't seem to have her heart in it. The arrangement is not very imaginative.

JILL COREY
 Where Are You? 70
 COLUMBIA 40327 — The thrush turns in a tender warble on a fluffy new waltz effort, selling the tune with considerable warmth over lilting backing by the Percy Faith ork. (Canford, BMI)
 Number One Boy.... 60
 New tune that sounds like a parody on something by Rodgers and Hammerstein is handled as well as possible under the circumstances by the petite thrush. (Glenwood, BMI)

RALPH SHARON
 Foggy Day 69
 LONDON 1453—The standard gets fine piano solo work by Sharon with tasteful rhythm backing.
 A Nightingale Sang in Berkeley Square.... 69
 Same comment.

THE CORONET ORK
 Gypsy Magic 69
 M-G-M 30860—Jocks will make good use of this lush gypsy item. Good listening.
 On the Go.... 65
 An attractive melody gets a fitting reading from the string-laden ork. Jocks will like it.

THE TOP KICKS
 Don't Break the Heart That Loves You 69
 GUYDEN 706—The Top Kicks show good form in this forceful, shuffle-beat rendition of the ballad. Some spin potential here. (Mills, ASCAP)
 Hub?... 64
 Rhythm novelty is built on a nonsense vocal riff. A pretty fair slicing for jitterbugs. (Mills, ASCAP)

RAY MCKINLEY ORK
 Aizay 69
 DECCA 29274 — A re-issue of a bouncy novelty, which may get some play on the juke. (Rialto, ASCAP)
 The Natives Are Restless Tonight.... 67
 Same comment. (Music Publishers Holding, ASCAP)

ROSANNE JUNE
 The Touch (Le Grisbi) 68
 M-G-M 11856—The busy item being heavily recorded gets a good run-thru here from Miss June, a capable singer. Should get some of the action.
 Teach Me Tonight.... 68
 Miss June turns in an okay reading of the ditty currently headed for the hit lists everywhere. Might get some of the action. (Hub, ASCAP)

BRUCIE WEIL
 Be Kind to Your Parents 68
 V 5884—Special material ballad from the musical "Fanny" pleads for understanding of our elders. It's sung simply by the young chamber. (Chappell & Co., ASCAP)
 The World That We Live In.... 66
 This is a soaring ballad which young Bruce struggles manfully to project. He is partially successful and that's considerable praise for one of his years. (Spier, ASCAP)

FRED DALE ORK
 I Only Have Eyes for You 68
 CORAL 61261 — The ork digs in solidly to convey the swiny arrangement of the evergreen. Good dance wax. (Remick, ASCAP)
 Ginger.... 65
 Original Fred Dale instrumental is well played by the brassy ork. (Wemar, BMI)

VINCE CARSON
 I'm Not Ashamed to Cry 68
 "X" 0056—Honest tears never fall in vain, they say, and that's Carson's theme here. He approaches this material simply and with taste, injecting just the right amount of sentiment to make his point. (Spier, ASCAP)
 Walk Down the Aisle.... 64
 A maudlin piece of material in which the singer tearfully pleads with his girl to return and marry him. (Chappell, ASCAP)

THE HURRICANES
 Tear Drops 67
 AUDIVOX 109—A new group that might be able to compete with the best of them if they were given stronger material. Paced by lead singer Bob Gaye, the boys blend prettily and sell themselves without much difficulty. (Gateway, ASCAP)
 I Keep Crying.... 66
 A similar kind of song with the boys working hard but futilely. (Gateway, ASCAP)

HARRY GROVE ORK
 Lichee Garden 67
 LONDON 1457—The Oriental flavor is abetted by use of gongs and appropriate strings. It should appeal to many listeners.
 Danish Rhapsody.... 64
 A pleasant performance of the tuneful item. Easy listening and deejays may find it suitable for occasional program use.

PEPI ADORNO ORK
 In a Shanty in Old Shanty Town Mambo 67
 RAINBOW 265—Loud and rhythmic mambo treatment of the evergreen. Good for dancers liking the beat.
 Mambo Round the World.... 63
 Another good waxing for mambo fanciers.

LARRY ALPERT
 Galitsiana Ball 67
 MERCURY 70450—This is a Yiddish-type version of "Darktown Strutter's Ball." Alpert works hard and well and the disk should get some action in markets with a heavy Yiddish population. It's a switch on the Lou Monte Italian version. (Felsit, ASCAP)
 Don't Look Now.... 40
 Material here, supposedly a take-off on Edward R. Murrow, is particularly weak and tasteless. (Favorite, ASCAP)

BILL DOGGETT
 Christmas Song 66
 KING 4742—The opus is beautifully played in a smooth and tasteful manner on the organ, with carillon effects added. Should get some deejay attention as the holiday approaches. (E. H. Morris, ASCAP)
 Winter Wonderland.... 62
 The pretty season item is awarded a graceful and bouncy reading by the organist, with rhythm supplying a quiet beat. (Bregman, Vocco & Conn, ASCAP)

HARVEY NORMAN
 Time Changes Everything 65
 M-G-M 11842—An attractive tune is

PAUL DESMOND
 featured on
OLD SOUNDS FROM SAN FRANCISCO
 FANTASY 3-16 L.P.
 DJ's, Write for your FREE Copy

654 NATOMA ST.
 SAN FRANCISCO 3
 CALIFORNIA

Fantasy RECORDS

attractively warbled by the label's baritone addition. Good listening. Love.... 65
 Same comment.

MEL TORME
 I've a Muggin' 63
 CORAL 61263—Torme essays a flashy piece of material here. This tune, however, with its novelty lyric, doesn't appear strong enough to revive Torme. (Joy, ASCAP)
 Tutti Frutti.... 60
 This Slim Gaillard composition is another pretentious piece of material that would have been best left unrecorded. Only the most dedicated Torme fans will want this disk. (Joy, ASCAP)

JIM AMECHE
 A Jug of Wine (Part 1 and 2) 62
 CAPITOL F2943—Tinkling bells and tolling Oriental gongs accompany this narration from the Rubaiyat of Omar Khayyam. Odd disk fare with only moderate sales potential. The album from which this is excerpted should do better across sales counters. (Fred Raphael, ASCAP)

ERNE BERGER
 Beer Barrel Polka 62
 KING 1391—A bouncy reading of the standard by the organist. Tavern jukes could probably pull occasional nickels with the platter. (Shapiro-Bernstein, ASCAP)
 (I Left My Heart in) Heidelberg.... 60
 Old world waltz-type opus is played gracefully. (Oxford, ASCAP)

BOB RICHARDS
 Body and Soul 58
 CARDILL 1—The standard is sung competently here by Richards, a light baritone whose voice sounds easy on the ear.
 I Tried So Hard to Please You.... 50
 Richards makes a good try on this routine ballad, but fails to spark any excitement.

Number of Releases This Week

Label	Pop	C&W	R&B
AUDIVOX	1	—	—
CADENCE	2	—	—
CAPITOL	2	2	1
CARDILL	1	—	—
CHECKER	—	—	2
CHESS	—	—	2
COLUMBIA	5	4	—
CORAL	5	2	—
DECCA	3	2	—
DELUXE	—	—	1
ESSEX	2	—	—
FLAIR	—	—	4
GUYDEN	1	—	—
IMPERIAL	—	—	1
KAPP	1	—	—
KING	2	2	1
LONDON	4	—	—
MERCURY	2	—	—
M-G-M	9	2	—
OKEH	—	1	—
R. & B.	—	—	1
RAINBOW	1	—	—
RCA VICTOR	2	—	—
SARG.	—	1	—
SAVOY	—	—	1
"X"	5	—	—
TOTALS	48	16	14

"THE LORD IS MY SHEPHERD"
 MODERN MELODIOUS VERSION
 of the 23rd Psalm.
 S. C. #1063
 vocal—Jeanne Determan
 and the LANCERS
"HE ANSWERETH PRAYER"
 Jeanne Determann and
 the LANCERS
 S. C. #1062
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 Sacramento 18, California

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THE KINGS IV
DANGLIN'
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"THE SONG IS ENDED"
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"LOOK FOR THE SILVER LINING"
 b/w "DO YOU KNOW"
 Vocals by Don Miller, with the Sweet Swingers, Record #408
 Unbreakable 78 R.P.M.—45 R.P.M.
 Dealers-Op., 2 records, \$1.00.
 Money back if not satisfied. Write
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DAVIS RECORDS
 Presents Myrna Petrunka b/w Ernest Slongo Orchestra singing "YOUR BROKEN PROMISE" b/w "YOU COME LAST, BUT YOU'RE FIRST IN MY HEART." Writers Ed. Kukke, Rene Brunau, Johnny Smolen (CAPAC). Record jobbers and juke box operators can purchase this Hit record at \$50.00 per 100 postpaid.
FRAN DAVIS
 299 Chestnut St. Oswego, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

KATHRYN KING sings
I Want A Puppy In My Stocking For Christmas
 PREVUE # 1111
PREVUE RECORDS
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NEW POP RECORDS
 TOP LABELS—TOP TUNES
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\$130.00 per 1,000
\$14.00 per 100
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IF I DIDN'T CARE
 The Hilltoppers
 15220
HAPPY DAYS AND LONELY NIGHTS
 Fontaine Sisters
 15171
DOT RECORDS
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Essex RECORDS
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 Minimum order, 100. Cash with order
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RECORDING & MUSIC PUBLISHING
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 1564 Broadway New York 36

"I'M GLAD I DID ORDER TODAY'S TOP TUNES"

TODAY'S TOP TUNES has done more good for me than ALL other forms of advertising.

White Electric Company Woodruff, Wis.

"We are happy to say that TODAY'S TOP TUNES have proven our best promotional idea and have gained us many new accounts. You may expect an increase in our order from time to time."
 (signed) John P. Scott
 Box 488
 Pomeroy, Ohio

Mr. Al Meyer, of Town and Country Music, Westwood, New Jersey, writes:
 "Yesterday we had an example of the power of Today's Top Tunes." A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she left, her daughter was back with four records checked off "Today's Top Tunes" which we had enclosed with her purchase."

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the order form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every week from Cincinnati.

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	Quality	Price
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<input type="checkbox"/> Weekly	100	\$.200
<input type="checkbox"/> Twice a month	250	\$.350
<input type="checkbox"/> Monthly	500	\$.550
<input type="checkbox"/> Charge		\$...Enclosed

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 Phone
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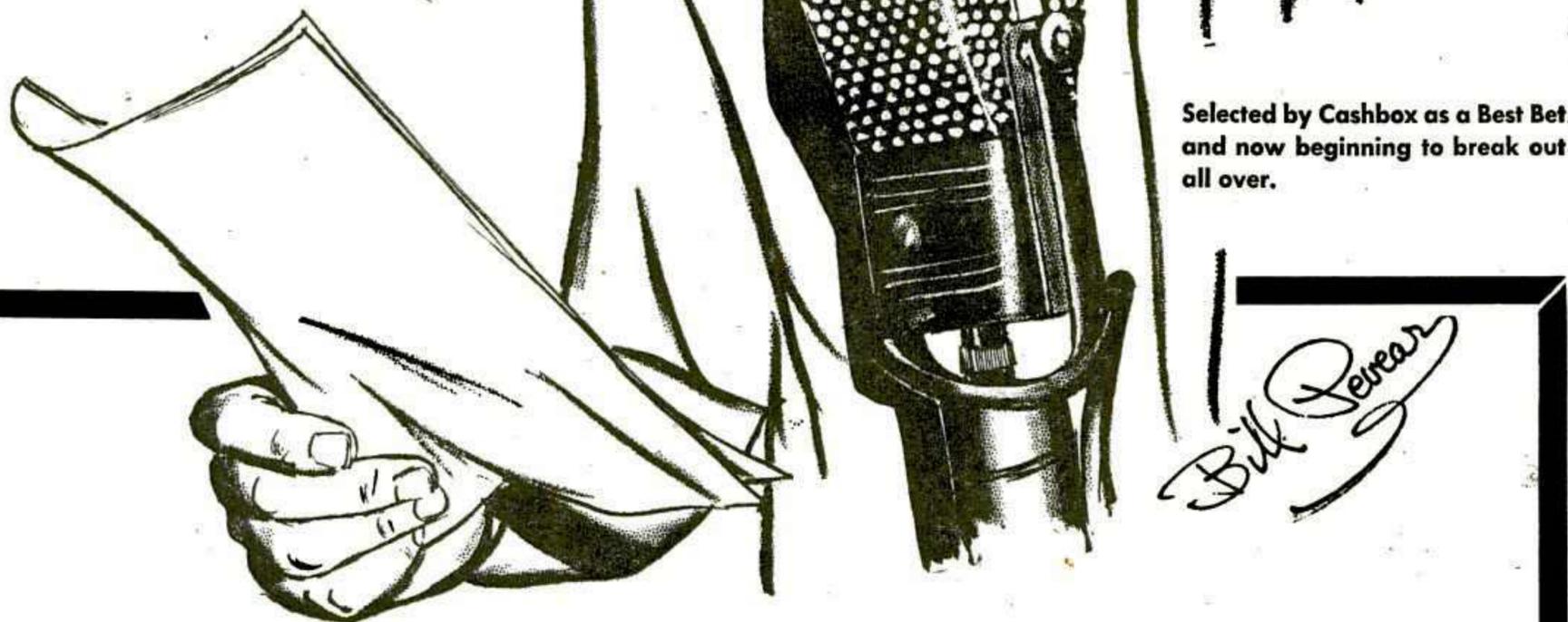
THE WORLD SERIES IS OVER BUT—

*folks are still talking
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Souvenir Sheet Music Edition of THE WABASH CANNONBALL.
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Coast Modern Jazz Accepted

Continued from page 14

cians as never before. Innocently enough, Brubeck among a long roster of equally now-prominent musicians had been working in California and recording for Fantasy Records for a number of years prior to his present popularity.

The quiet application of modern jazz to phonograph records, practised by Fantasy Records in San Francisco, Pacific Jazz, Trend, Contemporary, Clef, Norgran, Gene Norman Presents, Debut, Nocturn, and other independent record companies in Los Angeles, accomplished with little or no furor, is in itself significant. Beyond providing the outlet or market for modern jazz, these firms have proved their stability at the record dealer level in attracting a high volume of record sales while offering the optimum, "no dead inventory."

Indie Profits

The indie firms have hung up an enviable profit and loss statement meanwhile, continually building their catalog to the point where many record distributors now consider them part and parcel of their "bread and butter market." Standard orders running into the hundreds of LP packages that retail at \$5.95 and up, on merchandise recorded years ago, are fairly common to the indies.

Dick Bock, a veteran of a number of independent recording companies thru the years, and president of Pacific Jazz, points to the introduction of the LP record as one of the most important contributions to modern jazz. Says Bock: "A majority of West Coast musicians were serious students of composition and arranging who have developed an organized approach to modern jazz. LP records, the meticulous development of package merchandise, album art, intelligent liner notes, and tremendous progress in recording techniques, have made the modern jazz field important."

Bock's Expanding

Bock's Pacific Jazz firm is currently expanding via its entry in the music publishing field with the publication of arrangements by Shorty Rogers and Bud Shank, and a \$2 book of photos and discography of more than 70 stellar West Coast musicians.

New Outlook

Continued from page 13

Kelly, staff announcer, and Marvin Moran, popular tenor.

Kelly's show will be a two-hour session of records and interviews, while Moran will sing with a quintet of staff musicians. The musical director will be Clarence Berlin.

Interest Loss

George Comte, WTMJ station executive, says that the decision to replace the Grenadiers with a new show was due to the belief that the group's popularity after 25 years of following the same style has waned with the decline in recent years of the polka and foreign language listening audiences. The only remaining Milwaukee station to employ live music, WTMJ's staff slicings will be tempered by use of music on more shows, tho using three less men.

While not mentioning the word disk jockey, a term long frowned on at WTMJ, Comte admitted that dialers will nevertheless hear a lot more records and disk talk over WTMJ between commercials from now on.

WISN, CBS radio outlet, also is stepping up its drive to recapture listeners. Recent staff additions include Jack Denton, early a.m. wax twirler currently on the receiving end of a big promotional splash, and the luring of Paul Bartell, ace jockey from WFOJ, to take over the afternoon pop disk sessions.

The indies, however, appear to be well entrenched. WEMP's contingent of deejays is reputedly among the highest paid in the country considering the size of the 250-watt. Currently staffing WEMP's disk brigade are Bob (Coffeehead) Larsen, Robb Thomas, Bill Bramhall, Tom Shanahan, Chuck Phillips and Joe Dorsey. WOKY also features a trio of potent listener lures in Jim O'Hara, John Michaels and Elliot Duke.

Among the many products of the West Coast school who have figured prominently on records recently are Dave Brubeck, Gerry Mulligan, Dave Pell, Stan Getz, Lee Konitz, Maynard Ferguson, Chet Baker, Russ Freeman, Claude Williamson, Bill Holman, Shorty Rogers, Milt Bernhardt, Jim Guiffre, Barney Kessel, Shelly Manne, Lenny Niehaus, Bud Shank, Jack Montrose, Bob Gordon, Bob Cooper, Clifford Brown, Chico Hamilton, Bob Brookmeyer, Howard Rumsey, Herb Geller, Don Fagerquist and many others.

All of the aforementioned are currently recording for both the majors and indies alike, and all musicians versatile enough to be on frequent call for symphonic and studio work, in addition to their own personal appearances.

Canada 'Bootlegs'

Continued from page 13

firms from which only certain Canadian companies could import music. This would call for every customs invoice having the American publisher's name clearly marked on it. Thus far the Government has refused to go along with this proposal.

Publishers here are also pointing out that even if a dealer can get faster service by ordering music from the States (and they don't agree that he can), he can't profitably return any unsold music to American publishers and can't make the same profit on what he sells. Customs duty on music is 7½ per cent. The duty is not returnable or refundable.

Sales Slipping

Sheet music sales here are also on the downgrade. Ordinarily the Canadian market is about one-twentieth of the sales in the United States on the average hit tune. Racks, in heavy use in outlying districts, are rarely seen in metropolitan centers.

Production costs here are considerably higher than they are south of the border, mainly because of the low gross sales. The average publisher here cannot spread out his costs because on his first printing he may get out only 2,000 copies. Sheet music lists as 50 cents here with dealers getting a 40 per cent mark up.

Kern's Widow

Continued from page 13

composer was entitled to the return of the five numbers.

Plaintiffs further charge that on February 23, 1954, they requested the return of the music but were told that the rights belonged to Loew's and did not revert to Kern. Defendants agreed, tho, to give plaintiffs access to the music for the purpose of exercising the rights reserved by the composer under the agreement.

Kern estate trustees claim that the music numbers are the property of the estate and they are entitled to the return of the manuscripts in question, and that Loew's has no rights in the matter.

News Review

Continued from page 14

York's Paradise Restaurant in 1938, 12 from the Pennsylvania Hotel, 12 from the Glen Island Casino, 12 from the Meadowbrook and 19 from Miller's Chesterfield broadcasts in 1940, '41 and '42.

Tunes include "This Can't Be Love," "St. Louis Blues," "My Heart Belongs to Daddy," "Deep Purple," "I'll Never Smile Again," "You Walked By," "Frenesi," "Daddy," "April in Paris," "I Don't Want to Walk Without You" and a host of other oldies.

Altho re-recorded and carefully edited, the tapes are naturally not up to present-day recording standards technically. However, needless to say, that is of little or no matter to the collector in search of his lost youth.

The Billboard Music Popularity Charts PACKAGED RECORDS

Reviews and Ratings of New Popular Albums

CHRISTMAS IN HIGH FIDELITY ... 80

George Melachro Ork (1-12")
RCA Victor LPM 1045
There really isn't much to spending "Christmas in High Fidelity" unless you have a hi-fi phono. For the rest, this is nothing more than a collection of carols and standard yuletide pop songs played by the Melachro ork, which has built a fine following via earlier mood music sets. This, of course, is superbly recorded and should please the hi-fi bug. It must be said, tho, that the music was apparently arranged for sound—not for content. It's a little pretentious and not very Christmasy at all.

NOEL & GERTIE ... 79

Noel Coward and Gertrude Lawrence with Yvonne Printemps (1-12")
RCA Victor LCT 1156
This collectors item includes scenes and musical interludes from Noel Coward's most successful plays and scores, recorded between 1929 and 1938. If Victor gets behind this package with the right exploitation it could be a sales sleeper, since Noel Coward's current bio "Future Indefinite" is on the best-seller lists and Richard Aldrich's bio of his late wife, "Gertrude Lawrence as Mrs. A." is being serialized by The Ladies Home Journal. Consequently, there is a sizable portion of potential buyers in this readership, in addition to Noel Coward's regular fan following here. Some of the earlier recordings—notably the 1930 waxings of "Private Lives"—are a bit unfortunate, in that they've been burlesqued so much since that it's impossible to accept the genuine article. But, as a whole, the package is wonderful theater.

DINAH SHORE TV SHOW ... 74

(1-10")
RCA Victor LPM 3214
During the past few years Dinah Shore has emerged as the most successful fem singing star on TV. It follows that this album (made up of vocals taken from the sound tracks of her recorded NBC-TV telecasts over the last two years) will have a ready-made audience of prospective buyers. The canary warbles eight standards with her customary warmth and sincerity, including "I've Got a Crush on You," "Little Girl Blue," "The Boy Next Door" and "I Can't Believe That You're in Love With Me."

CHRISTMAS CAROLS ON THE ORGAN ... 72

Virgil Fox (1-12")
RCA Victor LM 1845
One of the first Christmas albums

makes its appearance on the market this month. Quality-wise this collection is excellent with Virgil Fox, organist of the Riverside Church in New York City and noted recitalist, playing 16 of the best-known and loved carols and hymns of the season. Carols include "Hark! the Herald Angels Sing," "Joy to the World," "Silent Night" and others equally familiar.

IN THE CONTINENTAL MANNER ... 70

Herbert Seiter, Piano (1-10")
Westminster WL 3017
Viennese pianist Herbert Seiter, backed by a rhythm group, has a relaxed, easy way with a pop tune that belies his longhair background. His style may be a bit florid for some pop fans, but most of them will thoroughly enjoy this pleasant collection. Standards include "Love," "So in Love" and "Sheik of Araby."

JIMMY SHELDON PLAYS ... 63

(1-10")
Cavalier 5004-LP
Veteran San Francisco pianist-composer Jimmy Sheldon offers a tasteful selection of standards and two tunes from his own "Nob Hill Nocturne" composition. Since Sheldon is well-known in clubs and on TV in San Francisco, the LP will probably fare well in the Bay area. Pleasant mood music for nostalgic fans. Standards include "These Foolish Things," "Little Girl Blue," and "My Funny Valentine."

Jazz

MODERN SOUNDS—FRANCE ... 76

Martial Solal, Piano (1-10")
Contemporary C-2512
This first LP of Martial Solal, a 27-year-old French pianist is a jazz recording event, bringing us at last a European instrumentalist who can be compared, for ideas and technique, to our own top modern jazzmen. He has mastered this idiom and developed a rich personal style that is particularly unique for its sense of form. The tunes are American pop standards (with the exception of his own composition "Farniente") and presented in strikingly original arrangements. Solal is accompanied by drums and bass. This dynamic trio could flip many collectors in the modern field.

DJANGO REINHARDT MEMORIAL, Vol. II ... 72

(1-10")
Period SPL 1101
Since Reinhardt's death last year, a

considerable amount of this remarkable French guitarist's recorded work has appeared on LP. Here one has eight Reinhardt compositions recorded by him and a postwar Hot Club of France Quintette (in which clarinet is substituted for the violin of the prewar Quintettes) that brings these qualities into clear focus. A good collector item.

THE SWINGING BUDDY RICH ... 73

(1-10")
Norgran MGN-26
Any in search of some ultra, ultra drum pyrotechnics need look no further than this package of Rich and cohorts in a swinging reading of originals and standards. One side features Rich, Benny Carter, Georgie Auld, Bob Lawson, Harry Edison, Milt Bernhart, John Simmons and Jimmy Rowles; the other has Rich, Willie Smith, Bob Poland, Edison, Bernhart, George Wiggins and Joe Comfort.

AN EVENING AT THE EMBERS ... 72

Alex Kallao Trio (1-12")
RCA Victor LJM-1011
Committed to wax for the first time are a dozen piano stylings by a blind, young (21) musician who came upon the jazz horizon only this year at the New York jazz club in the album title. Backed wonderfully by Don Lamond and Milt Hinton, young Kallao demonstrates a facile style, great dexterity and a fine feeling for jazz based on a classical education. The guy should make a name for himself on the strength of this performance.

THE TOWN MUSICIANS ... 75

Art Carney, George Kleinsinger Ork. (1-45)
Story is based on the familiar Grimm tale. Comic Art Carney does a first-rate job in the narration and the Kleinsinger music is both attractive and aptly combined for the best results. Both parents and moppets should get a big kick out of this. Best for the 6-12 age group.

THE ANCIENT MARINERS; SKIDILEE GUMBO ... 75

The Mariners (1-45)
Columbia J4-206
Youngsters from 6-12 should enjoy hearing these two ditties. The Mariners' reading is bright and careful. The music is good and the packaging smart enough to attract the eye.

FRIENDLY DR. DRILLUM FILLUM; BONITO THE BARBER ... 73

(1-45)
Paired here are two new tunes, one about the barber and the other about the dentist. Both should ease a problem for parents and could amuse the kids. Material and performance are both good. Tom Glazer, of course, is a past master at handling kiddie material. For the 4-8 generation.

Reviews and Ratings of New Classical Releases

Continued from page 26

in the "Carnaval." Tho often recorded, Rubinstein's version in future is likely to be the preferred one for most buyers. That the pianist is not all dazzling pyrotechnics, but a musician of rare depth is evident in his interpretation of the Franck work—an introspective, meditative composition that borders on the otherworldly. Dealers will find this a package with very wide appeal, and enhanced in this case by an unusually attractive package cover.

BACH: THE WELL-TEMPERED CLAVIER, Vol. 6 (1-12")—Wanda Landowska, Harpsichord. RCA Victor LM-1820 ... 74

With this LP Miss Landowska completes her survey of the Bach opus. Contained here are the preludes and fugues Nos. 17-24 from Book II. A Monumental work and an equally monumental performance, the latter distinguished by the soloist's special brand of scholarship and vibrant music making. A remarkable achievement. The disk faces steady sales and should generate new interest in earlier Landowska etchings.

BEEHOVEN: PIANO SONATAS NOS. 1 & 3 (1-12")—Solomon, Piano. RCA Victor LM 1821 ... 73

Beethoven's 1st and 3d piano sonatas—in F minor and C major, respectively—are now added to Solomon's intended circuit of the entire body of 32. The pure tone, the delicacy of shading and touch that characterizes Solomon's style are a particular delight in the C major Sonata. Beautifully played as the F minor Sonata is, it may seem to lack some of the sense of urgency many will recall from the old Schnabel (or more recent Kempff) reading. These valuable examples of Solomon's style and interpretative skill are welcome, however, because the works have not been over-recorded, and because they are often assigned to advanced piano students for study.

BEEHOVEN: PIANO SONATOS Nos. 2 and 11; Nos. 1, 26 and 27; Nos. 4 and 7; Nos. 16 and 18; Nos. 8, 9 and 15; Nos. 31 and 32 (6-12")—Wilhelm Backhaus, Piano. London LL 948-953.

With this batch of six LP's available individually, Backhaus completes the recorded cycle of the 32 Beethoven piano sonatas. Seventy years old, the pianist's career practically spans the life of the record industry, from the days of the cylinder to a very active present, as these disks attest. It goes without saying that he brings a wealth of experience and interpretive know-how to these readings.

This is a master at work, and anyone with an educated ear for piano music will find much pleasure in auditioning these LP's. But these same initiates may also question the Backhaus approach; enthusiasm will not be blind among this educated crew. Some will find him too deliberate; others will quibble over the way "he fashions a phrase. No one will deny, however, that here is musical intelligence of a very high order at work. The playing always has interest. Commercially, the disk can only benefit from recent U.S. concert appearance of Backhaus, received with unstinting praise wherever he played. Good merchandise for larger stores.

JOHANN STRAUSS: WIENER BLUT (1-12")—Chorus and Orchestra of the Berlin Civic Opera; Hans Lenzer, Cond. Urania URLP 7129 ... 71

Strauss has always been a sure-fire seller, and this LP could be of particular interest to beginner collectors, in that performances are excellent and it features some of the most famous Strauss melodies. The "highlights" were taken from Urania's earlier recording (2-12-inch LP's) of the entire operetta, which was only half completed at Strauss' death in 1899. It was finished by adding some of the older and most popular Strauss melodies, which enhances the score's appeal to the composer's present-day fans.

WALTON: VIOLA CONCERTO; HINDEMITH DER SCHWANEN-DREHER (1-12")—William Primrose, Viola; Royal Philharmonic Orchestra, Sir Malcolm Sargent, Cond. Columbia ML 4905 ... 70

This is the first recording of the Walton; the Hindemith is once available. Primrose, of course, has the widest public acceptance of any solo violist and the reason why is again made evident in this fine disking. He brings a fluent technique and great tonal beauty to the early Walton opus, but it is in the Hindemith that all things seem to jell perfectly. The package is a good one for repertoire-starved viola fanciers as well as those who like modern music that's not too extreme.

QUINCY PORTER: STRING QUARTET No. 6; CATURLA: FIRST CUBAN SUITE; ROLDAN: RITMICA No. 1 (1-12")—Ensemble de Soloistes de l'Orchestre National de la Radiodiffusion Francaise Angel 35105 ... 66

A package of modern chamber music of high quality (and rather difficult listening) by an American and two Cuban composers. Porter's finest contributions

to contemporary literature, in the opinion of many, have been made in the chamber music field, and he is represented here with one of the best products of his mature style. What makes his work so remarkable—and so attractive—is its surging rhythm and its feel for string sonority. Caturla and Roldan were Cuban composers caught up in the post World War I influences emanating from Les Six, Stravinsky and Prokofieff. The excellent playing and sound enhance this significant example of New World creativity. While this is musical caviar, and has a somewhat limited commercial potential, for connoisseurs of contemporary music it should exert strong appeal.

EDWARD VITO HARP RECITAL (1-12")—Period SPL 704 ... 65

A bonus album for connoisseurs of music for the harp. Included are Mozart's "Concerto for Harp and Strings," Handel's "Concerto in B Flat, Op. 4, No. 6," and short works by Debussy, De Falla, Prokofieff and Salzedo. Vito has been the harpist of the NBC Symphony Orchestra for many years, and in the Handel and Mozart works is assisted by a small ensemble drawn from the same body. Their music-making is of a high level of competence and will be a delight to admirers of this instrument.

WAGNER: SYMPHONY IN C MAJOR; POLONIA OVERTURE (1-12")—Symphony Orchestra of Radio Berlin; Adolph Fritz Guhl, Cond. Urania URLP 7116 ... 65

Two early compositions of Wagner that are all but unknown here. While they bear little evidence of the later Wagnerian style, both make surprisingly good listening. The Overture is a flashy concert work that can be favorably compared with much better known examples of this kind of music; the Symphony is deliberate and rather intense, showing the results of Wagner's student-years devotion to Beethoven and Weber. Both are given good, workmanlike performances.

SCHUBERT: STRING QUARTET NO. 14 IN D MINOR (DEATH AND THE MAIDEN) (1-12")—Vienna Philharmonic Quartet. Telefunken TM 66016 ... 65

A reflective interpretation of the popular work, with the Vienna players showing a rare unanimity of purpose. Recorded sound, tho, is hard and unflattering. Need to flip the disk in the middle of the second movement won't help this issue competitively; it has also got to buck the Budapest reading, in addition to other fine treatments.

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SALES RESULTS—
THE ADVERTISING COLUMNS OF
THE BILLBOARD!

The Billboard Music Popularity Charts **COUNTRY & WESTERN RECORDS**

• Best Sellers in Stores

For survey week ending October 6

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	21	I DON'T HURT ANYMORE	H. Snow
2	2	22	ONE BY ONE	K. Wells & R. Foley
3	4	7	THIS IS THE THANKS I GET	E. Arnold
4	6	2	MORE AND MORE	W. Pierce
5	5	9	THIS OLE HOUSE	S. Hamblen
6	3	20	EVEN THO	W. Pierce
7	7	4	IF YOU DON'T, SOMEONE ELSE WILL	Jimmy & Johnny
8	10	4	WHATCHA GONNA DO NOW?	T. Collins
9	7	16	LOOKING BACK TO SEE	J. Tubb-G. Hill
10	9	9	HEP CAT BABY	E. Arnold
11	-	1	TWO GLASSES, JOE	E. Tubb
12	11	13	GOODNIGHT, SWEETHEART, GOODNIGHT	Johnnie & Jack
12	15	2	YOU'RE NOT MINE ANYMORE	W. Pierce
14	-	1	NEW GREEN LIGHT	H. Thompson
15	-	9	GO, BOY, GO	C. Smith

• Folk Talent and Tunes

Continued from page 22

band, Johnny Wright, flew in from Nashville for the session. Cohen now has four of his label's artists appearing on the Saturday night "Ozark Jubilee" over KWTO, Springfield, namely Foley, Arlie Duff, Grady Martin and the Foggy River Boys, organized three months ago by Bill and Monty Mathews, formerly of the Jordanaires quartet. . . . Mack Sanders and His Ranch Boys, with Jeanie Pierson, Decca artist, played to huge crowds on their engagement at Kansas State Fair, Hutchinson, September 18-23. On September 23, Sanders, Jeanie and the Ranch Boys opened the JC Rodeo, Wichita, Kan., where their 9 p.m. TV show won the distinction of being the first outdoor live show ever telecast in Kansas. They picked up part of the rodeo and had Eddy Dean as guest for the occasion. Sanders and his lads are heard via radio over KFBI, Wichita, and over TV via KTVH, Hutchinson. . . . Bob Strack, formerly at KTEM, Temple, Tex., has shifted his activities to KWKH, Shreveport, La. . . . Rex Allen will be a feature at the Grand National Exposition in San Francisco's Cow Palace October 27. . . . That's an ambitious and interesting brochure which Lou Lydell, of Lydell Productions, is issuing to prospective West Coast sponsors on the Bob Kennedy "Bandwagon Show," which got its start last January and which since has met with much favor in California's San Joaquin Valley. Featuring Bob and Wanda Kennedy, the western unit is seen Monday thru Friday, 6:30-7 p.m., on Channel 27, KVVU, Fresno, Calif., and recently inaugurated a new show on Channel 13, KOVR, Stockton, Calif. In addition to numerous personals in the Valley area, the unit recently was featured in a half hour short filmed by H. & S. Productions, Hollywood. . . . Jimmy Haynie, singing guitarist, has left WLW's "Midwestern Hayride." . . . Don Warden, steel man for Red Sovine, of KWKH, Shreveport, La., is now a student at a commercial aviation school in Miami. . . . Slim Harbert and daughter, Mallie Ann, were guests on KWKH's "Louisiana Hayride," Shreveport, last Saturday (9).

Homer and Jethro open Wednesday (13) at Odessa, Tex., for a five-day stand at the Oil Exposition. The lads have a new RCA Victor release for the Christmas trade, "Santa Baby" backed by "Night After Christmas." . . . Buzz Burnar and His Rio Rangers have just inaugurated a new daily show on KGGM, Albuquerque, N. M. . . . Dotti Jones' first release hits the market in a fortnight on Sarge Records. . . . Mitchell Torok has just obtained his release from Abbott Records and is slated to sign with one of the majors this week. Back home in Nacogdoches, Tex., after a Canadian tour with Slim Whitman, Torok says that rumors that he is retiring are greatly exaggerated. . . . Cowboy Phil Reed has left WHJB, Greensburg, Pa. . . . The Friendly Four quartet (Swanson Simmons, Thurman Simmons, Veto Newman and Johnny Rierson, with Elmo Simmons, accompanist), who have been working out of Mount

Airy, N. C., have shifted to Harrisonburg, Va., as a full-time singing group on WWSA. Kenny Doll heads up the WWSA Farm Hands, another new talent group on that station. . . . Bill Long has taken over the managing and producing of the "Main Street Jamboree" on CHML, Hamilton, Ont., which had as recent guests Tommy Sosebee and Billy Walker and Homer and Jethro. Jack Kingston, featured singer with the "Jamboree," has just recorded for the Spartan label (Arrow series) a song written by himself, Mrs. Christmas and Bill Long anent the recent record-breaking swim of the Canadian lassie, Marylyn Bell. The ditty has caused a stir in Canadian c.&w. circles, Long says, with several American firms bidding for the number.

With the Jockeys

Tex Justus, WBNL, Boonville, Ind., reports Jim Reeves' "Penny Candy" breaking big in his territory. . . . Fred Lynn, tall, lean, lanky lad from Booger County, continues to hold down the c.&w. spinning, 10:30 a.m.-12 noon, Monday thru Saturday, over KWTO, Springfield, Mo. He had as recent guests Johnny and Jack, Kitty Wells, Eddie Hill, Hawkshaw Hawkins, Jean Sheperd, Arlie Duff, Porter Wagoner, Billy Walker and the songwriter, Bobby Tubert. . . . Johnny Talley and Dude Webb, country deejays at WYVE, Wytheville, Va., have combined forces to form D.J. Enterprises to promote name country acts in the Virginia, West Virginia and North Carolina sector. The boys report that Ferlin Huskey is sweeping their neck of the woods with his "I Wouldn't Treat a Dog" waxing. . . . Sonny Houston, now spinning 60 minutes of country music a day at WORC, Worcester, Mass., says he recently staged memorial shows for the late Pappy Howard and Hank Williams, with both segs pulling heavy mail from listeners. In addition to his daily radio chore, Sonny is doing a weekly telecast over WWOR-TV, Worcester, plus making personals thruout New England. He says that Webb Pierce still remains No. 1 rave in Central New England, with Kitty Wells the leading fem thrush. . . . Bill Mack, c.&w. spinner at KWFT, Wichita Falls, Tex., is set with his band in Texas and Oklahoma thru November, with only a few open dates. . . . Jolly Cholly Stokely, of WVEZ, New Orleans, drew 400 people with a hillbilly stagershow in Springfield, La., recently. Unit featured Jolly Cholly as emcee, Werly Fairburn, Bill Cason and Red Smith. . . . Bob Neal, of WMPS, Memphis, is planning fall tours with Elvis Presley, the Louvin Brothers and J. E. and Maxine Brown. He is set with Johnny and Jack and Kitty Wells the last week in October, and has several November dates with Webb Pierce. Neal says that management has banned "Whatcha Gonna Do Now?" on WMPS shows.

• Most Played in Juke Boxes

For survey week ending October 6

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	20	I DON'T HURT ANYMORE	H. Snow
2	2	19	ONE BY ONE	K. Wells-R. Foley
3	3	19	EVEN THO	W. Pierce
4	4	9	DON'T DROP IT	T. Fell
5	-	1	MORE AND MORE	W. Pierce
6	4	7	COURTIN' IN THE RAIN	T. T. Tyler
7	7	3	THIS IS THE THANKS I GET	E. Arnold
8	6	13	LOOKING BACK TO SEE	J. Tubb-G. Hill
8	9	4	HEP CAT BABY	E. Arnold
10	-	1	IF YOU DON'T, SOMEONE ELSE WILL	Jimmy & Johnny

• Most Played by Jockeys

For survey week ending October 6

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Artist
1	1	19	I DON'T HURT ANYMORE	H. Snow
2	3	7	THIS OLE HOUSE	S. Hamblen
3	2	19	ONE BY ONE	K. Wells-R. Foley
4	5	20	EVEN THO	W. Pierce
5	4	7	WHATCHA GONNA DO NOW?	T. Collins
6	7	2	MORE AND MORE	W. Pierce
7	6	8	THIS IS THE THANKS I GET	E. Arnold
8	8	14	COURTIN' IN THE RAIN	T. T. Tyler
9	10	14	GOODNIGHT, SWEETHEART, GOODNIGHT	Johnnie & Jack
10	11	3	IF YOU DON'T, SOMEONE ELSE WILL	Jimmy & Johnny
11	8	5	PLACE FOR GIRLS LIKE YOU	F. Young
12	-	7	OUT BEHIND THE BARN	J. Dickens
13	15	9	GO, BOY, GO	C. Smith
14	15	2	HONEY LOVE	Carlisles
15	12	6	YOU CAN'T HAVE MY LOVE	W. Jackson & B. Gray

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The Billboard's 7th Annual Disk Jockey Programming Guide

ANNUAL MUSIC RECORD PROGRAMMING GUIDE

The Billboard

Radio Peeps New Rate Cuts As Advertisers Breathe Again

Issue Dated
November 13

Ad Deadline
November 4

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b/w

"I GAVE YOU UP TO SOMEBODY ELSE"

S & S #160
S & S #45-160

MI-WAYNE A'ND HAL
THE FRONTIERSMEN

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

C & W Territorial Best Sellers

For survey week ending October 6

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

Birmingham

1. I Don't Hurt Anymore, H. Snow, V.
2. Looking Back to See G. Hill & J. Tubb, Dec.
3. Hep Cat Baby, E. Arnold, V.
4. River of No Return Tennessee Ernie, Cap.
5. One By One, K. Wells & R. Foley, Dec.

Charlotte

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells & R. Foley, Dec.
3. More and More, W. Pierce, Dec.
4. This Is the Thanks I Get E. Arnold, V.
5. This Ole House, S. Hamblen, V.
6. Watcha Gonna Do Now? T. Collins, Cap.
7. Your Not Mine Anymore W. Pierce, Dec.
8. Honey Love, Carliales, Mer.
9. If You Don't Someone Else Will Jimmy & Johnny, Chs.
10. Two Glasses, Joe, E. Tubb, Dec.

Cincinnati

1. I Don't Hurt Anymore, H. Snow, V.
2. If You Don't Someone Else Will Jimmy & Johnny, Chs.
3. This Is the Thanks I Get E. Arnold, V.
4. One By One, K. Wells & R. Foley, Dec.
5. This Ole House, S. Hamblen, V.

Dallas-Fort Worth

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells & R. Foley, Dec.
3. This Is the Thanks I Get E. Arnold, V.
4. More and More, W. Pierce, Dec.
5. Your Not Mine Anymore W. Pierce, Dec.
6. This Ole House, S. Hamblen, V.
7. Go Boy, Go, C. Smith, Col.
8. Two Glasses, Joe, E. Tubb, Dec.
9. Even Tho, W. Pierce, Dec.
10. Hep Cat Baby, E. Arnold, V.

Houston

1. I Don't Hurt Anymore, H. Snow, V.
2. If You Don't Someone Else Will Jimmy & Johnny, Chs.
3. One By One, K. Wells & R. Foley, Dec.
4. More and More, W. Pierce, Dec.
5. Watcha Gonna Do Now? T. Collins, Cap.
6. Penny Candy, J. Reeves, Abb.
7. This Is the Thanks I Get E. Arnold, V.
8. You Can't Have My Love W. Jackson & B. Gray, Dec.
9. Even Tho, W. Pierce, Dec.
10. New Green Light, H. Thompson, Cap.

Knoxville

1. This Ole House, S. Hamblen, V.
2. More and More, W. Pierce, Dec.
3. I Don't Hurt Anymore, H. Snow, V.
4. Good and the Bad, C. Arthur, V.
5. This Is the Thanks I Get E. Arnold, V.
6. One By One, K. Wells & R. Foley, Dec.
7. Mr. Misery, C. Atkins, V.
8. Your Not Mine Anymore W. Pierce, Dec.
9. Out Behind the Barn, J. Dickens, Col.
10. Two Glasses, Joe, E. Tubb, Dec.

Memphis

1. One By One, K. Wells & R. Foley, Dec.
2. If You Don't Someone Else Will Jimmy & Johnny, Chs.
3. I Don't Hurt Anymore, H. Snow, V.
4. More and More, W. Pierce, Dec.
5. Looking Back to See G. Hill & J. Tubb, Dec.
6. Blue Moon of Kentucky, E. Presley, Sun

Nashville

1. More and More, W. Pierce, Dec.
2. If You Don't Someone Else Will Jimmy & Johnny, Chs.
3. I Don't Hurt Anymore, H. Snow, V.
4. This Ole House, S. Hamblen, V.
5. Two Glasses, Joe, E. Tubb, Dec.
6. Call Me Up, M. Robbins, Col.
7. Go Boy, Go, C. Smith, Col.
8. Looking Back to See G. Hill & J. Tubb, Dec.
9. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.

New Orleans

1. This Is the Thanks I Get E. Arnold, V.
2. One By One, K. Wells & R. Foley, Dec.
3. Two Glasses, Joe, E. Tubb, Dec.
4. You Can't Have My Love W. Jackson & B. Gray, Dec.
5. Your Not Mine Anymore W. Pierce, Dec.
6. More and More, W. Pierce, Dec.
7. If You Don't Someone Else Will Jimmy & Johnny, Chs.

Richmond, Va.

1. If You Don't Someone Else Will Jimmy & Johnny, Chs.
2. One By One, K. Wells & R. Foley, Dec.
3. This Is the Thanks I Get E. Arnold, V.
4. Honey Love, Carliales, Mer.
5. This Ole House, S. Hamblen, V.
6. New Green Light, H. Thompson, Cap.
7. Place for Girls Like You F. Young, Cap.
8. Show Me, Davis Sisters, V.
9. Keep on the Sunny Side M. Wiseman, Dot
10. I Don't Hurt Anymore, H. Snow, V.

This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for extra profits:

No selections this week

Review Spotlight on . . . RECORDS

JOHNNIE AND JACK

Beware of "It" (Paxton, ASCAP)—RCA Victor 5880—Here's a bright and happy reading on a cute new tune which the boys handle skillfully. It all adds up to a solid new cutting which has a chance to break thru quickly sales-wise and should pull a lot of juke loot, too. Flip is "Kiss-Crazy" (Sheldon, BMI).

Reviews of New C & W Records

RAY PRICE

If You Don't, Somebody Else Will . . . 86
COLUMBIA 21315 — A Billboard "Spotlight" 10-2-'54.
Oh Yes, Darling! . . . 85
A Billboard "Spotlight" 10-2-'54.

CARL SMITH

Loose Talk . . . 85
COLUMBIA 21317 — A Billboard "Spotlight" 10-9-'54. (Central, BMI)
More Than Anything Else in the World . . . 84
A Billboard "Spotlight" 10-9-'54. (Hill & Range, BMI)

PETE PIKE

I Can See an Angel . . . 78
CORAL 64186 — A Billboard talent "Spotlight" 10-9-'54. (Four Star Sales, BMI)
House of the Lord . . . 70
Pete Pike put his heart into this ballad of how religion soothes all problems. Many should find pleasure in hearing it spin. (Four Star Sales, BMI)

RUDY GRAY

Hearts Made of Stone . . . 77
CAPITOL 2946—Tune now getting some action in the r.&b. field receives an attractive rendition here from Gray, who sings it with both style and feeling. It adds up to an attractive new waxing that is in a "cat" music vein, and could grab coins on the boxes. (Regent, BMI)
There's Gonna Be a Ball . . . 74
Here's a wild new slicing that should please Gray's fans. He sings of the dance that will soon take place at the local dance hall, helped out in fine fashion by the sidemen and the jazzy

rhythm combo. For the juke. (American Music, BMI)

WILBURN BROS.

Let Me Be the First to Know . . . 77
DECCA 29277—Slow weeper with a solid beat has much appeal in this straight and effective reading by the brothers. Good material and well sung. Lots of rural spin appeal. (Cedarwood, BMI)
Carefree Moments . . . 75
Another weeper, this about the consequences of a bit of outside trifling, is also handed a good performance. Good wax. (Forrest, BMI)

CARSON ROBISON

Awkward Situations . . . 76
M-G-M 11837—Robison talks-sings a special-material ditty in the style of Arthur Godfrey. The novelty is based on the old gag about the father who tells his son about the birds and the bees. It's handled with good taste, and Robison sings it with considerable folksy charm.
Just Lazy . . . 73
Robison warbles delightfully on a leisurely paced tune.

DAVE DENNY

Cry, Fool Cry . . . 76
M-G-M 11831—The country chanter sings this pretty tune with a lot of emotion as he tells of his broken heart. Side could get spins with exposure.
Stop, You're Breaking My Heart . . . 72
Pleasant rendition by Denny on a slight new novelty item.

DUB DICKERSON

Look, Look, Look . . . 76
CAPITOL 2947—Dickerson turns in a mighty listenable vocal on a neat novelty effort, on which he tells his friend that his girl is the greatest. It's cute and deejays will certainly hand it spins. (Cedarwood Pub. Co., BMI)
My Gal Gertie . . . 72
Dickerson proves on this platter that he can sing a mouthful of lyric and this tune has a lot of lyric. It's a slight novelty, but pleasant. (Central, BMI)

MADDOX BROS. & ROSE

Forever Yours . . . 75
COLUMBIA 21306 — Rose and the Maddox Brothers turn in a slick rendition of a happy new tune, with the thrush handling most of the lead. A good one for their fans. (Peer, BMI)
You Won't Believe This . . . 73
Fred Maddox and Rose have a lot of fun on this cute new platter on which Rose protests she has never been kissed and Fred doesn't believe it. (Peer, BMI)

SHEB WOOLEY

I Go Osta My Mind . . . 74
M-G-M 11836—Wooley contributes a thoroughly pleasant vocal on a pretty ditty, his own composition. Backing is particularly outstanding. Should get spins.
Hill Billy Mambo . . . 70
An okay group vocal on a bouncy tune with a good lyric.

BILL CASON

Sidetracked . . . 73
CORAL 64185—The singer tells the classic tale of yielding to temptation and getting burned. The tune is a good one and is sold very effectively by Cason. (Sheldon, BMI)
Seeds of Jealousy . . . 72
Another aspect of love that leads to tearful consequences is ably treated here by the singer. Two good readings on this disk that ought to have possibilities in the boxes. (Hill & Range, BMI)

JIMMY WORK

Just Like Downtown . . . 71
DOT 1221 — Work proves without much difficulty that all the joys and pleasures of the city can be found in the country. This is an attractive tune with a fine beat for dancing. (Acuff-Rose, BMI)
Making Believe . . . 72
A weeper that brings out another side of the singer's talents. He has an expressive voice which he uses to bring out a maximum of pathos here. Two pleasant sides. (Acuff-Rose, BMI)

BETTY CODY-LONE PINE

How to Get Married . . . 72
V 5869—In sweet tones Miss Cody asks the important question, and Hal Pine provides answers. A pleasant opus with moderate potential. (Dandelion, BMI)
Heart to Heart . . . 67
The twosome discuss their problems

amicably and musically. Flip is stronger. (Tanna, BMI)

RED HAYS

A Satisfied Mind . . . 72
STARDAY 164—The warbler asks, on this philosophical item, whether money is more important than a satisfied mind. He feels it is not. (Starrite, BMI)
Doggone Woman . . . 71
Red Hays sings on this new release about the troubles he is going thru due to his woman. (Starrite, BMI)

STANLEY COKER BAND

Meadowlark Melody . . . 72
ABBOTT 171—The Coker band presents one of the prettiest instrumentals to hit the market in quite a while. It is played here by steel guitar over a rocking bass figure. Good juke box item. (Dandelion, BMI)
Toss Over . . . 71
Another fine instrumental with a solid beat and a pleasant melody. The fancy fiddling adds to its attractions as a dance record. (Dandelion, BMI)

FLOYD ROBINSON

G-I-R-L, Girl . . . 72
KING 1389—This cute novelty does a once-over-lightly on the theme of the eternal mystery of women. Jocks will find this effective programing. (Mar-Kay, BMI)
You're Not Yourself Anymore . . . 69
Everything looked great, until the singer's girl lowered the boom. A listenable weeper with a simple, retentive melody and a bouncy beat. (Mar-Kay, BMI)

JACOBY BROS.

Laredo . . . 72
COLUMBIA 21309—This one is a fresh-sounding ditty about romance in Laredo and it's sung with a good deal of gayety by the boys. Should do okay in the coin boxes. (Blackwood, BMI)
Kiss Me Once More (Like You Did Last Night) . . . 67
Cute little romantic item is sung brightly, with rhythm variations to maintain interest. (Blackwood, BMI)

LLOYD ELLIS

Indian Love Call . . . 71
MERCURY 70463—Slick guitar instrumental reading in the Les Paul style should get spins for this rhythm disk. (Harms, ASCAP)
Yo Yo Boogie . . . 71
More of the same—this time on a boogie-woogie original. (Tree, BMI)

PATSY RUTH ELSHIRE

Sugar Lump . . . 71
CAPITOL 2940—The pop ditty tune gets a snappy treatment, with a male chorus chanting the title tune behind the thrush's showmanly vocal. (Raleigh, BMI)
Watch Dog . . . 70
The canary has showmanship and an appealing vocal quality on this disk that should pull spins. The tune is amusing, and the record is a good one. (Lols, BMI)

FOGGY RIVER BOYS

Company's Comin' . . . 71
DECCA 29300—A good slicing of a bright new tune in the country field. The boys achieve a smoothly blended harmony and get a lively rhythmic backing from the band. (Earl Barton, BMI)
In the House of the Lord . . . 67
The quartet advises that if you're looking for a new life, the first move is to go to church. A cheerful side with a steady beat. (Four Star, BMI)

GENT O'QUIN

You Name It . . . 70
CAPITOL 2935—A catchy little item sun: in good-humored fashion by O'Quin about a gal who has everything. (E. B. Marks, BMI)
It's No Wonder . . . 70
Another bouncy novelty with an okay warbling stink by O'Quin. (Cedarwood, BMI)

BILL MONROE

Blue Moon of Kentucky . . . 70
DECCA 29289—Bill Monroe sings the ballad with an appealing catch to his voice. He starts it slow and then does a reprise with a stepped-up beat. Side could do well on rural coin boxes. (Peer, BMI)
Close By . . . 68
Here the chanter shouts a weeper in a manner calculated to attract action in the hill country. Another good slicing. (Driftwood, BMI)

SUNSHINE RUBY-TOMMY SANDS

Don't You Know I Love You? . . . 70
V 5860—The label's two young country singers are teamed on a spritely reading of some okay country material which jocks might like. (Trinity, BMI)
Hankerin' . . . 69
More good chanting on some attractive material. (Delmore, ASCAP)

SKEETER BONN

You Can Never Be My Darling . . . 70
V 5861—Okay piece of weeper material gives Bonn a chance to sing out in his tear-in-the-voice style for a good effort. (Hill & Range, BMI)
Feeling So Blue . . . 68
Bonn's yodel style of singing should get attention, but he'll need better material than this to break thru. (Hill & Range, BMI)

DON RENO-RED SMILEY-TENN. CUTUPS

Your Tears Are Just Interest on the Loan . . . 68
KING 1390—Reno and Smiley are
(Continued on page 45)

ATTENTION:
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DISC JOCKEYS
DISTRIBUTORS

PEE WEE KING

Has the NEXT 2 sided HIT of the year!

"PEACHES AND CREAM"

(Tanna-BMI)

"I CAN'T TELL A WALTZ FROM A TANGO"

(Harman-ASCAP)

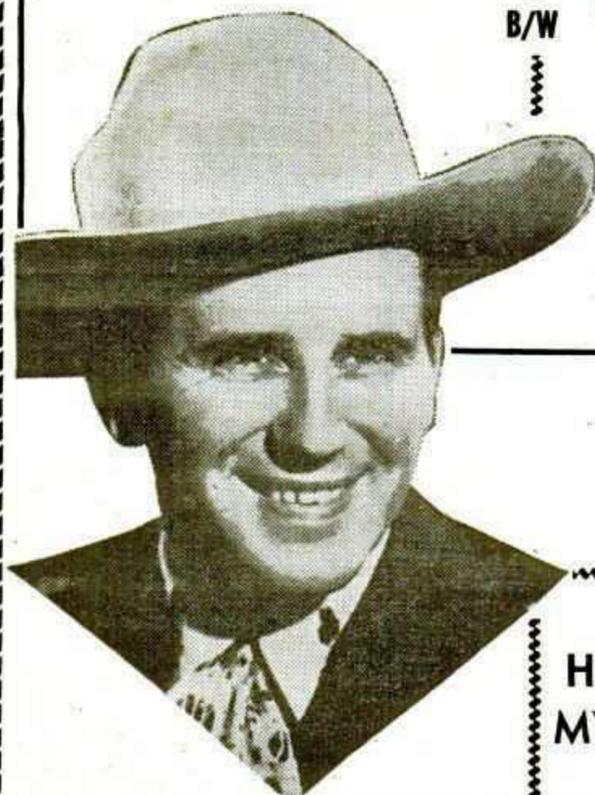
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another MILLION seller as did "SLOWPOKE"

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NEW and HOT
#116
LET'S MAKE UP SPANIELS
#115
BABY, I NEED YOU ELDORADOS

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The Billboard Music Popularity Charts

• **Best Sellers in Stores**

For survey week ending October 6

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

This Week	Last Week	Weeks on Chart
1. HURTS ME TO MY HEART—F. Adams.....	2	9
Ain't Gonna Tell—Herald 434—BMI		
2. WHAT A DREAM—R. Brown.....	1	11
Please Don't Freeze—Atlantic 1036—BMI		
3. ANNIE HAD A BABY—Midnighters.....	3	7
She's the One—Federal 12195—BMI		
4. HONEY LOVE—Drifters.....	4	18
Warm Your Heart—Atlantic 1029—BMI		
5. EBB TIDE—R. Hamilton.....	5	6
Beware—Epic 9068—ASCAP		
6. SHAKE, RATTLE AND ROLL—J. Turner.....	6	24
You Know I Love You—Atlantic 1026—BMI		
7. I DON'T HURT ANYMORE—D. Washington.....	9	2
Dream—Mercury 70439—BMI		
8. OOP SHOOP—S. Gunter.....	10	2
It's You—Flair 1050—BMI		
9. WORK WITH ME ANNIE—Midnighters.....	7	26
Sinner's Prayer—Federal 12169—BMI		
9. SEXY WAYS—Midnighters.....	8	15
Don't Say Your Last Goodbye—Federal 12185—BMI		

• **Most Played in Juke Boxes**

For survey week ending October 6

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

This Week	Last Week	Weeks on Chart
1. WHAT A DREAM—Ruth Brown.....	1	8
Atlantic 1036—BMI		
2. HURTS ME TO MY HEART—F. Adams.....	4	6
Herald 435—BMI		
3. ANNIE HAD A BABY—Midnighters.....	3	4
Federal 12195—BMI		
4. HONEY LOVE—Drifters.....	2	17
Atlantic 1029—BMI		
5. SHAKE, RATTLE AND ROLL—J. Turner.....	8	23
Atlantic 1026—BMI		
6. WORK WITH ME ANNIE—Midnighters.....	6	22
Federal 12169—BMI		
7. SEXY WAYS—Midnighters.....	5	13
Federal 12185—BMI		
8. YOU BETTER WATCH YOURSELF—Little Walter.....	9	4
Checker 799—BMI		
9. SH-BOOM—Chords.....	7	15
Cat 104—BMI		
9. EBB TIDE—R. Hamilton.....	—	1
Epic 9068—ASCAP		

• **R & B Territorial Best Sellers**

For survey week ending October 6

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

Market	Rank	Title	Artist		
Atlanta	1.	Annie Had a Baby	Midnighters, Fed.		
	2.	What a Dream	R. Brown, Atl.		
	3.	Hurts Me to My Heart	F. Adams, Her.		
	4.	Shake, Rattle and Roll	J. Turner, Atl.		
	5.	Honey Love	Drifters, Atl.		
	6.	You Better Watch Yourself	L. Walter, Che.		
	7.	Work With Me Annie	Midnighters, Fed.		
	8.	When My Heart Beats Like a Hammer	B. B. King, RPM		
	9.	Please Don't Freeze	R. Brown, Atl.		
	10.	Ebb Tide	R. Hamilton, Epi.		
Balti.-Wash.	1.	Hurts Me to My Heart	F. Adams, Her.		
	2.	Annie Had a Baby	Midnighters, Fed.		
	3.	What a Dream	R. Brown, Atl.		
	4.	Tick Tock	Marvin & Johnny, Mod.		
	5.	Ebb Tide	R. Hamilton, Epi.		
	6.	I Don't Hurt Anymore	D. Washington, Mer.		
	7.	Honey Love	Drifters, Atl.		
	8.	Sexy Ways	Midnighters, Fed.		
	9.	When the Lights Go Out	J. Witherspoon, Che.		
	10.	Shake, Rattle and Roll	J. Turner, Atl.		
Charlotte	1.	What a Dream	R. Brown, Atl.		
	2.	Annie Had a Baby	Midnighters, Fed.		
	3.	Hurts Me to My Heart	F. Adams, Her.		
	4.	Honey Love	Drifters, Atl.		
	5.	I've Got My Eyes on You	Clovers, Atl.		
	6.	Ebb Tide	R. Hamilton, Epi.		
	7.	Shake, Rattle and Roll	J. Turner, Atl.		
	8.	Tick Tock	Marvin & Johnny, Mod.		
	9.	Well All Right	J. Turner, Atl.		
	10.	Your Cash Ain't Nothin' But Trash	Clovers, Atl.		
Chicago	1.	Honey Love	Drifters, Atl.		
	2.	Hurts Me to My Heart	F. Adams, Her.		
	3.	Dream	D. Washington, Mer.		
	4.	When the Lights Go Out	J. Witherspoon, Che.		
	5.	I'm Ready	M. Waters, Chs.		
	Cincinnati	1.	What a Dream	R. Brown, Atl.	
		2.	Shake, Rattle and Roll	J. Turner, Atl.	
		3.	Ebb Tide	R. Hamilton, Epi.	
		4.	Never Let Me Go	J. Acc. Duk.	
		5.	Your Cash Ain't Nothin' But Trash	Clovers, Atl.	
Detroit		1.	What a Dream	R. Brown, Atl.	
		2.	Shake, Rattle and Roll	J. Turner, Atl.	
		3.	Annie Had a Baby	Midnighters, Fed.	
		Los Angeles	1.	Hurts Me to My Heart	F. Adams, Her.
			2.	Sexy Ways	Midnighters, Fed.
	3.		Ebb Tide	R. Hamilton, Epi.	
	4.		You Better Watch Yourself	Little Walter, Che.	
	New Orleans		1.	What a Dream	R. Brown, Atl.
			2.	Annie Had a Baby	Midnighters, Fed.
			3.	Hurts Me to My Heart	F. Adams, Her.
4.			Honey Love	Drifters, Atl.	
5.			You Can Pack Your Suitcase	Fats Domino, Imp.	
6.			Well All Right	J. Turner, Atl.	
7.		Shake, Rattle and Roll	J. Turner, Atl.		
New York		1.	What a Dream	R. Brown, Atl.	
		2.	Honey Love	Drifters, Atl.	
		3.	Hurts Me to My Heart	F. Adams, Her.	
	4.	Ebb Tide	R. Hamilton, Epi.		
	5.	Annie Had a Baby	Midnighters, Fed.		
	6.	Work With Me Annie	Midnighters, Fed.		
	Philadelphia	1.	What a Dream	R. Brown, Atl.	
		2.	Hurts Me to My Heart	F. Adams, Her.	
		3.	Ebb Tide	R. Hamilton, Epi.	
		4.	I Don't Hurt Anymore	D. Washington, Mer.	
5.		Annie Had a Baby	Midnighters, Fed.		
6.		Smile	Nat (King) Cole, Cap.		
7.		Wedding Bells Are Ringing	Angels		
8.		Honey Love	Drifters, Atl.		
9.		Dream	D. Washington, Mer.		
St. Louis		1.	I Don't Hurt Anymore	D. Washington, Mer.	
	2.	Hurts Me to My Heart	F. Adams, Her.		
	3.	Dream	D. Washington, Mer.		
	4.	Annie Had a Baby	Midnighters, Fed.		
	5.	Work With Me Annie	Midnighters, Fed.		
	6.	Mama Took the Baby	L. Gordon, Che.		
	7.	Four Years of Torment	M. Slim, Uni.		
	8.	Tick Tock	Marvin & Johnny, Mod.		
	9.	You Better Watch Yourself	Little Walter, Che.		
	10.	I Love My Baby	M. Slim, Uni.		

RHYTHM & BLUES RECORDS

• **This Week's Best Buys**

According to sales reports in key markets, the following recent releases are recommended for extra profits:

MAMBO BABY (M & M, BMI)—Ruth Brown—Atlantic 1044
The thrush's latest effort is shaping up as a solid commercial offering. The national response is good, with special emphasis on these territories: Philadelphia, New York, Detroit, Nashville, Durham, Atlanta and St. Louis. Some areas report action is also good on the flip "Somebody Touched Me" (Progressive, BMI). A previous Billboard "Spotlight" pick.

I'M READY (Arc, BMI)—Muddy Waters—Chess 1579
Taking off with impressive speed and going rapidly to the top in many Southern and Midwestern territories. Among these are Chicago (where the disk is on the territorial chart for the second week), Detroit, St. Louis, Nashville, Durham and Buffalo. Flip is "I Don't Know Why" (Arc, BMI). A previous Billboard "Spotlight" pick.

• **Review Spotlight on . . . RECORDS**

TINY BRADSHAW ORK

Cat Fruit (Jay & Cee, BMI)—King 4747—Take a fine instrumental, a big beat, have it played by the Bradshaw ork and you have a solid juke cutting by the swinging combo. This could be a big one and it should grab lots of sales in the pop as well as the r.&b. market. Flip is "Stack of Dollars" (Jay & Cee, BMI).

TALENT

CHARLIE AND RAY

Here is one of the snappiest duos to come up in months. The boys have a style of their own, and they make much use of it on this new disk from Herald Records. The tunes are "You're to Blame" and "I Love You Madly" (Angel, BMI), on Herald 438. The material is bright, the beat is there and the disk could go. Watch this pair.

• **Reviews of New R & B Records**

FATS DOMINO

Love Me86
IMPERIAL 5313—A Billboard "Spotlight" 10-9-'54. (Commodore, BMI)
Don't You Hear Me Calling You80
Here's another good reading by Domino, this time on a lively rumba blues with some mighty slick bongo work. The flip is stronger but this is also very attractive and should pull many spins. (Commodore, BMI)

MUDDY WATERS

I'm Ready85
CHESS 1579 — A Billboard "Spotlight" 10-9-'54. (Arc, BMI)
I Don't Know Why82
Tho the lyric here is not unusual, from an instrumental point of view, this side rocks about as wildly as much as the flip. Both have a beat that is solid and waiting guitar solos that always make the Waters fans flip. (Arc, BMI)

RICHARD BERRY

The Big Break80
FLAIR 2055 — A Billboard Talent "Spotlight." (Flair, BMI)
What You Do to Me75
Good blues opus gets an impressive reading from Berry, a good second side. (Flair, BMI)

TINY BRADSHAW ORK

Cat Fruit82
KING 4747 — The ork, as usual, comes thru with a fine instrumental reading aimed at the dance set. This one offers a big and solid beat surrounding some simple riffs and the Bradshaw tenor sound. (Jay & Cee, BMI)
Stack of Dollars77
First rate mambo-type instrumental which should please the dancers.

THE JEWELS

Oh Yes, I Know80
R AND B 1303—Here's a sock reading by the West Coast group on a smart hunk of material. They sing it with feeling and excitement over a mighty attractive beat. The work of the lead singer is first-rate as he sparks the group. This could be a big one; watch it. (Granite Music, BMI)
A Fool in Paradise74
The boys show off some interesting harmony on this side as they run thru this slow-paced ballad effort. Flip is stronger, altho this side is prettier. (K. & S. Music, BMI)

NAPPY BROWN

Two Faced Woman78
SAVOY 1135—Nappy Brown proves here, on his second waxing for the label, that he knows how to put over a song. The material is strong and he sings it well. Good wax here,

especially for boxes. (Crossroads Music, BMI)
Is It True—Is It True75
Another good side here. It, too, has a chance for loot. (Savoy Music, BMI)

THE FIVE KEYS

I'm Alone76
CAPITOL 2945—The Five Keys, for many years one of the top vocal groups, bow on the label with a good reading of a meaningful new effort, sparked by a fine lead. It's a good debut by the boys and the side has a chance for coins. (Crestwood, BMI)
Ling, Ting, Tong77
The title is right here; this is a r.&b. platter about a hip Chinese warbler.

(Continued on page 45)

Muddy Waters
"I'M READY"
b/w
"I DON'T KNOW WHY"
Chess #1579

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BURLESQUE BITS

By UNO

Sunny Dare, back on the Hirst wheel after an absence of four year in niteries and Ohio circuit houses, employs an acro technique in her strip routines. . . . Tommy Christy, of the Leeds Music Corporation, New York, forwards three recording disks and a professional copy of the instrumental version of "The Touch" for which Jean Winer wrote the music from the French film, "Touchez Pas Au Grisbi" which he (Tommy) claims has "a real torchy melody

with lyrics very bluesy—all good for bumps and grinds via strippers. . . . The news of the sudden death on September 24 of Rosita Royce at her home 546 N. E. 128th Street, North Miami, came as a shock to all who remember her dove dance feature in burly, movies, niteries and fairs. Not only did she headline with her doves but also with macaws and cockatoos. Also did impersonations of many of burly's star strippers. Most notable of her engagements was a hit in the New York World's Fair of 1939-'40 and two seasons with Mike Todd's "A Night in Venice" at Jones Beach, New York. In films her latest was as one of the outstanding acts in "Striporama." Surviving is her mother, Mrs. Corrington. Burial was in Southern Memorial Park, Miami. . . . Mack Barron, comic, is in his 16th year at the Piccadilly Club in Baltimore. . . . Arlene Moody, Mar-Shan, Camille, Jack LaMont, Ted Blair and Freddie Lewis are the principals in a Hirst unit that opened October 8 at the Casino, Pittsburgh, again managed by George Murray. . . . Princess Kanna, co-feature on the Hirst wheel, has changed her name to Lucille Charlot. . . . Harry (Lifty) Lewis made a much awaited return appearance at Steve Brodie's niterie in Philadelphia. Co-feature is Blaze Starr.

Flash O'Farrell has joined the talent at the Boulevard Chalet, North Bergen, N. J., for 10 weeks thru Al Barbieri. . . . Eddie Madden, operator of the Gayety, Norfolk, is in deep mourning over the loss of his wife, Rose, who died October 4 in a local hospital. Also surviving are two children. . . . Comic Harry Conley has reinforced his rooming house venture in Atlantic City with a parking lot so as to, as he terms it "give all my guests free parking privileges." . . . Jack Anthony of the comedy team of Anthony and Rogers and later, Anthony and Mason, suffered a broken hip thru an auto accident on January 9, 1953. He was discharged after 14 months of treatment in St. Claire Hospital, New York, and is now getting about on crutches. . . . Features in Calumet City, Ill., niteries are Shiva, at the Star; Sylvette, at the Rondavoo, and Tortura, the Jungle Queen, at the Playhouse. . . . Charles W. Lavine, comic, has taken up a side line—that of making up brochures and other art work for talent aspiring for loftier spheres. Just like comic Loney Lewis is doing when off stage, writing song lyrics for progressive strips. . . . Bob Corash, Denver agent, reports a shortage of exotics, and says that if girls are willing to work for a reasonable price, there are plenty of spots for them in the nearly three dozen clubs that book strippers in the Denver area. . . . Etta Pillard and her sister, Minnie Hoag, entertained four former co-workers, Mabel Bart Erickson, Ruth Rosemond, Vicky Morse and Winnie Welch, over the Labor Day weekend at the new Pillard hotel, the Royal House in Boseawen, N. H. It was in 1904 in Buffalo when Etta, Winnie and Vicky started their stage careers and, at 65, Etta still does perfect splits and those Pillard-famous shoulder dances.

DRAMATIC & MUSICAL ROUTES

Ballet Russe: (Opera House) Boston.
Fanny: (Shubert) Philadelphia.
Gentlemen Prefer Blondes: (Shubert) Detroit.
Getting Gertie's Garter: (Majestic) Boston.
Greco, Jose: (Royal Alexandra) Toronto.
King and I: (Fair) Dallas.
Moon Is Blue: (Nixon) Pittsburgh.
Mrs. Patterson: (Harris) Chicago.
Naughty Natalie: (Lyceum) Minneapolis.
Olson and Johnson: (Belwyn) Chicago 16.
Picnic: (Erlanger) Chicago.
Quadrille With Lunt and Fontanne: (Colonial) Boston 14-16.
Rainmaker: (Wainut Street) Philadelphia.
St. Joan: (Caas) Detroit.
Seven-Year Itch: (Metropolitan) Seattle Oct. 10-12: (Auditorium) Portland, Ore., 13-16.
South Pacific: (Forrest) Philadelphia.
Time Out for Ginger: (Iowa) Cedar Rapids, Ia., 11: (KRNT) Des Moines 12: (Paramount) Omaha 13-14: (Playhouse) Kansas City, Mo., 15-16.
Traveling Lady: (Cox) Cincinnati.
What Every Woman Knows: (Huntington Hartford) Los Angeles.
Wonderful Town: (Shubert) Chicago.

Reviews of New C & W Records

- indifferent to the tears and pleading of an unfaithful girl friend. Tune doesn't rise above the routine. (Lois, BMI)
- Dixie Breakdown... 67
An instrumental side with a real ragtime flavor. The intricate work on the fiddle and banjo is especially impressive, taken as it is here in hoodown tempo. (Lois, BMI)
- KING GANAM ORK
Kiley's Reel... 68
V 5870—The oldie is taken at a flying clip by Ganam on the fiddle. A refreshing side that many will like listening to, but only few will have the energy to dance to. The rosin really flies. (P.D.)
- Ridin' the Fiddle... 64
King Ganam, a mean hand with the fiddle, waxes a virtuosic performance of a rapid instrumental. This tune is an original. (Hill & Range, BMI)
- LARRY NOLEN
The Bandit... 67
SARG 110-45—Another version of the much-waxed ballad, this has good listener appeal. (Leeds, ASCAP)
- I Need You Now... 63
A pleasant treatment of the current click. (Miller, ASCAP)
- BILL MORGAN
Follow the Leader... 65
OKEH 18053—A pleasant vocal job on a brightly paced ditty.
Someone Like You... 65
Same comment.

Reviews of New R & B Records

- The boys sing on the troubles of Long Ting Tong on this cute new platter, selling it neatly. Two interesting sides here. (St. Louis Music, BMI)
- PAUL GAYTEN
I'm Tired... 75
CHECKER 801—Gayten is ready to end it all out of sheer desperation. This bluesy ballad is a very attractive piece of material especially as set to this rocking beat. Good juke box material. (Arc, BMI)
Get It... 73
The singer and his girl seem to be alternately teasing each other on this fast, hectic side. There is nothing original about this riff, but the material is effectively sold. (Arc, BMI)
- THE FLAIRS
I'll Never Let You Go... 74
FLAIR 2056—This moves well thru-out, with a gay and brisk beat supporting the chanters. A bright side with good juke potential. (Flair, Pub., BMI)
Hold Me, Thrill Me, Chill Me... 72
Another attractive effort by the Flairs. Dancers will like. (Flair Pub., BMI)
- LARRY LIGGETT
Ma Ma Yoquiero Mambo... 72
CHESS 1578—An interesting mambo instrumental treatment of the Latin-American standard which should get juke play. (Robbins, ASCAP)
That Man Is Walking... 70
Liggett warbles personally on a brightly paced tune about a poor soul who has his car taken away by the finance company. (Condor, BMI)
- WALTER ROBERTSON
Sputterin' Blues... 72
FLAIR 1053—Robertson warbles a Southern-styled blues about a stuttering romeo who finds out his gal is cheating on him. The disk is unusual enough to get considerable spins in the South. (Flair, BMI)
I've Done Everything I Can... 66
An okay vocal on a routine blues with interesting harmonica work on the backing. (Flair, BMI)
- EARL BROWN ORK
The Cat's Wiggle... 71
CHECKER 802—A snappy instrumental on a routine jump tune. (Ark, BMI)

(Continued on page 46)

HOCUS-POCUS

By BILL SACHS

CLARKE CRANDALL (The Senator), one of the sharper of the magic lads and with it a comedian par excellence, sails October 30 for England, where he is booked for the British Magical Society's Golden Jubilee. The Senator is currently in his fourth year at the Magic Lounge, Cicero, Ill. He describes his forthcoming jaunt abroad as a sort of second Boston tea party; he intends to get even with them for all those old English pictures we've been forced to watch here on television. Speaking of old TV flickers, Crandall says he saw one the other night that was so old the Indians won. In another he caught Abraham Lincoln playing the part of Raymond Massey. Writing from his Chicago headquarters, the Senator writes in part: "Had dinner recently with Frances Ireland, a former true love of mine who recently broke my heart when she married some fly-by-night TV comic by the name of Jay Marshall, who is 'sleightly' a mental case, as was very obvious to all in Louisville. Take away his good looks, his talent, his wardrobe and his attractive wife, and what've you got—me." . . . Lee Richards and Willard the Magician, with headquarters in Easton, Pa., have again launched their midnight spooker, billed as Dr. Graves "Tombstone Frolics," for a trek thru the East and Midwest. The unit has been revamped considerably, Richards says, with Willard doing the Levitation of Princes Karanac, sawing a woman in half, the substitution trunk, the guillotine and a series of effects with a large spirit cabinet. There are the usual assorted monsters, and a company of seven people, two of whom are most charming, according to Lee. . . . Landrus the Magician, who put in the summer playing resorts in Michigan and Canada, will play a string of dates thru New York and the New England States out of Elmira, N. Y., while his young wife awaits the arrival of Mr. Stork late in October. After the first of the year he plans to return to his established territory in the South and Southwest, with his old agent, R. Temple Greystoke, mapping the course.

ARTHUR LEROY and his partner, Peggy Bridge, begin another season of their "Matinees for Moppets" series at the Brooklyn Academy of Music October 23. In addition to Miss Bridge's marionettes and Leroy's magical emseing on all shows, they have engaged for the season Dave Malcolm, magical clown, and Frank Garcia, sleight-of-hander. There also will be an array of guest artists. On the first show will be the Great Williams, who is assisted in his routines by Junior, a two-year-old chimpanzee. Richard Himber and Doc Weiss are also skedded to appear during the series. Doug and Gayle Anderson will present their Magic Circus on the final show. "We feel that we have proved in our first two seasons that New York will buy magic, and love it," Leroy writes. "We hope our third season will cinch the argument." . . . Lady Frances (Frances R. Francis) moved into the Chez Ami,

Buffalo, October 6 for a fortnight's stand. She recently played Fred Waring's Hotel Country Club in Shawnee, Pa. . . . N. P. Patton, owner-director of the Carolina Assemblies, is fronting the McDonald Birch attraction on a Midwestern tour this fall. Patton headquarters at Hendersonville, N. C. . . . George Kopp, of the Rock Island, Ill., Arsenal, is readying a Chinese act for fall showings. . . . C. Thomas Magrum shoots in an inquiry on the veteran tour manager, Austin A. Davis. . . . Gene and Trudy Devoe have acquired the magic shop of the late Will Lindhorst in St. Louis and will operate it on their own. . . . Karl the Magician, of Sydney, N. S., played the North Sydney Exhibition recently with his Stella illusion, while Tom Auburn and Joe Kara, both of Montreal, played the recent Lunenburg and Bridgewater fairs in Nova Scotia. Writing under recent date, Karl says: "Recently caught Bill Neff's 'Madhouse of Mystery,' which is playing to good business up this way. He has a vast number of illusions, many of them new to these parts. It would be unfair to describe his show; see him if he comes your way."

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THE FINAL CURTAIN

BURNS—Robert A., known in show business as the armless wonder, recently in Atlanta.

CONNOR—Tom, 85, one of the last circus men who worked for P. T. Barnum, September 22, at Oreland, Pa. He joined the Barnum circus as a billposter and stayed in that trade with the Barnum & Bailey and Ringling-Barnum circuses, retiring about six years ago. Survived by a daughter, Mrs. John A. Griffith, Oreland. Burial in Williamamantic, Conn.

DUNHAM—Sam B., 54, president of catering concern serving film studios, October 5 in Westwood Home, Los Angeles.

EICKELBERG—Sibyl, 58, widow of Wilbur Eickelberg of ad firm of Keenan & Eickelberg, September 14 in Los Angeles.

GOODHEART—Edward V., 62, one-time widely known minstrel man, October 5 in Springfield, Mass. A bones-playing specialist, he had appeared in at least 80 major minstrel shows, including the famous Guy Bros.' Minstrels. After retiring from the stage and for many years prior to his death, he worked as a bellhop for the Kimball and Sterns hotels, Springfield. Survived by a brother, Wilfred, Claremont, N. H., and two sisters, Mrs. J. J. Bordeau, Norwich, Conn., and Mrs. John Carbury, Detroit. Burial October 7 in St. Michaels Cemetery, Springfield.

GRIGGS—Luther H., October 2 in Rome, Ga., of injuries sustained after being struck by an automobile. Survived by his widow, Martha; two sons, Tommy and Charles; two daughters, Glenda and Mrs. J. D. Lance; his parents, Mr. and Mrs. Jim Griggs; six brothers and four sisters.

HESS—Fred M. Sr., 68, commercial artist and widely known Midwestern musician and bandsman, September 6 in St. Francis Hospital, Cincinnati. As a commercial artist, many of the posters which he drew were used in the Victory Drives in World War I. As a musician, he was one of the founders of the Ohio Military Band. Survived by two sons, Fred Jr. and Thomas; his mother, Mrs. Mary A. Wheeler; a brother, Robert, and a sister, Mrs. Elsie Radford. Burial in Spring Grove Cemetery, Cincinnati.

HIRSCH—William R., 74, secretary-manager of the Louisiana State Fair, Shreveport, October 5 in a Shreveport hospital. (Details in Outdoor department.)

HOLDRIDGE—Betty, 46, for the past 12 years a featured fat girl on the James E. Strates Shows, recently in Shelby, N. C. (See details in Carnival department.)

HUNTER—Robert Smith, 67, veteran concessionaire, September 28 in Lantana, Fla. During his many years in show business he worked on the Ringling circus and various other shows. Burial in Southern Memorial Park, Miami.

JAWORSKI—Bruno, 38, member of Russ Weaver's band, October 4 in Detroit. He was trapped by flames when the Edgewater Park ballroom was destroyed in a \$250,000 fire.

LEE—Mrs. Kate, known widely for her whistling concerts, recently in Cohoes, N. Y.

LOMBARDO—Gaelano, 81, father of Guy Lombardo, orchestra leader, October 5 in Stamford, Conn. An amateur singer, he had four of his five sons learn musical instruments so that they could accompany him. Later he helped his sons form an amateur orchestra, and when Guy Lombardo formed a professional band, his father was its first manager. His widow, Angelina; four other sons, Carmen, Victor, Lebert and Joseph; two daughters, and two sisters survive.

THANKS

For the kind and thoughtful remembrances in this hour of grief over the loss of my mother

EVA ANGELINE LYNN
Blanche M. Henderson

MAYER—Henry (Hy), 86, former widely known newspaperman and cartoonist, September 27 in Norwalk, Conn. He was also a magazine caricaturist and animated cartoonist and was recognized as the originator of hand in motion picture drawing, creating cartoons under the eyes of the cameras. He also released about 50 motion pictures called "Traveloughs" in which he caricatured his own travels. Survived by his widow, Alice, and a stepson, Jack McKenna. Burial September 29 in Norton, Conn.

McGOWAN—Joseph, concessionaire with Page Bros. Shows, October 6 from injuries sustained in an automobile accident near Athens, Ala.

MITCHELL—Albert, 51, formerly known as the Answer Man on Station WOR, New York, October 4 in Paris. He started his career at 16 as a pianist and organist, later working as a composer, conductor and arranger on concert tours. He joined WOR in 1937, continuing until 1950, when he went to Paris to work for Marshall Plan agencies.

PAYNE—Robert Sidney, 54, veteran outdoor showman, September 26 in Hope, Ark., of a heart attack. During his more than 40 years in show business he tramped with Drago Amusements, Gem City, L. J. Heth and Capitol City shows. At the time of his death he was with Metropolitan Shows. Survived by his widow, Francis; five step-children; a brother, Holt, Mich., and a sister, Springfield, Ill. Burial in Rose Hill Cemetery, Hope.

SCHELLHASSE—Otte, 72, founder of Schellhasse's Restaurant, Baltimore, a favorite with stage people, recently in that city.

SHELTON—Robert, concessionaire with Page Bros. Shows, October 6 from injuries sustained in an automobile accident near Athens, Ala. His widow, Grace, survives.

SPENCER—Terry, 59, assistant director and actor, October 3 in Los Angeles. Interment in Forest Lawn. Survived by his widow, Barbara.

WATTENBERG—Abraham M., 76, eminent copyright specialist in the music publishing field, October 7 in New York. (See details in Music department.)

MARRIAGES

BRUNET-SANCHEZ— Carlos Pradera Brunet, chief announcer on Station KIWW, San Antonio, and Maria Luisa Sanchez, non-pro, recently in San Antonio.

DESCHAINES-MEAD— Gerald Deschaines and Katherine Mead, both of the Ross Manning Shows, in York, S. C., October 3.

HOYT-KIMBROUGH— Fred Hoyt and Betty Kimbrough, both of the Ross Manning Shows, in York, S. C., October 2.

LAUBE-MARLOWE— Ray Laube, announcer and producer on Station WOAL-TV, San Antonio, and Martha Marlowe, continuity editor on Station WOAL, October 2 in Austin, Tex.

LEWIS-SALMAN— Art Lewis, former carnival operator and well known in the outdoor show business, and Ethel Salman, non-pro, October 10 in Cincinnati.

VALENTINE-LETTY— William G. Valentine, of the Flying L-Vals, and Joane Letty, circus aerialist and bareback rider, recently in Little Ferry, N. J.

YACKNESS-GOLDIN— Irving H. Yackness, former clerk of the Motion Picture Arbitration Tribunal, Detroit, and June Goldin, non-pro, September 26 in Detroit.

BIRTHS

FITCH— A son, John Dirk, to Mr. and Mrs. John C. Fitch September 5 in Aransas Pass, Tex. Father is the son of Harry H. Fitch, well-known circus personality.

FOY— A daughter, Wendy Ann, to Mr. and Mrs. Fred Foy. Father is narrator on the radio show, "The Lone Ranger."

FRIEDMAN— A daughter, Sherry Ann, to Mr. and Mrs. Joel Friedman September 22 at Queen of Angels Hospital, Los Angeles. Father is a reporter for The Billboard.

GREEN— A daughter, Shamrock Daisy, to Mr. and Mrs. Nick Green September 28 in Newark, N. J.

KENDALL— A daughter, Patricia Ann, to Mr. and Mrs. Harold G. Kendall September 11 in Good Samaritan Hospital, Cincinnati. Father is in the Auditing Department of The Billboard.

PECK— A son, William Robert III, to Mr. and Mrs. William R. Peck September 18 in Fort Worth. Father is a member of the staff of the commercial department of Station WBAP, that city.

RAYMOND— Twin daughters to Mr. and Mrs. Dean Raymond September 18 in Fort Worth. Father is a television entertainer on WBAP-TV, that city.

RIDDLE— A daughter, Bettina, to Mr. and Mrs. Nelson Riddle recently in St. John's Hospital, Los Angeles. Father is orchestra leader.

RIEDINGER— Twin daughters, Susan Carol and Jan Ellen, to Mr. and Mrs. Robert Riedinger September 29 in Nassau, N. Y. Father is a staff member of The Billboard.

SUGAR— A son to Mr. and Mrs. Bob Sugar September 15 in Mobile, Ala.

TERADA— A daughter to Mr. and Mrs. David Terada September 16 in Honolulu. Father is head of the art department on Station KGMB-TV there.

WALTER— A daughter, Karen Sue, to Mr. and Mrs. Darrell (Slim) Walter September 12 in Hayswood Hospital, Maysville, Ky. Father is a bucket agent.

Reviews of New R & B Records

Continued from page 45

Shake Your Shimmy...69
A low-down ditty gets an enthusiastic talking vocal by Brown, but the material runs downhill. (Ark, BMD)

JOHNNY FULLER
Buddy70
FLAIR 1054—Fuller takes the two parts of a dialog between two friends in which they discuss, naturally, woman. This is a slow Southern blues with a genuine folk quality. (Flair, BMD)

Hard Times...67
This material is of similar character but falls into a more stereotyped groove. In both cases Fuller brings the maximum quality out of his material. (Flair, BMD)

THE BLUE DOTS
God Loves You, Child.....65
DELUXE 6061—Unbilled high tenor warbles an appreciation of his offspring in a sincere manner. (Franklin-BMI)
Save All Your Love for Me...65
The group ably supports the tenor in a pleading rendition of the slow ballad. Good performance here, the material is on the weak side. (Franklin-BMI)

Reviews of New Jazz Records

LUCKY THOMPSON ORK
Moonlight in Vermont73
DECCA 29265—Very pretty reading here of the standard by the Thompson crew with Thompson spinning some pretty sax stylings over soft ork backing. Jazz jocks should spin this one a lot and it could get sales. (Michael H. Golden, ASCAP)
Little Boy, Blow...67
New riff effort is handled pleasantly by the Thompson crew with the orkster featured on tenor on this instrumental. Material runs downhill. (Great Music, BMD)

JOHNNY GRIFFIN ORK
Chicago Griffin68
OKEH 7043—A briskly paced jazz instrumental with attractive sax solo work.
Till We Meet Again...68
Tasteful sax soloing on an easy-tempo instrumental takeoff on the oldie.

Reviews of New Sacred Records

BILL LOWERY
He Works Miracles73
CAPITOL 2926—Fine timing and good production make this a dramatic sermon, embellished by vocal backing, most effective for the market. (Lowery, BMI)
Precious Lamb of God...70
Same comment. (Central, BMI)

CHESTER SMITH
I'm Gonna Serve Him70
CAPITOL 2941—Some fervent warbling on a folksy hymn, with bouncy fiddle work. (Central, BMI)
Wait a Little Longer
Please, Jesus...69
A spirited vocal treatment of a fast-paced hymn, with catchy backing. (Central, BMI)

Reviews of New Spiritual Records

SINGING STARS
Angeles Angeles75
DOT 1222—A traditional spiritual with quiet charm and an unusually attractive harmonic setting. It will appeal.
I'll Be Singing There...74
This is also a familiar piece of material sung with excitement and sincerity by the mixed chorus. It has a lively beat and builds to a happy close.

Other Records Released This Week

Popular

The High and the Mighty; The Man Who Got Away—Tommy Dorsey Ork-Jimmy Dorsey, Bell 1053
Here and Now; Let Me Smile Again—Buddy Costa, Pyramid 4002
I Let a Song Go Out of My Heart; Caravan—Les Brown Ork, Coral 61233
I Still Love You; I Want to Go Back to Mexico—Georgia Brown, Dootone 346
I'm Still Yours, Sweetheart; You Remind Me So Much—A. C. Lynch and the Drifters, Camark 503
Love You; A.B.C. Boogie—Mary Del, Drexel 0601
Only One; It's Easier Said Than Done—Joe Hamilton Singers, Sterling 1001
Personal Column; Autumn Dares You—Don Smith, Empirical 5
Please Don't Talk About Me When I'm Gone; Caravan—Joe Pica, Original 511
Smile; If I Give My Heart to You—Barry Frank, Bell 1059

MUSIC AS WRITTEN

Continued from page 24

The Billboard's best-selling pop charts this week, with the "This Ole House" side in No. 3 position.

New York

British ork-leader Mantovani, who arrived here Thursday (7), will run thru a busy schedule during his stay of a fortnight in the U. S. He will visit Cleveland, Chicago, Boston, Philadelphia and Washington, and in most towns London Records will hold open house for deejays, dealers and juke box operators. . . . Van-Dixon Music is plugging a new dance, "Skitcha-Shatcha-Roo," via a tie-in with the Murray Dale dance studios. . . . Publisher Larry Spier has acquired the ditty "The World We Live In" from Brewster Music. Tune was cut by Bruce Weil on Victor.

Broadcast Music, Inc.'s, Milton J. Rettenberg will deliver a talk to the juke box operators of Northern Illinois on Thursday (14). Talks will be on "The Song Shark and How He Operates." . . . The tune "Let's Give a Gift to Santa Claus," published by Berne Music, will be used in the Volunteers of America fund-raising campaign this year. The tune's writers are Matty Meyers and Bernie Spiro.

"The Confederacy," Columbia Records' new set about the Civil War, will be premiered on CBS radio on October 10. . . . Buddy Robbins, of United Artists, has worked out a three-way deal between the film firm, Chappell Music and RCA Victor to push the Hugo Winterhalter waxing of the title tune from the flick "Barefoot Contessa" called "Song of the Barefoot Contessa." . . . Lloyd Garten, deejay from station WHTV in Huntington, W. Va., was in town for a few days seeing record stars. Garten is the local area winner in one of RCA Victor's recent contests.

Chicago

Glenn Miller's new RCA album of 60 records will be honored by Station WJJD Saturday, October 30, being broadcast in a three-hour package by Stan "The Record Man" Dale. . . . The Four Aces will headquarter in Chicago for two weeks while playing one-nighters in the area. They're plugging "It's a Woman's World" on Decca. The picture from which the tune was

Someone to Love; Two Blue, Bluebirds—Don Burke, Sterling 1002
That's From My Heart; Call Me Yours—Bob Stevens, Bonita's 400
There's a Small Hotel; The Song That Broke My Heart—Ginny Gibson, M-G-M 11814
(When You're) Young and So in Love; Do You Really Love Me?—Patty Los, Alba 412

Country & Western

Alone Tonight; Tie a String Around Your Finger—Ed Camp, Imperial 8269
Chilena, My Dancing Girl; I Love You Just Because—Merle Shelton, Lin 1006
Hoedown; Sweet Guitar Waltz—Coy McDaniell, M-G-M 11808
I Don't Want to Live Alone; Out of Gas—Billy Jack Wells, M-G-M 11807
I Only Know; Please Close the Door Behind You—George Garrish, Hillite 104
A Letter Instead of a Rose; I Told a Lie—Ken Somerville Gang, Savoy 2000
Lonesome; Half Moon—Arthur Smith, M-G-M 11817
Meadowlark Boogie; It Don't Make No Never Mind—Buck Griffin, Lin 1005
She Wouldn't Lay Down; We Fools—Johnny Taylor, Hollywood 1018

Rhythm & Blues

Big Fat Fib; Little Bit Too Little—Jackie Walker, Imperial 8268
Big Joe Mumbo; Tell Me What to Do—Fay Simmons, Rainbow 263
My Gal; 219 Train—The Moonglows, Chance 1161
Night Light; Lullaby of the Leaves—Preston Brown Trio, Baton 203
Roll It; I'm Goin' Back—Milan Brown, Baton 204
Toy Bell; Snatchin' Back—The Bees, Imperial 5314
Wanna Carve My 'Nittals in the Dinger in the Carve; Won't You Do It?—Billy King, Abbott 1002

Jazz

In This Whole Wide World; Gettin' Lucky—Louise Beatty, Ultra 51
I Get Along Without You Very Well; Look for the Silver Lining—Chet Baker, Pacific Jazz 619
Julie Is Her Name; She Doesn't Laugh Like You—Johnny Holiday, Pacific Jazz 622
Nutty; Broadway—Chico Hamilton, Pacific Jazz 617

taken just opened here. . . . A backward glance at the recent Hi-Fi Show here illustrates the advisability of record distributors making their hi-fi merchandise available in exhibition rooms for demonstration purposes. Several of the labels, including Capitol and Replica, received plenty of reaction on this move. Capitol on its "Echos of Spain" and Replica on its Glockenspiel waxing.

Visitors in town last week included Julius La Rosa, who stopped over on his way to an engagement in St. Louis; Ted Weems made a short visit and spent some of the time with the dealers, and Irving Berlin spent a few days here for the promotion of the picture "White Christmas," a name also on top of one of his tunes. He was feted at a cocktail party while here. Don Reed is in town plugging his latest release on Gilt-Edge Records, which he also wrote, "Three Little Kisses." Judy Garland, Eartha Kitt, Olsen and Johnson and deejay Stan Dale will be on the bill of the Distinguished Service Award Banquet of the Junior Chamber of Commerce this week.

Hollywood

"Whither Thou Goest" is a publication of Kavelin Music Corporation, with Hill & Range acting solely as selling agents. . . . Civki Young broke all existing records in her opening at the South Seas, Honolulu. . . . Fred Steiner has completed his 1,000th musical composition since beginning his career in motion pictures, radio and television. . . . Winston Moore, director at Westlake College of Music, reports fall enrollment has doubled that of last year. . . . Chick Floyd and orchestra made their Beverly Hills Hotel debut last week. . . . Dick Aurandt has been set by Hal Jovien's Premiere Artists Agency to write original music and conduct for the soon-to-be-released "Gangbusters" motion picture. Aurandt will also record the Santa Barbara Mission's special Christmas album by Decca, with Bing Crosby narrating. . . . Mike Conner and Milt Gabler, Decca Records, due in shortly for a two-week stay.

Peggy Lee joins "The Big Show of 1954" in New York following her Sid Ceaser television guest shot. . . . Sidney Miller and Donald O'Connor have signed the Mitchell Boys' Choir for a guest appearance on one of their filmed TV shows, "Here Comes Donald." . . . Deal was closed this week for syndication of the Margaret Whiting TV series, "Holiday in Rhythm," thru National Television Associates. . . . Singer Joanne Gilbert ankle her Paramount Pictures contract. . . . Rush Adams, M-G-M Records singer, in at Charlie Foy's Supper Club. . . . Dick Contino opened at the Crescendo last week. . . . Fred Rose, Acuff-Rose Publishing Company, in town on a short visit and then up to San Francisco visiting disk jockeys. . . . Matt Dennis sliced a brace of wax for RCA Victor last week.

Ames Brothers bowed at the Coconut Grove last week. . . . Proof of the promotion campaign on the Paramount-Irving Berlin production of "White Christmas" is the heavy spread in Life magazine on the film. . . . Disk jockey Martin Block will emcee the "Star Is Born" proceedings in New York. . . . Charley Applewhite disk of "Stars Never Cry," penned by Milton Berle, is being rushed by Decca. . . . Ditto a brace of SP's on old Judy Garland tunes that Decca has, i.e., "Over the Rainbow," "You Made Me Love You." . . . Buddy Morris Music firm will publish Lester Lee's score and libretto for the Warner Bros. film, "Jack and the Beanstalk." . . . The Four Stars, new vocal group, have been signed to a King recording contract. . . . Kay Brown now heard regularly on the Jack McElroy NBC show.

Thanks . . .

To the many for their expressions of sympathy upon the passing of my beloved husband
J. C. McCAFFERY
and to those thruout the country who left their businesses to attend his funeral.

Mrs. Sara Mae McCaffery

EDITORIAL

Curb Those Curb Signs

The ill will that the chalking, and in particular the painting, of directional signs on posts, trees and curbstones within city limits has earned for traveling shows, was forcibly expressed this week in a letter to The Billboard from Mayor William B. Hartsfield of Atlanta.

Noting that the unsightly signs had appeared in some of the best sections of the city for a number of years, the Mayor wrote: "It occurs to me that this is one of the best possible ways to create ill will toward carnivals and other outdoor shows."

A carnival advance agent was recently apprehended and held in \$200 bond for such an offense. The police department is hot on the trail of others. On this the Mayor promised to deal very severely with persons caught defacing the city's neighborhoods.

His feelings on the subject probably reflect those of hundreds of thousands, or even millions of persons, thruout the land. It may well be that many a circus or carnival manager has self-consciously stepped up acceleration to hurry by the mess of signs used to emblazon the route of his and other show equipment.

The use of chalk and an obvious lack of artistic ability has resulted in many an unsightly smear. But at least it was lacking in permanency, unlike the use of paint, a medium that serves only to perpetuate the fault.

Newspapers across the nation have editorialized against the markings prompted, more often than not, by complaints from readers. It would be a good practice to drop it before other communities, like Atlanta, regard traveling shows as defacers of civic beauty.

Pomona Outpulls '53, Attracts 1,110,927

Mutuel Handle Hits \$8,275,836 Peak; 'Dancing Waters' Chalks Up 34G Gross

POMONA, Calif., Oct. 9.—An attendance gain of 47,778 was made by the 1954 Los Angeles County Fair over 1953 in its 17-day run which closed Sunday (3). C. B. (Jack) Afflerbaugh, president-general manager, said. A pari-mutuel handle of \$8,276,386 established a new record during the 4-day schedule.

The fair clocked a total of 1,110,927 to pass its last year's figure of 1,063,149.

During the 17-day run, the fair's daily attendance surpassed that of 1953 on 10 occasions. Starting out slowly with figures lagging behind its comparative year, the turnstiles began to build solidly after the 12th day and daily added to the cushion.

"Dancing Waters" ended with an attendance of 73,104 and a gross of \$34,076.75. Admission was 50 cents for adults and 25 cents for children.

The fair used the theme of "The American Way" with the Fine Arts Building being devoted to "The Arts of Daily Living" presented by House Beautiful magazine in cooperation with the fair. The entire structure was given over to modern designed rooms and proved a top attraction on the grounds. The number of viewers was estimated to run about two-thirds of the total attendance.

The attendance figures gives the event its second largest run in the

history of the fair. Its top year was in 1948 when it resumed operation following the war and 1,254,503 were clocked. The pari-mutuel handle makes the exposition the largest race meet in the State.

Tulsa Fair Draws 447,175, New High

Ice Show Packs 'Em In; 20th Century Bags 57G Gross; Grandstand Biz Strong

TULSA, Okla., Oct. 9.—Tulsa State Fair, which closed its seven-day run Friday night (8), established a new all-time record attendance of 447,175. This bettered the old mark, set last year, by more than 60,000. Weather was ideal, contrasting with '53, when several days were marred by rain.

The appearance of Sonja Henie and her 1954 Ice Revue was credited with being a major factor in chalking up the new gate high. The icer was the first offered at the fair, and it went over big in this ice-show-happy city. Sonja and her company played to capacity or near capacity in each of eight night performances and one matinee in the 5,200-capacity pavilion.

The 20th Century Shows amassed a whopping ride and show gross on the midway. Clarence Lester, fair secretary, disclosed that the 20th Century grossed \$57,822. This was more than \$20,000 higher than last year, the gross then having been about \$35,000. Grandstand business also was up from last year, with all attractions doing good business. The Tournament of Thrills, handled by Earl Newberry and Leo Overland, played to excellent weekend grandstand crowds in a two-a-day Saturday and Sunday (2-3). "Grand Old Opry" was in for a matinee and night show Monday (4), with auto racing events, all staged by Frank Winkley, in the final four nights. Winkley had two days of stock car racing and as many of big car racing.

In registering the new gate high the fair also established a new [\(Continued on page 58\)](#)

RESISTS DROUGHT

Little Rock Fair Gate Holds Near 1953 Level

LITTLE ROCK, Ark., Oct. 9.—The Arkansas Livestock Show, skippered by Clyde Byrd, made a strong run here this week in the face of drought conditions that have gripped the territory for the past three years.

At the end of its six days tonight (8), the gate count was only a scant four percentage points below that of last year. Midway business, however, was up sharply from '53.

Byrd estimated that the Royal American Shows gross for rides and shows exceeded that of 1953 by 23 per cent. A big factor in the sharply greater business of the

Royal American was the whopping gross given "Dancing Waters."

While final figures were lacking, estimates placed the water show's take at around \$13,000. On one day it chalked up a \$2,700 take. The thumping business given the unit was attributed in a large measure to the strong publicity-advertising build-up given it by the fair. As a part of the build-up the fair had mailed 75,000 inserts on "Dancing Waters" to people within its drawing area.

The rodeo, perennial major attraction here, drew about the same as last year. Homer Todd again staged the rodeo.

Hypno Sparks Utah Show's Gate Increase

OGDEN, Utah, Oct. 9.—The second Better Homes Exposition here drew 36,000 admissions, with entry fee set at 50 cents. Children under 12 entered free. Last year's first running attracted about 34,000 to the White City Ballroom.

The six-day event which ended Sunday (3), featured hypnotist Joan Brandon, who also appeared last year, and was sponsored by the daily Ogden Standard-Examiner. Miss Brandon opened Wednesday (6) at the five-day Farm Show in Grand Junction, Colo.



WILLIAM R. HIRSCH

W. Hirsch, Veteran La. Fair Exec, Dead

Mgr. at Shreveport for 38 Years Succumbs to Lingering Illness

SHREVEPORT, La., Oct. 9.—William R. Hirsch, 74, veteran secretary-manager of the Louisiana State Fair, died in a local hospital here Tuesday. Death came after a lingering illness. Funeral services followed Wednesday.

In addition to his life-long career as a fair executive, Hirsch was president of the International Association of Fairs and Expositions

in 1929 and served as president of the International Motor Contest Association from 1930-'34. During the early '30's he was financially interested in the Morris & Castle Shows, serving as general manager of the midway organization for part of that period.

He was born February 10, 1880, in Shreveport where he received his education, was a newsboy, a messenger for the Board of Trade and later headed his own stationery firm. He was elected president of the State fair in 1914 and two years later assumed the position of secretary, a job he held until his death.

Carnival Mgr.

In 1931 he entered the carnival business, becoming manager of Morris & Castle Shows. The org was subsequently retitled Castle, Ehrlich and Hirsch Shows and before it was sold to Harry and the late Orville Hennies in 1936, carried the title of United Shows of America.

In 1914 Hirsch, along with others, was instrumental in bringing the Shreveport Baseball Club of the Texas League to Shreveport. He served as president of the ball team that year and for several years was president of the Mardi Gras Association here, since abandoned. For five years Hirsch managed a summer theater here.

Under the Hirsch administration the Louisiana State Fair grew from a few acres to its present size. During his 38 years at its helm, 25 buildings were added, including a [\(Continued on page 48\)](#)

Atlanta Is Middled As Poles Cross Fire

Five Games Ops Arrested; Concessions Shuttered; Management Offers Refunds

ATLANTA, Oct. 9.—The South-eastern Fair, which appears destined to have a sturdy, healthy growth under its new management, suffered a blow here this week when caught in what appeared to be a political crossfire which broke loose in the arrest of five games concessionaires on charges of conducting a lottery.

The arrests and subsequent shutdown of games were banner-lined across the front pages of Atlanta's newspapers. However, in the ensuing controversy, the fair's new management, headed by President E. S. Papy, an outstanding Atlanta civic leader, emerged with little blame placed against it.

The arrests, however, hurt the fair financially. Games were shuttered, and Col. E. Lee Carteron, new fair manager, announced Friday (8), ninth day of the 11-day event, that he would refund 50 per cent of the privilege money to games concessionaires who sought a rebate because they could not work the full run of the fair.

Carteron, in a refreshingly new policy, announced realistic figures on the fair's attendance. Thru Wednesday (6), the seventh day of the fair, total attendance was 177,223, of which 111,041 were paid. He also disclosed that the O. C. Buck Model Shows had grossed \$49,699 with its rides and shows during the first seven days of the fair.

Arrest Vet Operator

Commenting on the arrests on the grounds, Carteron said that the fair had decided not to obtain an injunction during the fair which would preclude further arrests of games concessionaires and pointed out that one of the games operators had been operating with the same game the past seven years. While he declined to comment on what inspired the arrests, one political [\(Continued on page 48\)](#)

Two-Year-Old Heart of Texas Pulls 250,000

Waco Gate Tops '53 By 20,000; Midway Up, Rodeo Down

WACO, Tex., Oct. 9.—The two-year-old Heart of Texas Fair pulled an estimated 250,000 in its eight-day run which ended here tonight for an increase of about 20,000 over its maiden 1953 run. Gate last year was announced at 231,600.

Midway business surpassed that of last year, but receipts from the rodeo were down. Midway rides and shows, supplied by Bill Hames, returned about 20 per cent more in net cash than last year. Rodeo take was off almost as much as the midway was up.

Go for Low-Price Seats

Othel M. Neely, fair secretary, ascribed the drop-off in rodeo receipts to tighter spending, the result of drought conditions in the area. High-price seat sales were off; lower-price seat sales up. Midway grosses were up largely because the 20 per cent federal admission on tickets, in effect last year, no longer prevails.

The fair plant offered many improvements over last year, about \$250,000 having been spent since then in new construction. The midway area was black-topped; a livestock building, with 90,000 square feet of floor space, and a general exhibit building, with 24,000 square feet of space, were constructed, and a \$60,000 heating and ventilation installation was made in the 7,638-seat Coliseum. The rodeo, presented in the Coliseum, offered seven night performances and a Sunday (3) matinee. It was staged by Tommy Steiner, of Austin, Tex.

Tupelo, Miss., Eclipses 1953 In All Depts.

Grandstand Up 15%; Gooding Rides, Shows Higher Every Day

TUPELO, Miss., Oct. 9.—The Mississippi-Alabama Fair and Dairy Show, which closed its five-day run here tonight (9), caught good weather and chalked up better than 1953 figures at the gates, grandstand and on the midway.

Light rains fell early in the morning of the first two days, but they failed to hurt. Weather otherwise was ideal. Attendance was between 5 and 10 per cent higher than last year, according to James L. Savery, fair secretary. The Gooding Amusement Company, suppliers of the midway rides and shows, returned fatter grosses every day than were registered last year.

The Gooding unit, managed by Hal Eifort, was augmented by the Lash LaRue Western Show. Grandstand business was up 15 per cent over 1953, Savery said. The program consisted of circus acts which offered 26 displays and was booked in by Dr. Braly. Attendance at the grandstand as well as on the grounds was hyped by four car giveaways.

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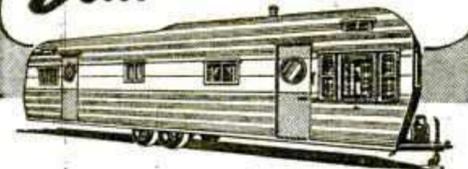
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Rogers Seen Reply To N. Y. Rodeo Lag

New Edition Replete With Action and Music; Heavy Advance Forecasts Win

By IRWIN KIRBY

NEW YORK, Oct. 9.—Altho restricted to its customary competitive elements, the World's Championship Rodeo this year has combined a blend of showmanship and range dexterity which bids fair to shake off the box office lethargy that has gripped it in recent New York stands. The 29th annual event got rolling for 16 days in Madison Square Garden on Thursday (30), and judging from the advance sale and the opening night reception, a good run should be in store.

The first seven days thru last night had produced the best matinee business in years, and the remaining seven 2 p.m. shows were all sold out. Night business was also up, manager Frank Moore said. Only tightening up of the performance had been cutting two numbers from the Roy Rogers troupe routine. Box office-wise, the cowboy event, 11 days shorter this year, is earning better than in any recent year.

The preem was attended by a full house—give or take a few dozen—of roughly 13,000 spectators, a healthy proportion of them being children. While there was cowboy action and slapstick comedy to appeal to the youngsters, grown-ups also appreciated both the competitive events and the ability of the feature acts, the Roy Rogers-Dale Evans-Pat Brady team.

No let-up in enthusiasm was noted from the opening grand entry parade on horseback to the usual closing event, the madcap wild horse race. Entry-wise, around 180 contestants are on hand this year vying for \$100,000 in prize money. There efforts and those of all acts on the program were well received by the crowd.

Two Mishaps

Two mishaps gave the audience perhaps more thrills than it had bargained for. Clown Buck Le Grande was caught out of his barrel by a bull and hooked a good 15 feet thru the air, and trick rider Donna Hall had a foot slip out of her saddle rigging and was dragged halfway around the arena. Both completed their stunts to hearty applause.

Rogers came in fresh from a triumph in Toronto, where his act grossed nearly a half million dollars at the Canadian National Exhibition grandstand in two weeks. The advance sale here was a good double that of last year and all connected with the rodeo were anticipating a rise over last year's disappointing business, which resulted in the run being slashed from 26 days.

Supporting acts are the Sons of the Pioneers, six-man vocal and instrumental group; the Flying Valkyries, three girls in bareback tricks on Palominos; clowns La Grande and D. J. (Kajun Kidd) Gaudin; trick riders Barbara Huntington; Jo Ann Bradley, Donna Hall and Pat Paul, and the Lightning C Ranch square dance on horseback.

Rogers Enters Early

New on the program this year were the introduction of the feature act following the grand entry, and a barrel race following the intermission, featuring girl riders

from Eastern dude ranches. The Rogers entry was successful as he welcomed the crowd and got the program rolling, then retired backstage until time to come out for a song and riding session just prior to the intermission.

Several bugs appeared in the opening show and should be ironed out before much time has elapsed. These include a tail-end straggle during the grand entry, spotty cutouts of Dale Evans' hand mike, poor co-ordination between the feature act and the Jimmy Cimerron band. The performers took these in their stride, however, and the kids were too enthused about the whole production to be critical.

Rogers and Evans scored instantly with their folksy chatter and singing, and Rogers gave two dressage exhibitions atop Trigger and Trigger Jr. Backed by the Sons of the Pioneers, the couple sang individually and together to good applause, and Brady went over big with his audience participation leadership of "Roy Rogers Had a Ranch," sung to the tune of "Old McDonald Had a Farm."

Running Order Given

In order of presentation, the program is as follows: grand entry, bareback bronc riding, Valkyries Roman jumping act, square dance on horseback, calf roping, trick riding, Rogers and Evans, intermission, barrel race, saddle bronc riding, Valkyries with Donna Roison controlling a six-horse hitch over a jump, steer wrestling, Rogers-Evans-Brady-Pioneers, wild Brahma bull riding, and wild horse race.

Among the night's highlights were Brady's slapstick comedy, the

Bill Hirsch

Continued from page 47

new grandstand stadium, child welfare building, youth activities hall, manufacturers building, poultry building and general exhibits building. In addition, streets were paved and many other improvements incorporated.

Hirsch long had been interested in boys work. Reflecting his contributions, the Boy Scouts named him a Silver Beaver, an honor given only to those who make major efforts on behalf of scouting work. In addition, he was active in 4-H and FFA work and in a variety of Shreveport's civic projects.

Hobby

His hobby was collecting miniature statues of elephants and the Hirsch collection, which numbered close to 1,200 specimens, was widely known as one of the largest of its kind.

Hirsch was a member of The Showmen's League of America, Miami Showmen's Association, B'Nai Zion congregation, Shreveport Shrine, Elks and Rotary clubs.

A bachelor, he is survived by two brothers, Moise S. and Emanuel, and two sisters, Julia and Mrs. Bertha Cahn. Interment was in Hebrew Rest here.

Atlanta Politics

Continued from page 47

group charged publicly that they stemmed from politics and a fight over jurisdiction between county and city policy. The county solicitor had ruled all games that give prizes are illegal. Under the new management many changes in policy have been effected, and more are indicated. Courtesy booths, manned by girls who provide information and a stroller service for young children, are among the innovations here.

Jack Kochman's Thrill Show, in for two performances Saturday night (2) and a matinee and night show Sunday (3), played to excellent crowds. George E. Hamid's "Starlight Revue," in Monday thru Thursday, played to good crowds except Thursday when cold weather hit. Biggest day was Saturday, when 68,133 went thru the gates.

work of Gaudin and La Grande, the commentary of Pete Logan, and the revival-type approach of Rogers and Evans in a couple of spiritual offerings. There was a pitch for "Angel Unaware," the book Dale Evans penned about the couple's former child, proceeds going to the Association for Retarded Children.

Rogers' contributions included singing, riding, a "Highland Fling" number with, he and Trigger decked out in Scottish items, short-range shooting display, and a nostalgic session, in which he sings sentimental range songs while the names of famed cowhands of bygone days are beamed onto the Garden floor.

TV Favorites Greeted

Importance of TV to the financial success of the arena show was demonstrated with the roars of recognition given the trio, whose video series is seen in this area. Last year's event headlined by Gene Autry had the Range Rider and Dick West in support. The latter pair's video series had been canceled out weeks before the rodeo opened and their appearance was not as well received in New York as in Boston, where they were local TV favorites. Autry dropped out after the New York show and the Range Riders and West starred and packed them in, thruout the Beantown run.

The 29th annual event this year is offering 2 p.m. matinees on Wednesdays, Fridays, Saturdays, Sundays and Columbus Day, plus a 7 p.m. Sunday night time. Prices again range from \$1.50 to \$6, with children half-priced at the Wednesday and Friday matinees.

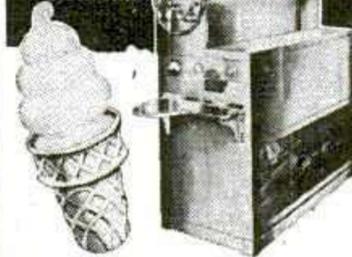
More than 180 cowboys have entered competition, broken down as follows: cowboy events 175, bareback bronc 60, calf roping 44, saddle bronc 51, steer wrestling 65, bulldogging 54, and wild horse race 17. Most are entered in more than one event.

Officials are Everett E. Colburn, managing director; Frank Moore, manager; Fred Alvord, arena secretary; Frances Fletcher, Jo Decker and Charles M. Ertz, timers; Carl Mendes, Ted Warhol and Everett Shaw, judges; Alvin Gordon, chute boss; Charley Ben Bradberry, bucking horse foreman; Pete Logan, announcer, and C. C. Evans, saddle horse foreman.

Gen. John Reed Kilpatrick is president of the promoting Garden firm, Bernard F. Gimbel is chairman, and Ned Irish, executive vice-president. Publicity is handled by Lillian Jenkins, the Garden's publicity director, aided by Fred Podesta on special promotions, and Ken MacKay.

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RCA EXHIBIT

Color Video Novel Feature At Memphis

MEMPHIS, Oct. 9.—The RCA color television caravan made its debut appearance at the Mid-South Fair here. The novel video presentation, designed especially for demonstrations at fairs, conventions and expositions, was shown for the full eight days here, September 25-October 3.

The mobile unit, housed in a 32-foot trailer truck, presented closed circuit programs to 26 receivers located thruout the fairgrounds and open-circuit programs broadcast by Station WMCT which sponsored the showing along with the fair.

A 150 by 50-foot tent served as a theater. With 500 chairs set up it was estimated that nearly 100,000 persons viewed the demonstrations. Martin Zook, executive vice-president of the fair, termed the exhibit outstanding.

Lucas Unit Closes Season at Tupelo

TUPELO, Miss., Oct. 9.—The Buck Lucas Circus, an E. R. Braly Enterprises unit, closed an eight-week season October 9 at the Tupelo Fair, at which it was the grandstand attraction.

Line-up included Buck Lucas, stallions; Mrs. Lucas; Faith King and Jack Wright, dogs, ponies and horses; Ray Barrett and Jack Harrison, clowns; Lew Henderson, menage horses and chimp act; Ruth Henderson, juggling; Bert Dearo, wire; Faye King, horse act; Andy Anderson, banjo; Tex Mosley and Jane, "Ferdinand the Bull"; Corrine Dearo, cloud swing; Jewel and Charles Popline, funny Ford; Faye and Andre, adagio dancing; the Sidneys, cyclists; Wilfred Mae Trio, hoops; Dick Clemens, lion act, and the Alcidos, high aerialists. Tommy Thompson was sound man.

Tom Connor Dies; Worked for Barnum

ORELAND, Pa., Oct. 9.—Tom Connor, 85, a circus billposter for more than 60 years, died at the home of his daughter here recently. He was one of the last of the circus men who worked for P. T. Barnum. He later worked for James A. Bailey and the Ringling brothers. He retired about six years ago. The New York Times carried a story of his life about eight years ago. Burial was at Willimantic, Conn. Surviving are his daughter, two grandchildren and a great grandchild.

1957 BOOKINGS IN THE WORKS FOR SHARKEY

NEW YORK, Oct. 9.—Sharkey, the performing seal handled by booker William Shilling, is so busy these days that requests more than two years in advance are being made for his services. A. W. Newman, director of the American & Canadian Sportsmen's, Vacation & Boat Show, Cleveland, has asked for Sharkey for March 22-31, 1957. Sharkey's junior edition, Sandy, is booked ahead as far as March 2-10, 1956, at the Sportsmen's Show.

James Leaves Los Angeles; Talent Named

LOS ANGELES, Oct. 9.—James Bros. Circus headed for the San Francisco area following a week of successful dates in this section, L. J. Dolan, owner-manager of the indoor unit, said.

The circus played Compton, Whittier, Manhattan Beach and South Gate. The best turnout was in Compton, where the show was spotted in the football stadium.

Acts included Hap Henry and his elephant; Art LaRue and Bernie Griggs, clowns; Frankie Vincent, high pole; Hope Guterrez, trapeze; Duke Johnson, LePerla's Dogs, the Rolling Robinsons; Black Brothers, comedy; Edwards and Petross Liberty Horses; Winston Seals; Adams and Company, magic; Hector and His Pals, dog turn, and Connie Brooks, unicycle.

Following the San Francisco trek, show returns to Southern California to play dates until Christmas week. Lance Hay and Pat Coleman are handling press and advance.

Lenney Office Rolls in Lynn

LYNN, Mass., Oct. 16.—Walter Lenney, formerly on the advance staff of the Hamid-Morton Circus and who bought the holdings of Bill Leonard in the Bill Leonard Theatrical Enterprises here last February for a reported \$17,500, has been kept busy since that time in promoting four attractions that have been sellouts.

His next promotion will be under auspices of Elks clubs of the entire North Shore in Lynn. His staff for the event will be headed by Mrs. Vivienne King, who will have charge of the office and ticket sales for underprivileged children.

CHICAGO, Oct. 9.—Mr. and Mrs. Thomas Patrick Sweeney, parents of Al Sweeney, head of National Speedways, Inc., will celebrate their 50th wedding anniversary here Tuesday (12). The elder Sweeney was with the Chicago Surface Lines for 30 years prior to his retirement in 1944. In addition to Al, the Sweeneys have three other sons, Thomas, Danny and Larry.

FROM PERU:

Yacopis Fall; Bull Hits Pape; Truzzi Leaves

TUMBES, Peru, Oct. 9.—The South American circus, Royal Dumbar, has provided action for U. S. acts again in recent weeks. Writing in mid-September from here, perch artist Billy Pape said that the show was moving into Guayaquil, Ecuador, for an extended run.

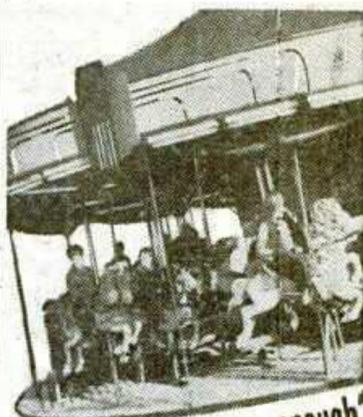
Juggler Truzzi and trapeze performer Miriam France closed and returned to Miami by air after an eight-weeks stay. The Yacopis, well-known teeterboard act which formerly worked in the United States, joined Dumbar.

After five weeks in Lima, Peru, the show played four weeks of small desert town, Pape said. Also there are poverty-stricken towns, he said, each has a de luxe hotel for tourists. Show people stocked up on gold and silver jewelry, which is cheaper here.

Lights Go Out
In one of the stands the light plant failed while the Yacopis were performing. Ready for their three-high perch, they came down in the dark. Segundo, Alfredo and Roberto Yacopi were injured enough to lose four days. Pape and Renee escaped danger when the lights failed a second time, just as they began their turn.

Pape wasn't so lucky; however, when it came to elephants. The show now has the elephant Judy, bought a year ago from Harry Haag following his engagement with the show. Pape sought to give the bull some vegetables and the elephant struck him twice with its trunk. He was not seriously injured.

Personnel of the show was inoculated at Tumbes because of an epidemic. The show moved by boat and bus to Ecuador.



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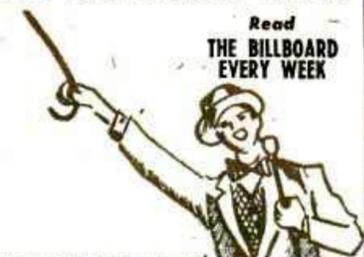
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FREDERICTON UP FOR 5 DAYS, BEFORE EDNA

FREDERICTON, N. B., Oct. 9.—C. B. Sherwood, Minister of Agriculture for New Brunswick, in his opening address on the night of Saturday (4) congratulated the Fredericton Exhibition and the New Brunswick Livestock Breeders Association on their first combined effort since the war. The show was to roll up a gross in the first five days of 30 per cent ahead of 1953, before Hurricane Edna arrived.

The present year saw a continued effort to make an event out of the Saturday night opening. In addition to the official addresses, there were an old-time fiddling contest and fireworks. Some 1,500 people were in the grandstand at 25 cents a head.

The Fredericton annual this year got the first real Labor Day break since its revival in 1950. Blue skies, warm sunshine, a Royal visit and a public holiday brought 20,000 thru the main gates at 50 cents and put 4,527

into the grandstand and paddock for the holiday harness racing card at a buck. Presence of the Duchess of Kent and the Princess Alexandra, earned plenty of notice on the air and in newsprint.

Mutuel Wagers Up
Pari-mutuel betting was up 400 per cent this year over last, accounted for by the conduct of night harness racing on Monday and Thursday evenings thru-out the summer, paced by pari-mutuel betting. In part at least, the increase has been due to greater public acceptance of the system. Only two cards out of a scheduled three—Monday (6) and Thursday (9)—were run. The Saturday card was lost to rain.

Grandstand again had a George A. Hamid show. Threatening rain and cold weather brought a cancellation of the grandstand show on Tuesday night (7). There was a full bill (Continued on page 59)

UNDER THE MARQUEE

By TOM PARKINSON

On the eve of Mills Bros.' closing, scribe JoJo Lewis writes that personnel announced winter destinations. Bill Maack, 24-hour man, is going to St. Louis; the Leboeuf family, Tampa; Virginias Trio, Sarasota; Luvus Sisters, New York; Frank Tonar, Leavenworth, Kan.; Emilio Paolucci, St. Petersburg, Fla.; Frank Ballou, St. Petersburg; the Bakers, Philadelphia and Sarasota; Namedils, Chicago; John Defronzo, Newark, N. J.; Doc Guilford, Milwaukee; R. R. Banky, Columbus, O.; Carl Bergeren, St. Petersburg; Joe W. Green, Memphis; Kenneth Fesmira, Lexington, Tenn.; Paul and Jinx Nelson, Owensboro, Ky.; the Ray Goodys, Cleveland; Abe Goldstein, Hollywood; Joe and Eve May Lewis, Peru, Ind., and Sarasota; Harry Burman, London; Tony Edwards, London; Joe Rossi, Greenville, Ky.; Susan and Jeff Dewsbury, New York; all department bosses and Alabama Campbell to Jefferson, O., and the Mills families, Cleveland.

Ringling-Barnum news, as reported by Albert White, includes word that Count Nicholas, Jimmy Armstrong, Bill Ballentine, the Wendanis, DeJonghes Chimps, Gene Lewis, Dennis Stevens, Charlie Bell and White made a hospital show at Iowa City. . . . that Pete Grace, boss usher, is back after a minor operation. . . . that Side Wall Red rejoined and is on concessions. . . . Tex and Dolly Copeland are parents of a six-pound boy born September 25. . . . Dr. Herb Humphreys gave his annual party between shows at Sioux City. . . . Omaha members of CFA gave a party for performers at River-view Park. . . . Mrs. Felix Adler left for Richmond, Va., and will be on hand there when the show plays there. . . . Thelma Williams Amand has been discharged from the hospital and is back at work. . . . Hanna Lora Houck left Kansas City for Sarasota and will be married soon. . . . Mary Lou LaSalle

is back after an illness. . . . Bob Reynolds is back. . . . Elvira Gebhardt, of the Whirlwinds acrobatic act, is doing her daily washing in the backyard under the guidance of Emmett Kelly. . . . Mrs. Alfred Burton left from Mason City for Germany, and will return soon by plane. . . . Visits were exchanged with Kelly-Miller people when the shows were 16 miles apart and they had no Sunday night show. . . . Joe Ward visited and clowned for a few days. . . . Madeline Park, made a bronze replica of Murphy, the dog mascot of the ring stock department. Girls in dressing room wagon 18-19, gave a birthday party for Gladys Rimmer. Attending were Dusty Hines, Maran Correll, Shirley Coombs, Eileen Slater, Sally Marlowe, Irish Hill, Evelyn Kent, Margaret Smith, Brenda Jones, Marion Seifert, Ann Mace, Nadia Houche and Yvette Kohl.

Ringling visitors included Mrs. Don Kieder, Hawthorn Bears, Dutch Loeber, Tom Millea, Karl King, the Buck Reagers, the Rink Wrights, Julian Jimenez, the Deacon McIntoshes, the David McIntoshes, Terrell and Jean Jacobs, Mr. and Mrs. Obert Miller, Kelly Miller, Maurice Marmolejo, Guiterez Family, Red Bentley, Chief Eagleman and family, Dick McLaughlin, Johnny Swaypole, Guy Smuck, Ted Rea, Norman Shearer, Norbert Burns, Durwood Fisher, Tony Gargano, Todd Henry, Lew Kish, Harry Ross, Tommy Bentley, Freddie and Shirley Logan, Rex Rossi, the Floyd Hentons, and the Todd Prichards.

Jean Midoff and her mother visited Pinky and Mabel Barnes on Kelly-Miller, with Jean working her white horse in the big show during her stay.

Jack Joyce has bought a farm at Knightstown, Ind., for quartering (Continued on page 61)

Carnival Routes

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(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A-1 Am.: Steele, Mo.
- A. C. of A.: Beaumont, Tex., 14-23.
- Alamo: Liberty, Tex., 11-18.
- A.M.P.: (Fair) High Point, N. C.
- Beam's Attr.: (Fair) Roxboro, N. C.
- B. & H.: (Fair) Chester, S. C.; Sallee 18-23.
- Big Four Am.: Senath, Mo.; Malden 18-23.
- Big State: McGregor, Tex.
- Big Town Am.: Manila, Ark.
- Blue Grass: (Fair) Dothan, Ala.; (Fair) Americus, Ga., 18-23.
- Borderland: Floydada, Tex., 11-17.
- Buck, O. C.-Model: Athens, Ga.; Union, S. C., 18-26.
- Burke, Harry: (Fair) Abbeville, La., 14-17; (Fair) Franklin 21-24.
- Burkhart: Caraway, Ark.
- Capital City: (Fair) Fitzgerald, Ga.; (Fair) Live Oak, Fla., 18-24.
- Central Am. Co.: Tabor City, N. C.; (Fair) Marion, S. C., 18-23.
- Ceclin & Wilson: (Fair) Spartanburg, S. C.; (Fair) Macon, Ga., 18-23.
- Cherokee Am. Co.: Girard, Kan., 10-14 (season ends).
- Crafts Expo: (Fair) Hanford, Calif., 14-17.
- Crafts 20 Big: (Fair) Hanford, Calif., 14-17; Lamont 20-24.

(Continued on page 59)

Circus Routes

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- Carl Van Amburg-Joe Mix: Elkhart, Ind., 12-15; Muskegon, Mich., 18-22; Traverse City 25-29.
- Kelly-Miller: Port Scott, Kan., 12; Baxter Springs 13; Parsons 14; Coffeyville 15; Independence 16; Caney 17; Bartlesville, Okla., 18; Claremore 19; Sapula 20; Okemah 21; Cushing 22; Stillwater 23.
- Kelly-Morris: Morristown, Tenn., 13.
- King Bros.: Clarksville, Tenn., 12; Mayfield, Ky., 13; Union City, Tenn., 14; Dyersburg 15; Jackson 16; Memphis 18.
- Polack Bros. Eastern: Toledo, O., 13-16; Utica, N. Y., 20-23; Johnstown, Pa., 26-28.
- Polack Bros. Western: Enid, Okla., 13-14; San Antonio 18-24; Harlingen, Tex., 26-28.
- Ringling Bros. and Barnum & Bailey: Staunton, Va., 12; Charlottesville 13; Richmond 14-15; Norfolk 16-17; Rocky Mount, N. C., 18; Goldsboro 19; Durham 20; Winston-Salem 21; Greensboro 22; Danville, Va., 23; Asheville, N. C., 25.
- Von Bros.: Laidis, N. C., 12; Dobson 14; Pilot Mountain 15; Randleman 16; Siler City 18.

Miscellaneous

- Hitler's Car: (Fair) Mineola, N. Y., 12-16.
- Magnum the Magician: Asheville, N. C., 19-23; Spartanburg, S. C., 24-30.
- Marie O'Day's Palace Car: Chattanooga 12-14; Dayton, Tenn., 15-16.

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Set Concrete For Rocks' Board Midway

NEW YORK, Oct. 9.—An ambitious midway project is well under way at Rockaways' Playland and will result in replacing much of the boardwalk flooring with concrete. A section of midway, 110 feet long and 80 wide, ending at the Arcade, has been stripped of its boardwalk lumber.

The new midway section will feature a series of trenches which will accommodate piping and conduit lines, and will handle sewage and drainage. It will eliminate situations like last Sunday (3) when a heavy flash shower caused water to build under the boardwalk, and seep up into vacant concession stores. Gratings will make all underground lines easily accessible.

Also under way is the scrapping of one-inch friction track from the Roller Coaster. New three-inch steel track, 6,000 lineal feet of it, is going down on the coaster, and the former two-inch steel track will be used for friction track.

The park's President and Mrs. A. Joseph Geist are in Las Vegas for several weeks on a combination of rest and legal business. Son, Dick Geist, in charge of the operations here, visited the Trenton, N. J., and Danbury, Conn., fairs last week. A Playland visitor was Detroit concessionaire Harry Green, who borrowed a few ideas for his stores in Edgewater Park.

Carroll Party Hosts 300 at Riverside Park

AGAWAM, Mass., Oct. 9.—More than 300 persons attended Thursday (30) when Eddie Carroll threw his annual outing and steak dinner for Riverside Park employees. Dinner was served in the private grove, following a cocktail party. Afterwards there was dancing in Riverside Gardens in the park proper.

Attempting to accomplish as much work as possible before winter weather sets in, Carroll has midway reconstruction well under way. Several old fronts and buildings on the north side of the east-west midway have been torn down. Plans call for a new front for the Whip, new buildings for the glass pitch and gift shop and moving of the photo gallery to a new location. Also set to be moved is the Roll-o-Plane.

Carroll and assistant Harry Storin moved to Pittsfield Monday (4) to set up campaign offices prior to a local referendum on pari-mutuel racing. The vote, taken every four years, is expected to continue mutuels at Barrington Fair, of which Carroll is president.

Fire Razes Edgewater Dansant; 2 Die; Rides, Bldgs. Scorched

DETROIT, Oct. 9. — Fire destroyed the ballroom at Edgewater Park here Sunday night. Two persons lost their lives in the blaze, which began when the building was hit by lightning. Loss estimates ran as high as \$500,000.

The park property apart from the ballroom was not damaged, although some rides and buildings were slightly scorched. The park offices and a concession set-up were in the ballroom building, which was rebuilt in 1951.

The fire spread rapidly despite one of the heaviest cloudbursts in

ALL WE WANT IS THE RECIPE, M'AM

NEW ORLEANS, Oct. 9.—When the International Association of Police Chiefs met in New Orleans recently and the 1,500 officials and their wives came to Harry Batt's Pontchartrain Beach for a four-hour show, the seafood menu listed Lake Pontchartrain shrimp and stuffed crabs a la Marguerite.

"Marguerite," of course, is Mrs. Harry Batt. The coppers went for the dish in such numbers that the New Orleans police department asked for the recipe and mimeographed hundreds of copies for the visiting brass.

Indiana Beach Building Island For Resort Use

MONTICELLO, Ind., Oct. 9.—T. E. Spackman's Indiana Beach near here is adding a large island to its Shafer Lake layout and plans are being made for placing kiddie rides, Miniature Train and concessions on the new land.

Shafer Lake was created when water backed up behind a dam built about 1922. At that time two businessmen started construction of an island where the lake would form. However, the dam plans were altered, raising the water level too high for the partly completed island. Spackman now is building on that original foundation. The lake's water level has been lowered to permit work by heavy machinery.

The new island will be about an acre in size and about 18 inches above the water level. A pedestrian bridge will link it to the mainland and a deep channel for boats will pass under the bridge. The job will be completed about November 1.

NAAPPB Meet Plans Nearing Final Stages

CHICAGO, Oct. 9.—Plans for the convention of the National Association of Amusement Parks, Pools and Beaches here November 28-December 1 are in their final stages, according to Paul H. Huedepohl, executive secretary.

He said he had nearly completed preliminary arrangements with the Hotel Sherman, scene of the business sessions, banquets and trade show, and that committee chairmen and members were rounding out detailed plans for various phases of the convention.

Almost all of the trade show space has been reserved, the secretary stated. About a dozen small booths and corner spaces remain available, he estimated.

years. About 400 patrons were able to get outside, but some were said to be reluctant to go out in the rain and created congestion at the exits.

Local police pointed to band-leader Russ Weaver as a hero of the occasion for his calm announcement to patrons to leave in an orderly fashion. There was no evidence on how one patron came to be entrapped. The other fatality was Bruno Jaworski, trombonist, who died after he went back into the building to save his equipment.

Indian Point Sold for 250G; Atom Power Site Is Likely

Will Continue as Funspot for at Least Two Years; Kelmans Seeks New Spot Near New York

PEEKSKILL, N. Y., Oct. 9.—Indian Point Park, major funspot located in nearby Buchanan and 40 miles from New York City, has been sold to the Consolidated Edison Company, electric and gas utilities firms, for \$250,000.

E. D. Kelmans, principal stockholder of the Point Amusement Corporation, said that the funspot would be continued for at least two more years and possibly for as many as 15 years. Purchase of the 24-acre site, plus the acquisition of 67 adjoining acres, is part of the utility company's long-range expansion plans, and several other

major projects already under way will probably be finished before any development is scheduled at Indian Point, he said.

Louis A. Scofield, Consolidated Edison vice-president, in outlining his firm's expansion plans, acknowledged that the site would be studied as a possible location for an atomic power plant.

Indian Point was acquired by Kelmans about five years ago from the Hudson River Day Line and turned into a full-scale amusement park after the boat line had operated it for more than a quarter of a century as a picnicking mecca for its passengers. Kelmans op-

erated it for about a year before purchasing it for about \$100,000.

Major units and improvements were added each year. This year a National Amusement Train, hot rods and a Whip were added to a line-up which included a Scooter, Merry-Go-Round, Caterpillar, Chairplane, Jumping Jack, Bug, ponies, Little Dipper and Fire Engine, plus a group of kiddie rides.

Other permanent features included an outdoor arena; one of the largest swimming pools in this area, with locker accommodations for 2,500; golf driving range, speed and row boats, several miles of paved roads and paths, and several hundred picnic tables, and fire-places.

Virtually everything was operated by concessions and Kelmans said that the sale was consummated only when he was assured that a sufficient operating period would remain so that these persons, some with sizable investments, would have ample opportunity to relocate.

Kelmans, who has been active in show business ventures for many years, said that he is looking for another location within a radius of 100 miles of New York.

THREE RIDES MUST GO

Future in Doubt as Willow Grove Closes

PHILADELPHIA, Oct. 9.—Old Willow Grove was closed last week—on a note of nostalgia, hope and uncertainty. No one in the crowd of more than 10,000 who came to pay respects to the "grand dame" of the outdoor amusement world knew whether the season that ended would be Willow Grove's last.

All they knew was that the park had been sold by the PTC, and that the new owners plan to build a \$10 million shopping center on at least part of the acreage.

Even Elmer E. Foehl, who came to the park 35 years ago as a "temporary" auditor—and remained to become its general manager, could not say what would happen next year. He said:

"For a start, the new owners contemplate a big department store on the Eastern Road frontage. That would mean that the Airships, the Carrousel and the Mountain Scenic Railway would have to go.

To me that's the very heart of Willow Grove."

Altho it has undergone many changes in the intervening years, Foehl explained, the Mountain Scenic goes back to 1903 and is the ride most identified with Willow Grove.

There were only three in the whole country, Foehl said. "The ones at Woodside Park and Luna Park in Coney Island burned down. This one is now completely fire-proof. Where we once had painted burlap for mountains, we now have inch-thick concrete. They'll have to blast to bring her down—if that's what they're going to do."

Foehl doubts that the Airships, or Rocket Ship ride as it has been

(Continued on page 62)

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Tivoli Begins Work on New Concert Hall

COPENHAGEN, Denmark, Oct. 9.—Altho Tivoli has been closed less than a month, almost all of the 2,700 square meters of ground which will serve as the site for the park's new Concert Hall has been cleared of rides, concessions and buildings. Two big power scoops have made a good start on digging up the plot.

Construction of the three units of the project will not be completed until early in 1955 but the first unit will go into operation next season. This two-story reinforced concrete building will house the Taverna dance hall and restaurant during the park season and in the winter months the lower floor will serve as a direct entrance from the street to the new Concert Hall.

The old Taverna building, on the midway, is being torn down to make room for units which have been removed from the building site.

Zoo Closes Season

DETROIT, Oct. 9.—The Belle Isle Children's Zoo closed its eighth season Sunday, to reopen late next spring. Total number of child visitors this season was 194,000, according to Frank G. McInnis, director.

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WEATHER HELPS, HURTS

Drought-Breaking Rain, Pave Way, Also Threaten Dallas Bow

DALLAS, Oct. 9.—The '54 State Fair of Texas opened here today for a 16-day run. Drought-breaking rains, which fell thruout Texas the two weeks preceding the fair, helped put folks in a good mood for the event, but weather forecasts of more rain had fair executives anxiously scanning the skies as the nation's largest annual opened.

The fair ended last year's run in a heavy rain that washed out a chance to break its own all-time attendance record (also collecting \$10,000 rain insurance). Total attendance in '53 was 2,382,712, about 4,000 less than the '52 record-breaker.

Attendance on opening day was expected to run about 175,000, bolstered by the 75,000-plus football crowd that will jam the Cotton Bowl to see the nation's No. 1 rated team, Oklahoma, play Texas in the big game of the year for this section.

"King" Bows Big

"King and I," in the State Fair Auditorium for 24 performances with a \$4.80 top, played to capacity Friday night (8), jumping the gun on the fair by about 10 hours. "King" also was sold to the rafters for Saturday night and a Sunday (11) matinee.

"Ice Cycles of 1955," presented by Clarence Linz in the 5,660-seat Ice Arena, also had a good opening night Friday (8), and had sellouts looming for Saturday night and Sunday afternoon. Ice is in for 24 performances with a \$3.30 top.

Opening day of the fair was Press Day when the exposition hosted upward of 2,500 newspaper publishers thruout Texas and Oklahoma and radio and TV people from all over Texas. Gov. Allen Shivers, whose recent re-election received nation-wide notice because of his bolt to support Ike in '52, opened the fair and rode with State Fair president and Dallas Mayor R. L. Thornton in a downtown parade led by the 200-piece University of Texas band.

The parade also included about 60 antique autos, just arrived from the Heart O' Texas Fair in Waco, after their first annual Texas antique auto tour. Ancient jalopies left Waco, 90 miles away, Friday morning (8), camped in Waxahachie, 30 miles from Dallas, Friday night and drove into town in time for the parade. Old cars are on exhibit in the fair's Science Building.

Monday (11) will be Mexico Day with the crowning of a queen from among contestants all over the State. First prize is an all-expense trip to Mexico City. Tuesday (12) is Dallas Day, with free fireworks in the Cotton Bowl at night. Thearle-Duffield Fireworks, Inc., represented by Art Briese, is furnishing pyro displays for the five free shows at the fair.

Big Kid Day Looms

Wednesday (13) is expected to be a big day with school kids from all over the State on hand for ob-

servance of public school centennial day, commemorating the 100th anniversary of Texas public schools. A music festival in the bowl at night will include about 4,000 high school musicians from all over Texas. Free gate admission tickets have been sent on request to school superintendents in every corner of the State.

Thursday (14) is the date of the parade of champions in the Pan-American Livestock Show. Event this year has attracted over 500 leading cattlemen, prominent businessmen and government officials from about a dozen Central and South American countries. It's also Crippled Children's Day and about 1,000 from points as far away as Abilene are expected.

Friday (15) is the first of a series of big weekend days. Its elemen-

tary school day and attendance is expected to run well over 200,000. The following day, Rural Youth Day, was last year the fair's biggest, with attendance of 282,785 for the day. Over 100,000 farm kids are expected from at least 225 of the State's 252 counties.

Sunday (17), is also a traditional big day, when country people flock to the fair, and Monday (18) is Negro Achievement Day.

Fair has one other big college football game, Southern Methodist University vs. Kansas, Saturday (23).

Fair's annual banquet Tuesday (12) will honor Maurice T. Moore, chairman of the board of Time, Inc., and a native of Deport, Tex., who will receive the expo's third annual "Texan of Distinction" award.

Mixed Weather Cuts Into Birm'ham Gate

Heat, Cold, Rain Mar First Four Days; Midway, Kiddieland Grosses Top '53

BIRMINGHAM, Oct. 9.—Mixed weather was given the Alabama State Fair here thru Thursday (8), the fourth day of its six-day run, and as a result attendance, both thru the front gates and at the grandstand, lagged behind '53 for the four-day period.

Extreme hot weather marked the first two days and part of Wednesday (7), with light rain falling that afternoon for about four hours. The weather turned cold after the rain and it continued cold Thursday, bringing out overcoats and thinning the crowds.

Wednesday's rains took a sizable bite out of the night grandstand turnout and put grandstand patronage behind last year.

Despite the rain, midway receipts for the Amusement Company of America were up 13 per cent at the end of the first four days. Major reason was the elimination of the 20 per cent admission tax this year. A contributing factor was the strong patronage given "Dancing Waters," which had been strongly promoted by the fair.

Receipts of the permanent Kiddieland also were up from last year.

The night grandstand show, again a Barnes-Carruthers revue, plus fireworks by Thearle-Duffield Fireworks Company, was supplemented by the personal appearance of young Charlie Applewhite, recording artist, and the Chordettes, gal quartet. Applewhite was in the first four nights. The Chordettes were skedded for the closing two nights. Applewhite was given considerable newspaper publicity and made several radio and TV appearances to plug his appearance at the fair.

Earl Newberry's Tournament of Thrills, in Wednesday and Thursday, accounted for good crowds. Big car races, under the direction of Al Sweeney, were skedded for the closing two afternoons.

Teachers' Day, Monday, brought out the biggest representation of teachers since the day was inaugurated three years ago. Ninety-nine of the State's 110 school systems sent their oldest teacher in point of service.

Canora, Sask., Elects

CANORA, Sask., Oct. 9.—Steve Kopylehuk was re-elected president of the Canora Agricultural Exhibition organization. Vice-presidents are Peter Hoehn and Bernard Yurkowski. W. Tokaruk is secretary and G. J. Predy treasurer. A surplus of \$500 on the year's activities was recorded. Event's second annual exhibition will be held June 30 and July 1, 1955.

RED FACES: NO VA. FLAG ON GROUNDS

RICHMOND, Va., Oct. 9.—There were plenty of flags on display at the Virginia State Fair last week, with four American flags on the Commonwealth of Virginia Building, four atop a midway show, and Confederate battle flags all over the grounds. But, the local press pointed out, nowhere to be seen was a single Virginia State flag.

Steady Rains Cut Waterloo Attendance 12%

WATERLOO, Ia., Oct. 9.—The National Dairy Cattle Congress went into the final day of its eight-day run here today wet but holding its own. Altho rain fell on six of the fair's eight days, attendance was only down an estimated 12 per cent, but ride and concession business on the midway was off sharply.

The featured attraction inside the big building, the Barnes-Carruthers variety show, was holding its own, despite the rain. Local patronage was heavy as the show was under a roof and was well received by the local press.

The congress boasted the largest farm equipment show it has ever had, but patronage at the exhibits, which were set up outside, was hurt by the persistent rain thruout the week.

Opens in Rain

Annual got under way in rain Saturday (2); following day was sunny and drew a good turnout, but rain fell at some time on every other day during the week.

Presentation of the B-C show, heretofore in three rings, was put on in one ring this year for the first time. Talent included Blue Bent and Partner, Kinko the

(Continued on page 66)

SOME DO OKAY

Weather Woes Knock Most Events in North

NEW YORK, Oct. 9.—With few exceptions fairs in the Northeast this year took it on the financial chin. But for the operators there is some solace in the knowledge that the blows were dealt by the weather alone.

Declining fortunes at the gate and in gross revenues reflected no slackening of interest on the part of the public. Indeed, the contrary was true with many managers sure that records would have been set if the weather had only behaved in better fashion.

Even with the weather, described by some who have made the fair routes for years as the "worst in memory," any number of events did exceptionally well. Gate losses totaled up to only 10 or 12 per cent in some instances even tho foul weather prevailed on each of the operating days.

Among the biggies only the New Jersey State Fair, which concluded at Trenton last Sunday (3), outwitted the weather altogether. The New York State Fair at Syracuse was also pretty lucky but the rest mostly showed in raincoat weather.

Except for the weather there was little evidence of bleakness in the operating picture. There were indications everywhere that the public wanted to attend. Despite the weather the crowds at some events reached notable proportions as the public showed it would not be denied in any circumstances. Altho spared the direct blasts

of two hurricanes, a number of Northeastern fairs were severely affected by the storms. Travel was hazardous and discouraged for days after the storms. While some fairs were ballying their events and urging attendance, public officials were issuing warnings advising area residents to remain at home.

Stage Covers Help

Those fairs fortunate and foresighted enough to have invested

(Continued on page 66)

Good Weather Favors Run at Trenton, N. J.

TRENTON, N. J., Oct. 9.—Perfect weather, turning a bit on the torrid side in mid-week, favored the New Jersey State Fair which ended a big run last weekend.

The event got off gocc' on Sunday (3) but crowds dwindled on the mid-week days and came in huge numbers on Saturday (2). The grounds were jammed from noontime until late at night, viewing the exhibits, grandstand entertainment and World of Mirth Shows midway.

By far the biggest grandstand crowd attended the firemen's night doings, which featured a parade of marching and rolling units lasting nearly two hours. About 5,000 were in the stands and overflowed onto the track apron.

President George A. Hamid offered a weighty talent line-up, but the appearance of Johnnie Ray on Wednesday (29), which drew a sizable house, was the best of the list. Sunday night (3) had Phil Spitalny and His All-Girl Orchestra playing to a half-house, followed by a turn by vocalist Russell Arms the following night which drew poorly.

Lanny Ross appeared on Tuesday before a half-house, and Paul Whiteman was in for a short turn on Thursday. Singer Betty Clooney appeared on Friday (1). The name acts were on stage along with the Hamid acts which constituted the grandstand show, and were Hamid's attempt to inject new life into his mid-week grandstand business. Biggest draw, tho, was the firemen's fixture which is a perennial hit here.

There were bicycle giveaways on Monday and Friday for children's days, but township schools remained open. Free admission was extended to students and teachers outside Mercer County.

Other grandstand features were four days of harness racing, and performances by the Kochman thrill show on Sunday (3) and the Horan thrill unit on Monday (4).

Heat, Drought Cuts Hickory, N.C., Gate

HICKORY, N. C., Oct. 9.—The 41st Catawba Fair despite serious drought conditions, wound up six-day run here Saturday (2) with a total attendance of 56,000. According to Secretary-Manager Corbin Green, the drop from last year's record gate of 59,000 was due to extremely hot weather during the daytime.

John H. Mark's Shows, the midway attraction, did good business in the evening but afternoon takes were light. Talent in the grandstand show includes Les Oriols, Jay and Madeline Kirk, Danish Whirlwinds, Three Tommies, Bingo, and Jimmy Applegate and his organ.

Petersburg, Va., Hurt by Cold

PETERSBURG, Va., Oct. 9.—With temperatures dropping into the low 30s after a high of 96 degrees on Monday (4), attendance at the Petersburg Fair was down 25 per cent thru Thursday (7), its fourth day.

Gate on Friday, however, helped by warmer weather, showed good promise of bringing the flow up to standard and with any break, Saturday, traditionally a big day, should bring out people.

Attendance at the grandstand, where a Hamid variety show, stock

(Continued on page 66)

Richmond, Va., Clocks Record 400,000 Patrons

RICHMOND, Va., Oct. 9.—New attendance records were set with a total approximating 400,000 at the centennial of the Virginia State Fair which closed here Saturday (2). Paid admissions, according to J. A. Mitchell, general manager of the annual, amounted to slightly over 360,000 during the 12-day run, compared with 322,000 last year. The additional 40,000 in attendance came from school children and 4-H members admitted free for four days this year.

Weather was perfect during the entire showing with the exception of the last two days when rain fell during the evening hours. This

did not prevent the exposition from playing to 72,000 people the closing Saturday, an increase of 11,000 over 1953. Mitchell stated that he hoped to have turnstiles in operation by next year so that a completely accurate check can be made on total attendance, paid and otherwise.

Extreme dryness this year put an end to the grandstand fireworks after only two nights. Displays started a small fire Tuesday night (28) and after a conference with county authorities, they were called off for the duration. Rains Friday evening were not heavy enough to cause the ban to be lifted.

Danbury Going Big, Eyes 150,000 Gate

DANBURY, Conn., Oct. 9.—The Great Danbury Fair was going big thru this morning, and favorable weather was expected to give the nine-day affair a good chance to break its 145,729 record of last year. Strictly a daytime event, it had drawn 86,731 for its first six days, or 2,452 more paying customers than for the same stretch of time last season. Officials were hopeful of attaining a 150,000 gate.

Daily turnstile figures were as follows:
Saturday (2)17,390
Sunday38,043
Monday 4,799
Tuesday 7,961
Wednesday 5,110
Thursday13,428

More than 60,000 persons attended the event last year on the closing weekend, and manager John Leahy was anticipating a like turnout this time.

Thrill Show Clicks

Opening weekend, starting Saturday (2), was marred by rain in the form of sudden showers which hit on thrill show days. The Irish Horan unit, in for one show each on Saturday and Sunday, nevertheless drew a full house each time to continue the business it garnered last year. Leahy had toyed with the idea of trying two performances on Sundays but dropped it because of the annual's short operating hours, which come to an end daily at 6:30 p.m. It was unfair to expect patrons to take in the exhibits, midway and grandstand show in that short time, he noted.

Entry prices are unchanged this season, remaining at \$1.10 for all grandstand seats and \$1.25 at the fair gate, which includes parking. The track this year had a near-perfect summertime stock racing record of only two Saturday nights out of 16 being lost to weather, Leahy added.

Both today and tomorrow there will be stock car racing before the grandstand, put on by the local New York Racing Club.

Frontier Days Free

As is in the past, Leahy's daily feature is his show parade which wends thru the grounds and onto the race track. Patrons in the stands are then treated to a free show from Monday thru Friday (4-8), this year the Buck Steele Frontier Days. On weekends the parades are held so as not to conflict with the thrill show or races. The parades include bandwagons, cowboys, Indians, floats, and almost everything on the grounds that can be marshaled for show purposes.

A hefty attendance was in the making yesterday, Leahy having handed out 6,500 passes to Danbury school kids. City schools and all city and town offices are shut for the festivities, known as Danbury Day.

The thermometer dipped to the 40's during the mid-week late hours but did not interfere with the fair, with its early closing policy. Governor Lodge and about 250 dis-

Florence, Ala., Tops '53 Turnouts By 2 1/2 Per Cent

FLORENCE, Ala., Oct. 9.—The North Alabama State Fair, aided by ideal weather, was up 2 1/2 per cent attendance-wise, according to figures released this week by Manager C. H. Jackson. Annual closed its six-day run September 25.

Buff Hottle Shows, the midway attraction, drew good crowds and racked up grosses that topped last year by upward of 10 per cent. Org was re-signed for next year prior to leaving the grounds.

Featured grandstand attraction was a Braly Circus offering, which played to good crowds all week. Line-up included Dick Clemens' wild animals, Cycling Sidneys, Lucas Military Ponies, Faye and Andre, Ferdinand the Bull, Wilfred Mae Trio, Frank Torrance, Lew Henderson and Princess Whitecloud.

Exhibit space was all occupied. Cattle, sheep and hogs came in from four States.

abled war veterans were hosted by the management on Wednesday (6). The day before had been graced by perfect weather and drew its best Tuesday crowd in history, 7,961. Television comic Ernie Kovacs and his singer wife, Edith Adams, visited, and Kovacs helped judge the smoke ring-blowing contest.

Canada Expos Act to Improve Tracks, Stables

REGINA, Sask., Oct. 9.—Exhibitions on Western Canada's Class A circuit are taking immediate action to correct race track and stable area conditions following complaints by the prairie division of the Horsemen's Benevolent Protective Association.

Organization, at its annual fall meeting in Calgary, approved unanimously a resolution which said members would not race at Edmonton, or at any other point on the prairie circuit, unless conditions for both horses and horsemen were improved.

The Edmonton Exhibition board has delegated two of its committees to survey racing stables at the grounds with a view to improvements and the erection of permanent buildings.

One director said he felt the survey should include the whole grounds and future development of the fairgrounds as a unit should be planned.

At Calgary work has already started. A whole shed row area at the fairgrounds is being torn down, the ground being drained and leveled. Permanent corrals for the use of horsemen in winter quarters will be constructed. The shed row barns have been on the grounds for more than 50 years.

A 16-foot fire lane will be constructed behind the present race stables.

Work has also started in Regina where the race track is being regraded and sand added. The racing secretary's office and owners' room will be extended and renovated, racing stable roofs are being repaired and regrading and leveling operations will be carried out in the stable area. Additional wash-room facilities will be provided for the horsemen.

Improvements are also to be made at Saskatoon.

DUSTY RHODES DAY SET FOR ROCK HILL

ROCK HILL, S. C., Oct. 9.—World Series hero Dusty Rhodes will make a personal appearance at the Rock Hill Fair Thursday afternoon (14). He will have as his guests about 90 youngsters from the York Episcopal Orphanage Home. Harry Wilson, representing the Vivona Bros. Shows on the midway, was instrumental in setting up the date. He has also arranged for all youngsters to be given a free complete tour of the midway, plus food and drink and prizes from the concessions managed by Danny Dell.

Mid-South Pulls Big; Midway Income Tops '53

MEMPHIS, Oct. 9.—The '54 Mid-South Fair, which Sunday (3) ended its nine-day run, pulled 318,804 persons, roughly 10 per cent below '53, when the event ran for 10 days.

The show and ride operation of Cliff Wilson on the midway gave the fair a 17.2 per cent greater yield than last year, according to G. W. (Bill) Wynne, fair secretary.

Games concessions provided the fair with an 8.3 per cent gain over '53, Wynne also said. Chuck Moss again had the exclusive on such concessions, being in the second year of a three-year contract.

Food concessions showed a drop of 7 per cent from '53, Wynne reported. Income from all games, food, arena and other miscellaneous concessions totaled about 1 per cent over last year.

Pennington Gap Tabs Big Kid Day

PENNINGTON GAP, Va., Oct. 9.—Lee County Fair raked up its biggest kid's day on record this year, according to figures released this week by Virgil Q. Wacks, president. As a result of the distribution of 10,000 admission tickets thru the school system, close to that number showed up on the grounds, Wacks said.

James H. Drew Shows, the midway attraction, sold 18,600 ride tickets from 9 a.m. to 4 p.m. on the big day. Fair was held September 6-11.

a new aluminum lathe structure with a special orchid display claiming interest.

There were also improvements to the grandstand with the installation of a mezzanine cafe and additional pari-mutuel windows. The office of Roy Gorman, veteran publicist, was moved to the re-finished section.

Heavy Radio, TV

The fair went heavy on radio and television this year, ruling out its former use of 24 sheets along the arterial highway 99. Ten radio and three television stations were used in the campaign.

The shows, the free presentation in the Outdoor Theater, and the night grandstand attractions were booked by Russ Stapleton of Fanchon & Marco, Hollywood. The outdoor stage presentation featured for the first five days starting on opening day included Dub Taylor, Marie Caruso, Ben Chevez, Harry Kahne, and Audrey Hass. Opening Wednesday and closing with the fair tomorrow are Vaughn and Wright, Blair Sisters, Ted Miller and Smiley, the Belle Tones and (Continued on page 66)

Heat, Cold Move In on Charlotte

Record Weather Extremes Hurt But Big Opening, Closing Days Bring Success

CHARLOTTE, N. C., Oct. 9.—Two records were set at the Southern States Fair this week but the annual and its director, Dr. J. S. Dorton, could have done nicely without either one. The first was record heat topping 100 degrees that lasted thru the Tuesday (5) opening. The second was a record cold wave for the time of year with frigid blasts of wind driving patrons from the grounds on both Wednesday and Thursday (6-7).

The weather started to return to normalcy yesterday and by mid-afternoon the approaching lines of traffic were backed up to the city limits. More of the same is looked for today. With the banner business scored all around on opening Tuesday, these turnouts could make for a highly successful showing.

Midway Does Well

The James E. Strates Shows were well ahead of last year on Tuesday, and while business was

curtailed when the cold weather hit, it is believed that the midway grosses of yesterday and today will give the show a nice week. Owner Strates said that he would be well satisfied with business if the weather did not interfere.

Another event operated by Dorton, the Shelby (N. C.) Fair, was reported the best in 15 years with every phase of the fair clicking despite a record drought in the area which has earned it disaster status.

A top grandstand attraction at both Shelby and Charlotte was the presentation of Burr Andrew's B Bar Ranch Rodeo, a bona fide competitive presentation. Dorton said that the show won notable success at both of his fairs, even tho some standard presentations were under par.

The same rodeo will be presented at the North Carolina State Fair, also managed by Dorton. At Raleigh the show will be staged in the new Coliseum.

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Reidsville, N. C., Eclipsed '53 Mark

REIDSVILLE, N. C., Oct. 9.—Attendance at the Reidsville Fair this year totaled 8,787, a sharp contrast with last year's 7,214 paid, officials announced this year. In addition to the figures, 3,900 children were admitted gratis on Kids' Day. Annual plans to move to a new grounds outside the city limits next year to celebrate its 25th anniversary.

THE ONLY BONA FIDE WHITE FAIR IN JACKSONVILLE, FLA., IN 1954
JACKSONVILLE GREATER FAIR
NOVEMBER 1 TO 14, 1954
EXHIBITS — PARADES — FREE ATTRACTIONS
JAMES E. STRATES SHOWS ON THE MIDWAY
Sponsored by the American Legion Post #88
FOR SPACE IN EXHIBIT HALLS—WRITE, WIRE OR PHONE
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Rides, Concessions, Shows for JACKSONVILLE FAIR & MERCHANTS' EXPOSITION. Eight Big Days, Oct. 15 to 23, to be held in Riverview Park, Jacksonville's New Permanent Fairgrounds and 25 acre Amusement Center. A short distance from old Fairgrounds on same street. All new Exhibit Buildings, 4 entrances to Park, on City Bus Line. Contact Sid Walker, 700 Ocean Street, Jacksonville Fla., Phone 3-0800

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NEW BERN, N. C., OCT. 18 TO 23.
6 Big Days and Nights, 2 Kiddie Days. Near Marine Corps Base.
Pitchmen—Demonstrators—Kitchen Gadgets, Jewelry, Outright Sales, Independent midway. Will sell "X" on Grand Stand Concession. Want Walk-Thru Show, Jack Kochman Thrill Show, Grand Ole Opry and Will Scott's Rodeo booked. 100,000 people expected. Address: W. A. GODLEY, SEC.-MGR., PHONE 6522.

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Address
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Occupation

RAS Surpasses '53 Little Rock Gross

Increase Estimated at 23%; 'Dancing Waters' Registers Strong Patronage

LITTLE ROCK, Oct. 9.—The Royal American Shows added still another better than '53 gross to its increasing string here this week at the Arkansas Livestock Show, which closed its six-day run here tonight. While final figures were lacking, estimates placed the increase over last year at 23 per cent. The bigger gross was registered despite the fact that the fair's attendance was off slightly from last year and spending is tighter, as the area has been hit by drought for three successive years.

"Waters" Surprises

Big surprise of the Royal American's stand here was the notable run made by "Dancing Waters." Given powerful advance build-up by the fair, which, among other things, sent out 75,000 mailing

pieces on the water show, the unit each day racked up sturdy takes. Expectations were that final tabulation would put the show's gross for six days at not far from \$13,000. Dixie Wilson, formerly with Aut Swenson's Thrillcade, took over the talker's post on "Dancing Waters" at Oklahoma State Fair, replacing Murray Cohen, who had left to join another show. Leon Claxton's "Harlem in Havana," "Moulin Rouge" and Bobbie Hason's Side Show all enjoyed good business here.

Hosts Blind Children

The Royal American Thursday (7) hosted 150 children from the Arkansas State School for the Blind. The Royal American Shrine Club assisted in handling the children, who besides enjoying the rides, were guests of the show at a special luncheon served in the "Harlem in Havana" top. RAS owner Carl Sedlmayr Sr., who was visited by Mr. and Mrs. Harry Hennies here and Wednesday (7) drove with them to Hot Springs to inspect the new Hot Springs Showmen's Club, returned with high praise of the new building.

Krekos Units To WQ After Bakersfield

BAKERSFIELD, Calif., Oct. 9.—The West Coast Shows and West Coast Exposition Shows were combined here for the third time this year to play the Kern County Fair, which closed its seven-day run Sunday. Following the date, the West Coast Shows went into the barn in Madera and the exposition unit moved into Delano for a celebration.

Mike Krekos, executive manager of the two shows, which are headed respectively by Eddie Hellwig and Eddie Harris, said that West Coast Shows would move out of Madera to play the Armistice Day celebration in Porterville. The organization has had this date for years.

The shows brought in a combined strength of 40 rides, 100 concessions and 8 shows. The concession strength was made up of the stands that have trekked with the two units thruout the year.

Bob Rawling's Motordrome caught fire Thursday night and the loss was estimated at \$500. Two motorcycles were destroyed but the operation was not interrupted.

C&W OK in S. Carolina After Big Virginia Stand

GREENWOOD, S.-C., Oct. 9.—The midway earnings of the Cetlin & Wilson Shows at the Greenwood Fair got a considerable boost Tuesday (5) when several thousand youngsters took over the fun zone. Thursday (7) Negro school children from thruout the county were admitted free to the event.

The Monday (4) opening was slow but night attendance picked up thereafter and a banner wind-up was looked for today. The many

Two Page Men Die in Auto Crash

ATHENS, Ala., Oct. 9.—Joseph McGowan and Robert Shelton, concessionaires with the Page Bros. Shows, were burned to death in an automobile accident 11 miles from here early Wednesday (6) morning.

Critically injured in the accident were Frankie Cork, with a broken back, and Ray Wheller, also concessionaires with the Page show, who are in a local hospital.

KING MAKES REGAL GESTURE TO BLOOMSBURG

BLOOMSBURG, Pa., Oct. 9.—In an unusual good will-public relations gesture, King Reid, owner-operator of the shows bearing his name, and midway contract holder at the Bloomsburg fair for three terms thru last year, bought a full page ad in The Morning Press to congratulate the fair and its officers on the occasion of its 100th anniversary. The ad traced the history of the event, noted its present blue ribbon status and wished it well in the years to come. Not said, but not hard to read into the ample white space that surrounded the copy, was the implication that King would be very happy to return to the Bloomsburg midway.

Smith to Repeat At Farmville, Va.

FARMVILLE, Va., Oct. 9.—George Clyde Smith Shows showed a 10 per cent increase in business at the Five County Fair this year and as a consequence have been awarded the 1955 midway. This will make the 15th year the show has played this date. Fair was organized in 1939.

ACA Up 13% First 4 Days at Birmingham

'Dancing Waters' in Strong Run; Benefit Nets \$2,500 for Two Showmen's Clubs

BIRMINGHAM, Oct. 9.—The Amusement Company of America, managed by Paul Olson, enjoyed 13 per cent better ride and show business in the first four days of the six-day Alabama State Fair than it did last year despite rain one day that dropped the fair's attendance slightly below '53.

Removal of the 20 per cent federal tax this year was the major factor in the increased cash receipts from rides and shows, with "Dancing Waters" also credited with a hefty assist in building up the gross. The show was given a strong advance build-up by the fair's publicist, Virgil Pearson, and it raced neck-and-neck with Harold Weatherbee's "Naughty New Orleans" for

top money during the first four days and was expected to nose into the No. 1 spot before the fair's closing tonight.

Fewer Concessions

Concessionaires generally reported better business than last year, with the increase attributed to the fewer games concessions operating in line with a change in the fair's policy. Olson was in charge of the independent concessions, the fair having given him the part of of concession superintendent when the late J. C. McCaffery, one of the owners of the Amusement Company of America, was stricken about a month prior to his death last week.

Maurice Ohren, an owner of the Amusement Company of America, headed up arrangements here for a jamboree in the Girl Show top that yielded about \$2,500. This will be divided between the Showmen's League of America and the Hot Springs Showmen's Club. Ned Torti, of Milwaukee, and Bill Carsky, of Chicago, assisted in staging the benefit.

Visitors to the midway here included Stillman Stannard, Illinois commissioner of agriculture; Dan Baldwin, manager of the Kentucky State Fair; Doug Baldwin, secretary of the Minnesota State Fair; Gus Becker and J. Tatum, of the South Texas Fair, Beaumont; Specs Groscurth, of the Blue Grass Shows, and Leo Bistany.

Cliff Mullins Org Into Bangor Base After Okay Season

BANGOR, Me., Oct. 9.—Mullins' Royal Pine Shows is back in its winter base here following what owner-manager Clifford W. Mullins termed a good season. Org ended up okay despite some persistent rain at a number of its late spots, he said.

The '54 season was the show's second year on the road and six fairs were played, five of which have been re-contracted for next year. Mullins said that next year the org would have 9 rides, 5 shows, a free act and five Downey light towers.

Greensboro, Trenton Pay Off for WOM

Carolina Event Bucks Record Heat, Cold; Nifty Weather Builds Top Jersey Gross

GREENSBORO, N. C., Oct. 9.—The World of Mirth Shows was progressing at a better-than-last-year earning pace at the Greensboro Fair until unseasonable cold put the chill on attendance and spending Thursday (7). Before the cold wave hit, record heat for this time of the year, with temperatures in the high nineties, served to melt some of the enthusiasm of fair-goers.

Along with the two extremes in weather the fair has felt some of the effects of a record drought in its drawing area. This is the second straight growing season that the area has been parched. Luckily, insofar as revenue is concerned, the area contains many manufacturing establishments on which the weather has no effect and money remains rather plentiful, considering crop shortages.

An acute water shortage which caused the city to hire a professional rainmaker also made it necessary for the show to haul in the several thousand gallons of water it needed for its "Dancing Waters" Show.

Yesterday, a kid's day, was big on the midway. Today normally is very big for the show and a break in the weather will probably mean a good week for all units.

Grosses at the New Jersey State Fair in Trenton soared well above

last year with near-perfect weather prevailing thruout the run. The weather was the best the show experienced at any of its fairs, and considerably better than that encountered at the date a year ago. The Saturday (2) wind-up was very big.

Show operator Frank Bergen had five carloads of equipment ready for the opening Sunday. Additionally, many units were trucked in from Allentown, Pa. The remaining equipment came in on a regular train move and was in readiness for Monday.

A circus-type parade, including animals, has been scheduled for Monday night (11) in Winston-Salem, N. C., a pre-opening ballyhoo stunt that has worked out well in Ottawa.

JAMBOREE

C&W Event Nets \$2,000 For Miami

RICHMOND, Va., Oct. 9.—A jamboree staged last week by the Cetlin & Wilson Shows netted \$2,000 for the Miami Showmen's Association. The event was held in the Raynell Girl Show top after working hours and featured Cooke & Rose grandstand acts and midway talent.

William B. Moore, show concession manager and president of the Miami group, sparked the event. Raynell directed the performance and John Wilson, co-owner of the shows, urged a generous response.

Chris Robinson, Swinger Worker, Dies in S. C.

MIAMI, Oct. 9.—Burial services were held today for Chris Robinson, 54, who died Tuesday (5) on the Cetlin & Wilson Shows midway at the Greenwood (S. C.) Fair. Robinson, who worked swingers for George Hartley, was found dead in his car at 7 a.m.

A native of Beckley, W. Va., he is survived by his brother, Woody, of Vincennes, Ind. Services were held at Lithgow's Funeral Parlor here and burial was in Miami Showmen's Rest in Southern Memorial Park Cemetery.

Death Claims Fat Girl Betty Holdridge, 46

SHELBY, N. C., Oct. 9.—Betty Holdridge, for many years a featured fat girl, died in her sleep in the Shelby Hospital last week after being hospitalized for several days with a dislocated shoulder. She was 46 years old.

Funeral arrangements were uncertain. The popular attraction had been on the James E. Strates Shows for the past 12 years, and was a show trouper since she was 14 years old.

A native of Rochester, N. Y., Betty was in vaudeville during her early years, and only gained weight after 1937, following a bout with pneumonia. At her death she weighed 610 pounds. Survivors include her husband, N. D. (Red) Holdridge, a Strates show painter.

Multiple Prell Units Click at Bloomsburg

BLOOMSBURG, Pa., Oct. 9.—Some 66 paid attractions dotted the midways at the Bloomsburg Fair, according to Joe Prell who handled the date for Prell's Broadway Shows. The attractions, including duplicates, consisted of 48 rides and 16 shows.

Prell described business for the run as very good with the earnings pretty well spread out. Approximately 65,000 school tickets were distributed and two children's days were staged, instead of one as in the past.

Paid attendance for the event, which celebrated its centennial, was said to be about 7,000 under its peak year. But, it was pointed out, the two free school days and an increase in the issuing of complimentary tickets probably brought the total well above the peak figure.

Attractions Listed

On the main, or show, midway Prell had 3 Ferris Wheels, two

Merry-Go-Rounds, Octopus, Roll-o-Plane, Looper, Scooter, Ridee-O, Little Dipper, Whirlaway, Tilt-a-Whirl and 14 kiddie rides. In this section there were 6 girl shows, Motor Drome, Jungle, Arcade, Side Show, 2 Wild Lifes, Mechanical Circus, Iron Lung and Dillinger car.

The lower midway contained 2 Ferris Wheels, Tilt-a-Whirl, Roll-o-Plane, Merry-Go-Round, Octopus, Chairplane, 6 kiddie rides, Wild Life and girl show.

About 75 concessions were also booked in by the Prell organization.

The Prell interests for the week were even more extensive than was apparent here, since that organization also supplied all of the midway attractions at the distant Rocky Mount (N. C.) Fair.

Joe Prell said the multiple attractions presented here were ample evidence that a truck organization was not limited when it came to sizable presentations.

MIDWAY CONFAB

Russell Johnson, who had a successful season at Colonial Beach, Va., joined Cetlin & Wilson with his concessions for the Atlantic Rural Exposition and then left for Brookneal, Va., where he will finish out the 1954 trek with M. A. Beam. . . . Betty Hensley and Gladys Timberlake joined the Raynell gal show at Richmond, Va. . . . Herb Pickard, Cetlin & Wilson press agent, was incapacitated at Richmond and his duties were taken over temporarily by State Fair publicist Heck Rice. . . . Paul O'Neil, former Motordrome rider, is now connected with the County Club of Virginia. . . . Eula Vaughan and Edna Childress joined Beam's Attractions at Brookneal. . . . Judge and Mrs. Ben Tucker and Ben Parker were guests of Earl Purtle during his Richmond stay. . . . Walker C. Cottrell placed several new public address installations with the Johnny J. Denton Gold Medal Shows at Petersburg, Va. . . . Eddie Rankin's pony ride did well at several Virginia fairs and he has now returned them to his Kiddie Park in Richmond. . . . Frank Crispi left the South for the lots around Cleveland. . . . Rita Sauvager left the John H. Marks Shows for Paterson, N. J. . . . Harold Jones closed with the L. J. Heth Shows at Monroe, Ga.

David DiCorte is in Nashville General Hospital, where he is recovering from gunshot wounds. . . . Cleve S. Blake, son of D. D. (Tex) Blake, will attend the Bishop Kenny School in Jacksonville, Fla., with his brother Terry. Tex Blake is ticketman with Carl J. Lauther's Side Show on the Tinsley org. The Blake family plans a Michigan vacation with a deer hunt set and visits with friends.

Joe Pearl, of Gold Medal Shows, infos that a surprise birthday breakfast was served Mrs. Essie Harris at Concord, N. C. The event, which was held in Mrs. Campy's house trailer, was attended by Irene Denton, Midge Jamison, Marguerite Andersen, Mrs. W. C. Daly, Henrietta O. Dell, Kay Karr, Mickey Sakobie, Marie Glaman, Mabel Steinfeldt, Frances Piercy, Shirley Sparks, Rena Stineas, Pearl Kirkpatrick, Germaine Lollar and Sis Campi.

Dick Silvers stopped at Midlothian, Va., between fair arrangements to play a week with his mental show at the Sunset Drive-Inn. . . . Bob Hallock has joined Leo Bistany on Blue Grass Shows. . . . J. C. Corbett and Harry Frank joined Gold Medal Shows with their concessions at Petersburg, Va. . . . Elmer Brown, former general agent, is living at the Schuyler Hotel in Kansas City. . . . Art Frazier stopped off in Chicago for a visit on his way to join Johnny J. Denton in Petersburg. . . . Charles Hardy, who broke in with D. D. Murphy, Johnny J. Jones and the 101 Ranch, is now in the printing business.

Fred Morrison motored in from the West Coast to join Prell's Broadway Shows at Greenville, N. C. . . . Ralph Lockett is spending some time at the baths in Hot Springs following the closing of Curley Reynolds' World of Today Shows. . . . George Clyde Smith reports business good with the show bearing his name at Pittsboro, N. C. . . . Tom Baldrige,

field representative for M-G-M, was a constant visitor around the Raynell Show with Cetlin & Wilson both at Richmond and Greenwood fairs in Virginia.

Personnel on the Girl Show of the Sterling Crown Shows includes Madge Thames, Pat Kelly, Sherie Lane and Lindia Donnahue, dancers; Dom Stichel, tickets, and Cleance Thames, talker.

Former Funhouse operator Carl Manthey Jr. is not on the road this season, having been resting on a farm in Upstate Connecticut.

Bob Fisher, who closed the season as manager of the refreshment stands in Idlewild Park, Ligonier, Pa., under C. C. MacDonald and his son, has returned to his home in St. Petersburg, Fla., for the winter. Fisher, who for many years was owner of "Bob Fisher's Fearless Flyers," well-known flying act, reports a good season at Idlewild Park and is scheduled to return there in 1955.

H. Rucker, veteran med man, reports that he'll be heading for Florida after making a business trip to Washington. . . . Earl Kelly, concessionaire on the W. G. Wade Shows, who was seriously injured in a fall from a truck in Woodburn, Ind., September 12, has suffered a relapse and was rushed to a hospital in Columbus, O. Relatives report that his condition is critical. Wilbur Marshall is in charge of Kelly's concessions for the remainder of the season. . . . Carlton Coe is in Benton Harbor, Mich., splashing around the mineral baths before leaving for New York and Washington on an extended business trip. He is also scheduled to visit friends in Trenton, N. J. . . . Mrs. Walter Clingman, of the McKenna Shows, who with her husband operates Clingman's Foot-Long concessions, is recuperating at her home in Warsaw, Wis., after undergoing an operation for a gall bladder condition September 10.

Walter B. Fox, unofficial carnival historian, writes from Mobile, Ala., that the recent passing of J. C. McCaffery leaves but a handful of original members of the Association of General Agents which was founded in the late '20's by Wilbur S. Cherry and Felix Blei. Survivors are Mel H. Dodson, Robert R. Kline, Curtis L. Bockus, Robert H. Lohmar, Louis J. Berger and Fox.

George Harr, promoter of the Rome (Ga.) Fair for Denton's Gold Medal Shows, recently spent a few days in Mobile, Ala., where he contracted to furnish several rides and concessions for the Knights of Columbus 1955 Mardi Gras to be held on the club house grounds. The contract had been held by the late Al Wagner for five years.

Maude and Al Marriott, of the Los Aeros, pulled into Helen Golden's trailer park, Port Richey, Fla., recently for the winter. They took delivery on a new boat for Gulf fishing.

Bob McCarty reports from Newark, N. J.: Leo Lassalle is heading a committee to fete the Barron for his work at Bloomsburg—the affair to take place in the Blue Room of Novelty. Sam Rose, of



THE WIVES of two show owners are the latest entries in the Showmen's League of America contest to select Miss Outdoor Show Business of 1954. Left is Mrs. Elmer Bodart, of Bodart's Blue Ribbon Shows, and right, Mrs. William T. Collins, of William T. Collins' Shows.

C. C. (SPECKS) GROSCHURTH PRESENTS

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR AMERICUS, GA., FAIR, WEEK OCT. 18
 Followed by Moultrie, Ga., Fair, week Oct. 25, then the Jacksonville, Fla., New White Fair, first week in Nov., and Fairs all winter in Florida.

CONCESSIONS: Hanky Panks, Prize-Everytime Games of all kinds, Buckets and Six Cats if you have Hanky Panks, Glass Pitch, Derby, Custard, Ice Cream on Stick, Grab, Auction Stores, Penny Arcade, Direct Sales and Pitchmen. Open midways for these events as we hold fence-to-fence concession contracts.
 SHOWS: Monkey, Wildlife, Animal, Motordrome or any Grind or Bally Shows with own outfits.
 All address: C. C. GROSCHURTH, Mgr., Dothan, Ala., all this week; then as per route.

Eddie Young's

STERLING CROWN Shows

LAST CALL! **LAST CALL!** **LAST CALL!**

DOOLY COUNTY FAIR, VIENNA, GA., OCTOBER 18-23 | EXCHANGE CLUB FAIR, WAYCROSS, GA., NOVEMBER 1-6
 LAURENS COUNTY FAIR, DUBLIN, GA., OCTOBER 25-30 | 2 KID DAYS AT EACH OF ABOVE FAIRS.
 8 COUNTIES REPRESENTED AT THE WAYCROSS FAIR—\$15,000.00 IMPROVEMENTS ON FAIRGROUNDS.
 THIS WILL BE THE SPOT.

NOTICE—THIS SHOW HAS CONTRACTS FOR THE FLORIDA CITRUS EXPOSITION, WINTER HAVEN, FLA., JAN. 15, FOR 7 DAYS. WINTER HAVEN WILL BE BEFORE ANY OTHER MAJOR FAIR IN FLORIDA. ALSO HAVE TWO MORE EARLY FLORIDA FAIRS.

CONCESSIONS	Hanky Panks of all kinds (positively no grift), \$36.50 at Vienna. Can also use Popcorn, Floss, Grab, Custard, Jewelry and Arcade. No exclusive.
SHOWS	Motordrome and any well-framed Grind Show not conflicting.
RIDES	Scooter and Rock-a-Plane or any new Major Ride.
RIDE HELP	Sober, reliable First and Second Men that are licensed semi drivers. No drinking tolerated.

All replies to E. L. YOUNG, Mgr., Montezuma, Ga., this week
 THIS SHOW WILL BE OUT UNTIL MIDDLE OF NOVEMBER.

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Can place all kinds of Concessions, Glass Pitches, Ball Games, Six-Cats, Palmistry, Photos and all types of Hanky Panks.

CAN PLACE WHEELS AND GRIND STORES for this big date. Doc Fisher, Jimmy Bergan, Lennie, Joe, Ghost, Hook or those I know, contact me. We carry a limited amount of these concessions, so call me early at Fairgrounds.

HARRY (BUSTER) WESTBROOK

Can place shows not conflicting with what we have.

Address all mail and wires to LLOYD D. SERFASS, Chase City, Va., or call Fairgrounds.

CONEY ISLAND ROAD SHOWS

WANT FOR 16 WEEKS IN CUBA

RIDES—Dark Ride, Rockoplane and Round-Up. No Kiddie Rides needed. Will contract light plant with wire and junction boxes. No Shows wanted unless sensational. Want to buy set of Searchlights in good condition. All Concessions are sold.

For Sale or Trade—2,500 Plexi-Glass Front Water Tank for exhibitions or swimming shows, mounted on semi trailer. This is our fifth (5th) consecutive year in Cuba—all bona fide spots.

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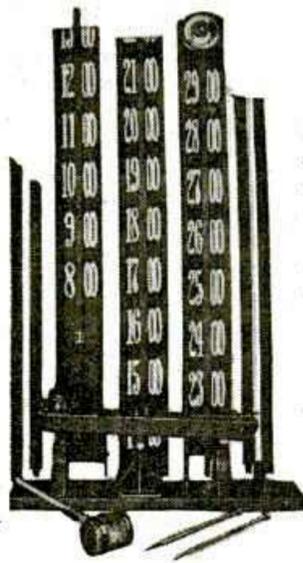
WANT FOR SIX BIG FAIRS

EARLY COUNTY FAIR AND PEANUT CARNIVAL BLAKELY, GA., OCT. 11-16	BAY COUNTY FAIR PANAMA CITY, FLA., OCT. 18-23	JACKSON COUNTY FAIR MARIANNA, FLA., OCT. 25-30
HOLMES COUNTY FAIR BONIFAY, FLA., NOV. 2-6	WALTON COUNTY FAIR AND ARMISTICE CELEBRATION DE FUNIAK SPRINGS, FLA., NOV. 8-13	GENEVA COUNTY FAIR GENEVA, ALA., NOV. 15-20

WANT HIGH-CLASS FREE ACT

CONCESSIONS	ARCADE, BINGO, COOKHOUSE, FLOSS, POPCORN, NOVELTIES, JEWELRY, EATING AND DRINKING STANDS, PHOTOS, HANKY PANKS OF ALL KINDS. CONTACT FITZIE BROWN.
SHOWS	MINSTREL SHOW, ILLUSION, UNBORN, BIG SNAKE, MOTORDROME, MECHANICAL SHOW.
RIDES	CATERPILLAR, SCOOTER, SPITFIRE, ROCK-O-PLANE, LITTLE DIPPER, DARK RIDE. CAN PLACE RIDE MEN ON ALL RIDES, MUST DRIVE.

WILL LEASE 180 KW. LIGHT PLANTS FOR THESE SIX DATES. ADDRESS: BLAKELY, GA. (FAIR), THIS WEEK.



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A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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6 MORE FAIRS WANT ★ WANT 6 MORE FAIRS

CONCESSIONS: Can place Cookhouse, Frozen Custard, Novelties, Honky Panks of all kinds.

HELP: Want Spiffire and Tilt-a-Whirl Foremen and Second Men. Also Help on Merry-Go-Round and Little Dipper. All replies to

E. E. FARROW, Mgr.

Cleveland, Miss., this week; Mississippi State Negro Fair, Jackson, next week, Oct. 18-23.

SOME SPACE OPEN

EATS AND DRINKS, NOVELTIES, GLASS PITCH, PITCHMAN IN WOMEN'S DEPARTMENT

OCTOBER 25 THRU OCTOBER 30

2d ANNUAL NORTHEAST ALABAMA AGRICULTURAL & INDUSTRIAL EXPOSITION, INC.

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3-CAR TILT-A-WHIRL (Park Ride), completely rebuilt, A-1 condition. \$3000.00 Cash
A real bargain for... \$500.00
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CARL SEDLMAYR:

Biggest Season Ever For Royal American

OKLAHOMA CITY, Oct. 9.—The lot outside was mired in four or five inches of gummy mud. Rain beat steadily against the office wagon. Together, the mud and rain killed the opportunity of grossing \$25,000, Friday's normal midway potential on the midway of the Oklahoma State Fair.

But Carl Sedlmayr Sr., seated in the quiet of the Royal American office wagon, appeared oblivious to the rain and mud outside and unmindful of their inroads upon receipts.

"It's been our best season yet," observed the owner of the Royal American in reviewing the show's business to date.

"Our Canadian business was bigger than ever, and at St. Paul we came within \$7,000 of our

biggest gross at Minnesota State Fair. Topeka (Kansas Free Fair) gave us the biggest gross in our many years there, and here we're running way ahead of any past year," Sedlmayr continued.

"We had the biggest single day in our history here Monday, Kids' Day. The receipts were much greater than on any of the many we've played here in the past, and thru Thursday (30), with three days to go before the fair ends, we were not very far away from our gross for the entire fair last year.

"Dancing Waters' to Return By way of support, Sedlmayr pulled out the comparison sheets, showing the day-by-day grosses this year as against last year.

Sedlmayr, never one to talk much about concessions, dismissed that phase of the business by saying, "They are off; they've been off all year."

The Royal American owner, whose interest lies mainly in the shows and rides, is already planning for next year. Certain to be back, he indicated, will be "Dancing Waters."

Sees Larger Gross

"It'll do better next year than it did this year," he maintained. "It will have a lot of word of mouth publicity behind it—all of the customers who saw it this year—and that, I think, will show up in increases for he show, at the biggest fairs especially."

Sedlmayr is doing much thinking about "Moulin Rouge," the show-owned back end unit featured for the past several years. This year the show failed to run as well as previously and its not unlikely that it will be changed and retagged next year.

Tho Sedlmayr indicated he has been giving much thought to this particular show, he wouldn't talk about his plans for it.

Hassons in Lead

Here Bobbie Hasson's Side Show has been getting top money. Leon Claxton's "Harlem in Havana" has been running second, with "Moulin Rouge" third and "Dancing Waters" fourth.

The Hasson show enjoyed top business—and big business—at St. Paul. Thru Canada, more often than not, Leon Claxton's always strong show took No. 1 spot, but at some Canadian fairs "Dancing Waters" squeezed into that position.

Indications are that the Royal American's route will have at least one week less of open time. For one thing, the show instead of moving from Davenport, Ia., into Brandon, Man., first stop of the Western Canadian A fair circuit, will move from Davenport into Winnipeg, thus filling in a week normally lost on the jump to Brandon. From Winnipeg the show would move to Brandon, assuming that it again gets the Western Canadian circuit.

Indications are that Tulsa, played this year as a still date between the fairs at Topeka and here, will be passed up next year.

Enthusies Over Speed

Sedlmayr enthused over the new fairgrounds here and expressed amazement that the buildings, grandstand and race track were completed on time.

"Why, when I was here in May very little work had been started above ground. Yet all of the many buildings and the grandstand and race track were finished before the opening," he declared.

The subject of the rain and mud outside was brought up, and Sedlmayr, instead of clouding, brightened up.

"The fair plans to black-top the midway next year, and that's why we haven't used any shavings. It would make it difficult, I'm told, to really do a good job of black-topping. But when it is black-topped, it should help our business," concluded Sedlmayr, his mind again back on the future and plans for it.

Hannum Biz Off 15-20%; Re-Inks Ebensburg Fair

COLUMBIA, Pa., Oct. 9.—Morris Hannum, owner of the Morris Hannum Shows, reported the season's business off 15 to 20 per cent as the organization played its closing date at the Farm Show Fair here this week in cold and rainy weather.

Hannum announced that his show had been re-signed for the 1955 Cambria County Fair, Ebensburg, Pa., one of the bright spots in the show's 1954 route. Closing negotiations with Hannum were James Wilkinson and John Bloom, fair executives. Except for a few still dates, the 1955 route has been completed, said Hannum.

A few other dates, besides the Ebensburg engagement, held up well in 1954, Hannum reported. The Ebensburg stand included Labor Day and was marked by a band festival by county schools, a big children's day, a State CIO meet and a number of outstanding track events. These features attracted big crowds despite threatening skies, and veteran concessionaires, such as Frank Ryan, reported biggest receipts of the season.

GOOD TREK

Tax Cuts Profitable For Shan

SANDERSVILLE, Ga., Oct. 9.—Shan Bros.' Shows neared the end of their '54 season here this week and was definitely on the black side of the ledger. Much of the profit was a result of the cut-back in federal admission taxes, according to Shan Wilcox, owner.

"We did not reduce our prices," he explained. "For instance, the 25 cent tickets of last year are still used for rides and attractions this year, but we actually got 4 cents more for each ticket sold."

Show lost two fairs this year. Drought conditions caused the cancellation of the Dodge County Fair at Eastman, Ga., but the rides and shows played the town under Legion auspices. The Gainesville, Ga., annual was also cancelled when the fair's buildings were taken over by the local school authorities when the school burned down.

The spring and early summer route was rough and, according to Wilcox, had only three winners all spring. Best spot was the Corinth, Miss., centennial celebration.

Org will play its final fair next week at Douglas, Ga., and it may stay out for several additional weeks as it works its way back to its Maryville, Tenn., winter base.



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OUT ALL WINTER

BIG STATE SHOWS

Want Honky Panks of all kinds, Buckets, Six Cats, Monkey Show with own equipment. Wire

LEE HAYWOOD, Mgr.

McGregor, Texas, this week.

FOR SALE

40 ft. Parker 2-abreast Merry-Go-Round; very good condition, newly painted, good top and side walls, wire recorder in new cabinet. Allis Chalmers gasoline power unit. Wooden horses in very good shape, mechanical condition very good. Make a reasonable offer. Cash or terms. Located at Wolf Lake, Muskegon, Mich.

R. E. PORTER

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Side Show Acts, Fire-Eater who can lecture inside, Half and Half who can stand prosperity. Have big ones coming up. Verne Martin, Terry Allen, answer. Don't write—wire or call

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c/o Marks Shows, Clinton, N. C., now.

FOR SALE

Or will trade #5 Eli Wheel for Moon Rocket in good shape.

HARRY BEACH

Myrtle Beach, S. C.

Continued from page 55

the Novelty, is welcoming the boys as they come off the road. Pete Glynn left for Europe October 9. Carnival Joe opens his winter season in South America with a water show. Fatima had a good season with John Glynn on Harry Hellar's show. Ollie Poole heads for Bermuda and a rest.

September 17 services were held in Atlanta at the grave of Robert A. Burns, known in show business as the Armless Wonder. Among those present were Peggy Burns, Gerald J. DeMatteo, Mr. and Mrs. A. C. Wolfe and Mr. and Mrs. Carl Cunbass. After graveside services, a high mass was sung at the Immaculate Conception Church.

Morris Brown, concession manager of the I. T. Shows, put in his usual stint as a bingo man prior to the org's Danbury and Mineola fairs. He was with a Bennie Weiss unit for four weeks, managing it at the Allentown Fair and winding up at Trenton. While I. T. was playing Danbury, Brownie was laying out the Mineola lot at Roosevelt Raceway, L. I.

Jackie Lynn has concluded a successful season as annex attraction on Al Alfredo's Side Show. She'll winter in New Orleans and Houston. . . . Joe (The Grinder) Phillips cards that he is visiting a friend, Muttie the Mystic, in Newark, N. J. Phillips plans to head south soon to spend time between the showmen's clubs in Miami and Tampa.

Herb Pickard, Cetlin & Wilson drum beater, is functioning in high gear once again after a short illness.

Among the applications for membership in the Miami Showmen's Association sent in recently are the names of Irving Judd, Benjamin Tossman, Normand A. Lajoie, Herbert Mace, Joseph B. Haynes, Horace Britt, James McNeil, James Clatterbaugh, Thomas C. Little, George W. Currin, William Phillips, Blount O'Neil, Albert E. Johnson, Joseph McCarthy, John E. Rowell, William D. Reamy, Victor Zinder, Roland T. Prue, Harry Paugh, Russell E. Nolan, Roy L. Seaver, Jesse Longinett Jr., Paul Osborne, Edward C. Mence, William McKinley Williams, Oreon V. Harrah, Harry C. Parkison Jr., Paul W. W. Arnold, William J. Sims, Mark Cobb, Marshall L. Green, Sterling Johnson, Arthur L. Ream, Clarence E. Hinton, Lew Carpenter, Kimsey Lee Harris, Howard E. Anderson, Robert Johnson, William Stevens, Peter Miller, Johnnie Edwards, Donald T. Scatton, Russell French, Floyd T. Odom, R. A. Miller, Billy Allen, Jay L. Mohr, Andy Gibson, Charles Crockett, Robert T. Swart, Ed C. Earley, Robert Sturgillo, Robert M. McGregor, Sebastian Pinelli, John Mooney, Peter Mazepa, Daniel B. O'Connell, Clifford A. Viles.

Sam E. Prell was confined to a hospital in Frederick, Md., Wednesday (6) following a gall bladder attack. However, his family reports the condition is judged not serious and they expect him to be up and around shortly.

Buddie J. Delano reports that Pop Sorensen had the midway games at Washington County Fair, Dewey, Okla., September 21-25. . . . After 14 years Jimmie Helms, superintendent of rides at Olcott Beach Amusement Company, Olcott, N. Y., and formerly superintendent of rides at Eastwood Park, Detroit, renewed acquaintances with Earl Cox, his former Merry-Go-Round foreman at Eastwood. Helms is wintering in Dallas, and Cox at Fort Lauderdale, Fla.

Roger Warren, manager of Crafts Exposition Shows, and James Lantz renewed acquaintances with a number of friends at Fresno, Calif. Included were Whitey and Sally Wanish, Alex Freedman, Sally and Eldon Short, Eddie Rood, Lee Brandon and Warren McMenus. . . . Gerald Raab, son of Carl Cummings, ticket seller on Crafts Expo., is in Orlando, Fla., to attend school after spending the summer on the show. While with

it he helped Caper Cummings on trucks during the day and worked a mug joint at night. . . . James Lynch, cookhouse op with the Crafts unit, closed at Fresno. Reported business was off but he wound up on the right side of the ledger.

Mrs. Jane Bunting, wife of Earl H. Bunting, of Ramsey, Ill., underwent a major operation Friday (8) at St. John's Hospital, Springfield, Ill. The Buntings are well known to outdoor show people, having operated their own show until several years ago—when they retired from the road. Since then they have been operating in a park in Chicago.

Fresno Fair Surprises Orville Crafts

FRESNO, Calif., Oct. 9.—Business for the Crafts shows on the midway at the 10-day Fresno District Fair which closes here tomorrow (10) exceeded expectations, Orville N. Crafts, owner, said. He combined the equipment of the 20 Big Shows, headed by Frank Warren, and the West Coast Exposition, managed by Roger Warren, to bring in 35 major and kid rides.

Of the contingent, 15 were kid rides. Crafts used four Merry-Go-Rounds and four Ferris Wheels to flash up the midway. The Looper, Rolloplane, Tilt-a-Whirl, Octopus and Scooter were duplicated.

The fair featured two kid days, the first on Tuesday, when the city school children were recessed at 1 p.m. and Wednesday when the students of the county schools converged on the grounds. Both days, ride prices were dropped to 10 cents with the exception of the Round-Up, Rolloplane and Loop-o-Plane.

About 100 concessions were on the midway. Among the shows were Goliath, gorilla; Siamese Twins, 2-headed cow, Girl Show, midgets, world's smallest horse and Funhouse.

The two shows separate tomorrow following the close of the fair. They will be combined November 5 for Arizona State Fair in Phoenix.

Rides, Shows Okay, Front End Off for World of Pleasure

MOUNT CLEMENS, Mich., Oct. 9.—World of Pleasure Shows followed the pattern of most shows this year, according to C. O. Stewart, manager. Ride and show grosses were up, due in part to careful still-date routing, while concessions, true in most quarters, were off from a year ago.

Equipment was brought here to winter quarters following the Coldwater, Mich., fair and rides and rolling stock are being refurbished for next spring. A number of fairs and still dates have been re-signed for next year, according to Stewart.

Personnel here in quarters includes Dick Hallock, who is supervising work on the rides; Floyd Miller, James Miller, John French and Ed Duncan, Tom Lane, Dodgem foreman, and his assistant, William Iler, are still out with the ride. James Padgett and Broughton Voyles are at home in the South; Cliff Remington headed for Lansing, Mich., and O. Buck Saunders is home in Washington Court House, O. Rod Link, Bill Abraham, William Barkoot, Gene Ross, Belle Evenson, Silvia Sommers and Mike Johnson, concessionaires, are still out. Harold Van Housen, head of the catering department, is back home in Auburn Heights, Mich.

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GEORGIA STATE FAIR

October 18th to 23d Inclusive, Macon, Ga.

ORANGEBURG COUNTY FAIR

Orangeburg, S. C., October 25th to 30th Inclusive

CAN PLACE—Eating and Drinking Stands and all legitimate Merchandise Concessions.

WANT—Any Ride not conflicting, such as Round-Up, Scrambler, Spitfire. Do not want any more Kiddie Rides.

CAN PLACE—A few experienced Working Men in all departments.

All Address

CETLIN & WILSON SHOWS

Spartanburg Fair, Spartanburg, S. C. this week.

ALL TYPES OF WHEELS



CARDINAL MFG. CO.
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FOR SALE

COMPLETE CARNIVAL OR ANY PART. 36-foot Merry-Go-Round, two abreast; No. 5 Eli Wheel, Smith & Smith Chairplane, 10-car Allan Herschell Auto Ride, 20x30 Bingo, 30-foot Show Front, several Concessions, Trucks for all Rides if wanted. Rides now being painted at our winter quarters, all in good shape, nothing to buy or fix. Also three beautiful Spider Monkeys and Cage, first \$50.00 takes them. Write or wire

LLOYD H. EASTMAN
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Fun House with mirrors, tricks, etc., built in 24-ft. semi trailer, \$1200; Mangels Jr. Whip, 8 cars, in excellent condition, ready to operate; Spitfire with or without transportation, Arcade Equipment. Sell reasonable or trade for other Show Equipment.

JOE FREDERICK
2263 Newton St. Detroit 11, Michigan

FOR SALE

25 Eli Ferris Wheel, Smith and Smith Chairplane, Kid Rides, Diesel and Gas Light Plants, Light Towers, Show Tops, Fronts, Bingo with Truck and Stock, Concessions, Cable, all A-1 condition. Transportation for all. Sacrifice together or separate.

P. O. BOX 145, Pass Christian, Miss.

VOLUNTEER SHOWS WANTED

For Humboldt, Halls and Alamo, all Tennessee, where cotton is king, and then south where it's warm. Red Cunninghamham, contact. Hunky Panks of all kinds. Count Store, Pin Store and Bucket Agents.

MY BENTLEY, Humboldt, Tenn.

RALEY BROS.' EXPOSITION

No Grift Anytime, 4 More Bona Fide County Fairs

Williamsburg County Colored Fair, Kingsree, S. C., Oct. 18; Colleton County Fair, Walterboro, S. C., Oct. 25; played by Railroad Show past two years; Beaufort County Fair, Beaufort, S. C., Nov. 1. Pay day for 30,000 Marines at Parris Island; Jasper County Fair, Ridgeland, S. C., Nov. 8.

First show in 17 years. Place Custard for balance of season. No exclusive on Hunky Panks. Privilege reasonable. Rides and Shows not conflicting. Place Wheel to triple with our two.

Chesterfield County Fair, Pageland, S. C., this week.

UNION COUNTY FAIR

Monroe, N. C., October 18 to 23

CAROLINA COLORED FAIR

Winston-Salem, N. C., October 25 to 30

Can place legitimate Merchandise Concessions of all kinds. No exclusives. Want money-getting Grind Shows. Address:

JOHN H. MARKS SHOWS
Clinton, N. C., this week; then per route.

LEO LANE SHOWS

The South's Finest

Want for Atkinson County Fair, Pearson, Ga., Oct. 18-23. Now booking space for Pulaski County Fair, Hawkinsville, Ga., Oct. 25-30, followed by Thomas County Fair, Thomasville, Ga., Nov. 1-6; Putnam County Fair, Palatka, Fla., Nov. 8-13; American Legion Fair, Gainesville, Fla., Nov. 15-20.

Hanky Panks of all kinds, Shows of merit. Will sell ex on Custard and Name-on-Hats. Want A-1 Merry-Go-Round Foreman and A-1 Tilt Foreman. Top wages to good men, work all winter. All address:

LEO LANE, METTER, GA., THIS WEEK.

FOR SALE—To Settle Estate

Boomerang Ride—New 1948 all ball bearing, stainless steel dome and side panels. Attractive light fixtures on dome. New turntable plates and floor. Deposit given preference. Inspection by appointment. Location, Coney Island, N. Y. Subject to prior sale. Terms: \$4,000 cash.

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A-1 AMUSEMENTS

CAN PLACE FOR ANNUAL COTTON FESTIVAL, STEELE, MO., OCT. 11-15. Fish Pond, Scales, Age, Cork Gallery, Glass Pitch, Jewelry, String Games, Coke Bottles, Slum Spindle or any non-conflicting store working for stock. Can place Second Men on Rides, must drive semi and have license. Contact

JOHN HANSEN, Mgr., Steele, Mo.

National Showmen's Association
317 W. 56th St., New York

NEW YORK, Oct. 9.—The first fall meeting will be held for both the board of governors and the general assembly on Wednesday night, October 13. Bulletins are being prepared for mailing shortly, and members who have changed their addresses are requested to send in the corrected ones so they can receive club literature.

President Joe McKec and his brother, Alfred, flew to Pittsburgh last week to attend the funeral of their aunt.

Eleven members have been passed on by the eligibility committee and another four are up for consideration. Admitted to the club are Ben Cohen, Richmond W. Cox Jr., Charles Howard Glasson, Louis Koblick, James Leahy, Louis Occhinto, Arthur B. Porter and P. Jack Wilkinson, all sponsored by Louis Light of the World of Mirth Shows; Jack Gross, sponsored by Arthur Roy Gries, and Edward A. Devlin and Harry Dorman, sponsored by Max Tubis. Names submitted are Carmine Mauro, Harry Elliott and A. T. Contella, by Sam Peterson, and David Russell, by Max Tubis.

On the sick list are Henry (Slim) Fein, in St. Clare's Hospital, and Jack Stern, at Park West Hospital, both in New York.

Recent clubroom visitors were Irving Yerkes, Vincent Anderson, Victor Link, Charles Young, Percy Drillick, Sam Bibring, Steve Libitz, Harry J. Mansfield, Joe Gilbert, Charles Buchbaum, Max Gruberg, Max Seskin, Andrew Stryker, Louis Kronenberg, Jack Alfred, Al Janpol, Stanley Stern, Sam Rothstein, Max Cooper, Mack Kassow, Tom Pell, David Kallman, Charles (Doc) Morris, Clarence Pool, Edward McKeon, Albert Keating, George Bovino, James Reid, Julius Roth, Sam Weissner, Morris Glass and others.

Max Packman was recently married. Al Burt, who has been in Tampa all summer on the sick list, writes that he is much improved.

Frank (Shrimp) Rappaport, steward on the Mullins Royal Pine Shows, writes that the show has closed but that he is still collecting dues for the club.

Ladies' Auxiliary

The first meeting of the 1954-'55 season got under way September 22. New members passed on by our summer committee included Elize Ella Bleyer, Ann Katherine De Santo, Gabelle Engel, Ruth M. Tsukallas, Marion E. Lowene, Harriet Muriel Dunlark, Mary Kathleen Bratcher, Victoria E. Cazzo and Cornelia A. J. Grazzo. Jack Stern has entered the hospi-

CLUB ACTIVITIES

tal for surgery. Ada Fine's husband is hospitalized. Ruth Götlied suffered a heart attack, and is in Fit Kim Hospital, Asbury Park, N. J. Blanche Henderson lost her mother. Roxy Sills was held up at her ladies' apparel shop.

We congratulate Queenie Van Vliet, who became a grandmother recently, and Ann Brown, who became the mother of a son. Florence Van Raalte is back from Europe. Ann Peterson is now assured of receiving her gold life membership card at banquet time. This was an open meeting and we welcomed Mrs. Reiss, cousin of Evelyn Batal-sky.

Show Folks of America
145 Turk St., San Francisco

SAN FRANCISCO, Oct. 9.—The Monday (27) meeting was called to order by President Charlotte Porter. Assisting her were Oscar Mattley, treasurer, and Bonnie Townsend, recording secretary. Membership was saddened by the death of Samuel Adams, who passed away September 27 at Sacramento, Calif. Burial was at Showfolks Rest.

A homecoming party will be held October 25 at the clubrooms. Frances Weideman, chairman of the event, announced spare ribs and sauerkraut would be served.

Mike Krekos, chairman of the banquet and ball, reported plans are already in the making and that tickets would be available soon. Party is set for December 6 at the Surf Club.

Present after absences were Mr. and Mrs. Al Hawkins, Theresa Mattley, Margaret D. Allen, George Lorraine and Mr. and Mrs. Marshall and their son.

Miami Showmen's Association
1799 N.W. 28th Street, Miami

MIAMI, Oct. 9.—The club was shocked to learn of two recent deaths occurring on September 28, both J. C. McCaffery and Robert (Bob) Hunter. McCaffery passed away in the Midwest and Hunter at the Lantana (Fla.) Tuberculosis Hospital. Hunter was buried yesterday in Miami Showmen's Rest at Southern Memorial Park Cemetery.

Many changes took place while the secretary was on the road. A third addition, made to the end of the building, will give more storage space. Frenchy Schwacha, care-

taker, has mounted four large fans on rollers so they can be placed anywhere in the building. Ceiling fans have been adjusted by the contractor and are now noiseless. The new furniture has been placed in the lobby and new tables are in the reception room.

Ross Manning Shows forwarded 11 pints of blood for the blood bank. Donations of blood came from William Small, Fred Hoyt, Alexander McGrath, Coleman V. Van, Arthur Chambers, Gerard Deschaines, William Martin, Bill McCleister, Henry Lawrence, Paul Millovich, and Clarence Henshaw. Jack Hold and Paul Radler also contributed a pint apiece, bringing the bank's total to 15 on hand. Show owners are being urged to obtain blood donations from their shows.

The office is now open and the secretary is in daily from 9 thru 5. A daily party was started in the clubrooms during the World Series games, with a different member providing the refreshments for each game. First two to do the honors were Pud Hartman and Dutch Holtzman.

Sympathies are being extended to John Chapman on the loss of his wife Charlotte.

Membership applications have been received from John Allen Fone, George R. Comer, F. A. Greenzweig, John Burton, Richard A. Keefe, Clifford W. Bryant, Robert A. Johnson, David W. Hope, Jr., William Harding, John Meehan, Manuel Stillman, John Myke, Spencer Steortz, Cecil Tabor, Edward Beam, Robert Burnett, Eugene Hazen, Millard Stanley, Kenneth DePoy, Melvin Cooke, Richard Laver.

Also Buyl Good, Ira Jennings, Arthur Cohn, Leonard LaPratt, Phillip Walker, Ambrose Kelty, Joseph Sierman, John Hennessee, Glenn Halstead, Bernard Brown, Sam Ezmirlan, Max Feldman, Frank Allen, Thomas Copeland, Don A. Gardner, Ray M. Story, Dave Berk, Murray Koth, Lee Pruitt, Wallace Hall, Glen Scheel, Frank Carver, Freeman Henley, Milton Leonard, Raymond Claeys, Richard W. McKague, Norman Banks, William Cunningham, Ralph Francis, James Cook, Richard Morton, Walter Baran, Robert Brown, Albert Ure, William Dray-

ton, Harry D. Smith, Robert Kelly, Robert Parshall, and Dominick Marotta.

Joan Davidson has resumed her former position as steno and typist for the club.

Phil Cook, executive secretary, has returned to Miami and reports a meeting with President William Moore in Richmond, Va. The hope was expressed that fund-raising from all sources this year would exceed \$50,000. In addition to events already held, it is reported that Vivona Bros.' Shows will stage a jamboree in Rock Hill, S. C.

Alton Pierson, chairman of the entertainment committee, is working on plans to stage a New Year's dance in the clubrooms. Danny Dell sent in five membership applications credited to John Campi, and John Vivona contributed \$100 to the plaque fund.

Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

First meeting of the season is scheduled for October 18. Rooms are all painted and will be in readiness. President Doty Miller is on vacation but plans to be back in time for the season's opener. Secretary Jerry Barber is back home after a good season with her ball game.

Frances Moran, first vice-president, is collecting articles for her rummage sale which will benefit the cemetery fund. Chaplain Laverne Taylor is back in town after having a fair season. Jenny Heshner is home from the hospital. Clara Silber is also on the mend.

Bobby Schultz will serve the lunch at the opening meeting.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Oct. 9.—First meeting of the fall season on Thursday (7) drew a representative turnout. In the absence of regular officers, Harry Duncan presided. The house committee had the rooms cleaned and in good order.

Welfare committee reported Lou Keller back in Billings Hospital here; Charles Watson in Alexian Bros.' Hospital; Mel Harris and

Harry Atwell at home. Jim Tinney is confined with eye trouble.

Convention dates are November 28 thru December 2. John Lempart announced he would appreciate response to letters sent out on the banquet program.

The ways and means committee reported steady response on the Miss Outdoor Show Business contest. Elected to membership were Patty McCluskey, Louis Santalone and Lloyd E. Glackin. Members were saddened by the death of W. R. Hirsch.

Rube Liebman spent a day in town en route to Birmingham. Mike Taflan and Billy Farrell regular callers in the clubrooms. Chick Schloss keeping active on house committee chores. Letters with welfare fund contributions received from Granville Oleson and B. R. Talbot.

Caravans, Inc.

P. O. Box 1907, Chicago

CHICAGO, Oct. 9.—Eva LeRoy conducted the Tuesday (5) meeting in the absence of President Veronica Potenza. Also on the roster were Pearl McClynn, first vice-president pro tem; Marianna Pope, second vice-president, and Wanda Derpa, secretary. Irene Coffey, chaplain, delivered the invocation.

Gladys Pivor was reported to be in Billings Hospital. Clara Peterson is back at work after a recent illness.

Claire Sopenar, chairman of the souvenir program books, infos that goodfellow listings are available for \$1. Marianna Pope, chairman of the award books, reported on results.

Election to the nominating committee was held. Members are Claire Sopenar, Agnes Barnes, Jeanette Wall, Mae Sopenar, Pearl McClynn, Helen Wettour and Eva Shine. Alternates are Isabel Brantman, Rose Jarboe and Lillian Lawrence.

New members include LaVerne Maturo, Lillian Maturo, Lillian Maturo Jr., Mrs. Nat D. Rodgers, Maureen Seany and Mary E. Wenzek. The evening award, donated by Wanda Derpa, was won by Eva Shine.

'55 Hobo Convention For Tampa March 17

CINCINNATI, Oct. 9. — The 46th annual convention of the Hobos of America, Knights of the Road, Air and Seven Seas, held recently in McKeesport, Pa., went on record to hold its 1955 meeting in Tampa on March 17. The Florida spot and earlier date were selected in deference to more than 3,000 outdoor showpeople who are members of the organization.

According to Jeff Davis, long-time leader of the organization, the membership includes such prominent showmen as Emmett Kelly, of the Ringling-Barnum circus; James E. Strates, James E. Strates Shows, and about 60 members of Joyland Midway Attractions.

Tulsa Fair

Continued from page 47

record for a single day's attendance, when 91,240 went thru the gates Thursday (7). Schoolchildren's Day. Second biggest day was Sunday (3) when the gate count was 84,863. The whopping gross given the 20th Century Shows was rated particularly impressive, because the Royal American Shows had predated the fair with a five-day still date last week. The fair offered the biggest livestock show in its history. All indoor commercial exhibit space was filled to capacity.

A new feature was a huge showing of house trailers, with 36 manufacturers of mobile homes combining to put on an exhibition that occupied 52,000 square feet of space. The farm machinery show, instituted last year, was substantially bigger and drew much attention. Spotted in the center of it for the first time was a radio station. The fair used its new 130 by 223-foot educational building for the first time. KOTV, local video outlet, operated from this building. New construction planned for next year includes a new women's building and a new sheep-swine building.

DROUGHT IN SOUTH

Rains Dilute Show Earnings in North

NEW YORK, Oct. 9.—Eastern organizations which were looking to their fairs to dry them out financially after a soggy still date season ran into even bigger helpings of bad weather at the annuials.

The weather cleared only at the tail end of the northern routes by which time most of the traveling organizations had already migrated South. There they ran into a completely opposite situation, a drought.

There was a measure of conciliation in the knowledge that, except for the weather, business was not too bad. The public seemed more at ease in their pursuit of entertainment and not so reluctant to part with their money.

Some Dates Good

Actually earnings were "bigger and bigger" on a number of occasions. Some dates paid off the midway entrepreneurs handsomely in the rough weather. But the dollars missed were sorely needed to make up the deficiencies of the spotty early dates.

The earning experiences of the front and back ends this year were strangely different with the concessionaires adding volume to their chronic song of poor pickings. But, again, there were enough bright spots to add sheen to the velvet backdrops and money to the agents' pockets.

The pre-season emphasis on new and attractive show and ride units to stimulate patron interest and maintain grosses proved wise business judgement for those who adopted it. Demonstrated was the ageless knowledge that the public can easily be lured by something new.

Few Are Lucky

A first-grader could count up the number of units lucky enough to outwit the weather. Those that did had smooth sailing, a further indication that business was, or would be, all right if the weather behaved.

The northern season was rounding out before the elements let up. The few shows that confine their routing to the territory have been gettings breaks in the weather, but now that the rains have stopped, the wind-up dates can generally count on pretty cool weather.

The South has often come thru in the past to turn unimpressive seasons into pretty good ones and it may do the same for a number of units again this year. Farmers, however, are battling a drought for the second straight year and money just isn't as plentiful as it might otherwise be.

THE MIGHTY INTERSTATE SHOWS

Want for one of Alabama's best fairs, Pike County Fair, Troy, Alabama. This is the only fair held in this county, no fair is being held in Brundidge this year. This fair is sponsored by the Shrines Club.

SHOWS: Side Show (special proposition) with or without own equipment. Monkey, Wildlife, Fat, Snake, Mechanical or any worth-while Grind Shows. Committee money only. Will give excellent proposition to Minstrel Show with own equipment. Good opening for Motordrome, Fun House, Glass House. RIDE HELP: Foremen for Twin Wheels, Merry-Go-Round, Tilt; Second Men on all Rides. Licensed semi drivers preferred. RIDES: Will book for balance of season Roller Coaster, Spitfire, Caterpillar, Rockplane, Octopus or any non-conflicting Rides. Committee money only. Will book Kid Rides not conflicting with what we have. CONCESSIONS: All Hanky Panks open, Glass Pitches, Penny Pitches, Age and Weight, Jewelry, Novelties, Hats, Gadgets, Photos, High Striker, Long Range Gallery, Short Range Gallery. Good opening for Popcorn, Candy Apples, Sno Cone, Floss, French Fries, Grab or Cook House. Want experienced Bingo Caller to join on wire. Also Countermen for Bingo. Can place set of Diggers. Want Sensational Free Act to join week of Oct. 18. Replies to Manager of THE MIGHTY INTERSTATE SHOWS, c/o Western Union, Enterprise, Alabama.

WANTED WANTED WANTED

For Northeast Florida Fair and Rodeo Livestock Exposition

THIS IS A 4 COUNTY FAIR, OCT. 19 TO 23, CALLAHAN, FLA.

Over 200,000 people in immediate area. Military Pay Week. Your chance to make your winter expenses here. WILL BOOK INDEPENDENT OR ORGANIZED RIDES AND SHOWS. RIDES: Want Ferris Wheels, Tilt, Octopus, Fly-o-Plane, Live Ponies, Looper, Spitfire, Caterpillar or any good Major Rides. WANT KID RIDES with flash and paint. SHOWS: Will book Fun House, Glass House, Drome, Monkey Show, Snake Show, Side Show or any well-framed Grind Shows. Cannot use Girl Shows here. CONCESSIONS: All Concessions are open. Will book Hanky Panks, Popcorn, Floss, Photos, Novelties, Grab Stands, Foot Long, French Fries, Seale, Age, Long Range, Short Range, Jewelry, Hats or others of this type. NO PC or FLATS. NO GYPSIES. Low percentage, low privilege. Joe Stly, Harvey Wilson, let me hear from you. LE GRAND'S AMUSEMENTS, Green Cove Springs, Fla., this week.

AGENTS AGENTS AGENTS

Can place Agents for Pin Store, Razzle and Skillo. All winter's work; Army and Marine pay days. Also place Girls for newly framed Girl Show. All address: RALPH DECKER, Carl D. Ferris Shows, Bishopville, S. C., this week; Andrews and Eastley, S. C., to follow. P.S.: Want Operator with Girls for Colored Girl Show.

TITLE TILT

Freedman Seeks Name For Show

FRESNO, Calif., Oct. 9.—A new name is being sought thru a State-wide contest for the Boone Valley Shows, Alex Freedman, who recently bought the show, said here. He has the fence-to-fence novelty contracts for the Fresno District Fair for his firm, Freedman Concessions.

No date has been set for the announcement of the new title but it is expected to be prior to the Western Fairs Association convention in December.

Among the titles submitted thus far are Fair Time Shows by Ina E. Shirley, Merced County Fair; Sierra Shows, Joe Whitaker, manager of the Golden Feather Fair, Gridley; Golden West Shows, Russell E. Pettit, manager, Santa Clara County Fair; California Carnival, and Square Deal Shows, Harry Hofmann, Farmers' Fair of Riverside County, Hemet; Freedman's Funarama, Carl T. Mills, Calaveras County Fair and Jumping Frog Jubilee, Angels Camp, and Alfree's Shows, Mrs. E. B. Mathews, Siskiyou County Fair, Yreka.

The show is now in Wichita Falls, Tex., on its way to the Coast, where its arrival is set for early December. J. W. Gilman is directing the move.

Freedman will continue his novelty business with this part of the enterprise to be handled by Morry Levy. Freedman Concessions has novelties on the independent and carnival midway here and recently closed at the California State Fair & Exposition in Sacramento.

Phoenix Fair Sets Line-Up

PHOENIX, Ariz., Oct. 9.—The Kings and Queen of the Sky will be featured at the Arizona State Fair when it opens November 5 for 10 days, George Blake, manager, said. The act as well as the show in the Plaza is being booked by the Hollywood (Calif.) Theatrical Agency, headed by Jo and Newton (Carolina) Brunson.

To present the Kings and Queen, a high act in which the trio performs on a steel bar trapeze suspended from a motorcycle on a cable, the line will be set up from the grandstand to the front gate.

The Brunson show for the Plaza will include the Carsony Brothers, balancing; Los Gatos Trio, arco; Dr. Giovanni, pickpocket; Continentals, singing group; Marion Rankin Dancers, and Phil Arden Trio.

"Dancing Waters" will be featured near the entrance. A charge will be made for it.

Larry (Bozo the Clown) Valli is booked to work as a stroller, handing out balloons made into hats. Harnald Harper, who has the "lost child car," is also scheduled to again handle the misplaced mop-pets. Edwin Lang is booked in with his "Mom's Aid" baby strollers.

Warrenton, N. C., Re-Pacts Ferris

WARRENTON, N. C., Oct. 9.—R. D. Duke Miles, secretary of the Warren County Fair here, stated the Carl J. Ferris Shows, which provided the midway for this year's exhibition, has been awarded the contract for '55. Ride and show gross was up 30 per cent this year, he said.

Nelson Sells Rides; Politics Claims Him

PORTLAND, Ore., Oct. 9.—Sale during the recent Oregon State Fair of Al's Rides by Velma and Albert Nelson terminated a span of 20 years as ride operators for the couple. Nelson sold his holdings so that he could devote full time to a job in Portland as superintendent of election supplies for Mult Coun-

RECORD 416,677 GATE FOR OKLA. ON NEW SITE

OKLAHOMA CITY, Oct. 9.—The Oklahoma State Fair Saturday (2) ended its first run at its new \$5,000,000 plant with the biggest total attendance in its history, despite bad weather which cut into the gate two days. The final count put attendance at 416,677. The previous record was 398,365 set in 1952. Last year the fair pulled 372,147.

Carnival Routes

Continued from page 50

- Draw, James H.: (Fair) Swainsboro, Ga.; (Fair) Brunswick 18-23.
- Dudley, D. S.: Lamesa, Tex.
- Dyer's Greater: West Helena, Ark.; Tunica, Miss., 18-23.
- Ferris, Carl D.: Bishopville, S. C.; Andrews 18-23.
- Franklin, Don, No. 1: (Fair) Refugio, Tex., 12-14 (season ends).
- Franklin, Don, No. 2: Victoria, Tex., 12-23.
- Punland: Springfield, Mo., 15-16.
- Gem City: (Fair) Albany, Ga.; (Fair) Bainbridge 18-24.
- Genisch, J. A.: Greenwood, Miss.
- Georgia Am. Co.: (Fair) Springfield, Ga.; (Fair) Pembroke 18-23.
- Gladstone Expo.: (Fair) Brownsville, Tenn.; (Fair) Belzoni, Miss., 18-23.
- Gold Medal: Wilson, N. C.; New Bern 18-23.
- Gooding Am. Co., No. 1: (Fair) Lancaster, O.
- Gooding Am. Co., No. 3: (Fair) Columbus, Ga.
- Gooding Am. Co., No. 5: Bradford, O.
- Gooding Am. Co., No. 6: Evansville, Ind.
- Greater Dixieland Expo.: (Fair) Winnfield, La., 13-16; (Fair) Toulala 18-23.
- Groves Greater: (Fair) Many, La.
- Hagensick Rides: Blair, Okla.; Hollis 18-23.
- Hames, Bill: (Fair) Paris, Tex.; (Fair) Palestine 18-23.
- Hammond, Bob: (Fair) Bryan, Tex.; (Fair) Belleville 17-25.
- Happy Attrs.: Johnstown, O.
- Hartsock: Marston, Mo.
- Helman United: Gloster, Miss.; Utica 18-23.
- Heth, L. J.: Covington, Ga.; (Fair) Tifton 18-23.
- Holly Am. Co.: Claxton, Ga.; (Fair) Hazlehurst 18-23.
- Hottle, Buff, No. 1: (Fair) West Monroe, La., 11-17; (Fair) Rustin 18-23.
- Hottle, Buff, No. 2: Livingston, La.
- Interstate: (Fair) Enterprise, Ala.; (Fair) Troy 18-23.
- Johnny's United: (Fair) Roanoke, Ala.
- Kile, Floyd O.: Tallulah, La.; (Fair) Clinton 18-23.
- Lane, Leo: (Fair) Metter, Ga.; (Fair) Pearson 18-23.
- Lee Am. Co.: Quincy, Fla.; Greenville, Ala., 18-23.
- LeGrand's Amusements: Green Cove Springs, Fla.; (Fair) Callahan 19-23.
- Lewis, Ted: South Jacksonville, Fla.
- Manning, Ross: (Fair) Rome, Ga.; (Fair) Kingsree, S. C., 18-23.
- Marion Greater: Moncks Corner, S. C.; (Fair) Charlotte, N. C., 18-23.
- Marks, John H.: (Fair) Clinton, N. C.; (Fair) Monroe 18-23.
- Metropolitan: (Fair) Tuscaloosa, Ala.; (Fair) Montgomery 18-23.
- Midway of Mirth: McCrory, Ark.
- Mighty Page: (Fair) Ahsokie, N. C.; (Fair) Tarboro 18-23.
- More's Modern: Yazoo City, Miss.; (Fair) San Augustine, Tex., 18-23.
- Norton's Rides: Odessa, Tex.
- Page Bros.: (Fair) Ardmore, Tenn.
- Palmetto Expo.: Ridgeville, S. C.
- Penn Premier: (Fair) Chase City, Va.
- Prell's Broadway: Greenville, N. C., 8-13; South Boston, Va., 15-20.
- Raines Amusements: Plain Dealing, La.; (Fair) Ferriday 18-23.
- Raley Bros. Expo.: (Fair) Pageland, S. C.; (Fair) Kingsree 18-23.
- Red Ribbon: (Fair) Yazoo City, Miss.
- Red Ribbon, No. 2: (Fair) Philadelphia, Miss.
- Rocky Mountain Empire: Littlefield, Tex., 13-16.
- Rose City Rides: Oran, Mo., 13-16.
- Royal American: Jackson, Miss.
- Royal Expo.: (Fair) Louisville, Ga.; (Fair) Warrenton 18-23.
- Schafer's Just for Fun: Galveston, Tex.
- Shamrock: (Fair) La Grange, Tex., 14-16.
- Shan Bros.: Douglas, Ga.
- Smith, George Clyde: (Fair) Henderson, N. C.; (Fair) Suffolk, Va., 18-23.
- Snapp Greater: Minden, La.
- Southern States: Arlington, Ga.; Donaldsonville 18-23.
- Southern Valley: (Fair) Natchitoches, La.; (Fair) Bastrop 17-23.
- Spartan Greater: Batesville, Miss.
- Stephens, C. A.: (Fair) Barnesville, Ga.; (Fair) Statesboro 18-23.
- Sterling Crown: Montezuma, Ga.; (Fair) Vienna 18-23.
- Strates, James E.: Danville, Va.
- Tassell, Barney: Smithfield, N. C.; Yanceyville 18-23.
- Tidwell, T. J.: Stockton, Tex.
- Tinsley, Johnny T.: (Fair) Newnan, Ga.; (Fair) Griffin 18-23.
- Tivoli: (Fair) Eunice, La.; (Fair) Winnesboro 18-23.
- Val's Expo.: Augusta, Ga., 11-13; Barnwell, S. C., 14-21.
- Valley Expo.: Giddings, Tex.
- Veare Bros.: Rotor Ride: (Fair) Dallas, Tex., 11-24.
- Virginia Greater: Windsor, N. C.; Rich Square 18-23.
- Vivona Bros.: Rock Hill, S. C.; (Fair) Lancaster 18-23.
- Volunteer: Humboldt, Tenn.; Halls 17-23.
- Wallace Bros.: Cleveland, Miss.; Jackson 18-23.
- Ward, John R.: (Fair) Blakely, Ga.; (Fair) Panama City, Fla., 18-23.
- Wolfe Am. Co.: (Fair) Hamlet, N. C.
- World of Mirth: Winston-Salem, N. C.

2,100 IN CALIF.

Trailer Biz On Upswing; 11,000 Parks

NEW YORK, Oct. 9.—A survey of interest to traveling showmen has been completed by the Wall Street Journal, and reveals that there are about 11,000 trailer parks in the U. S. today, compared with 7,000 four years ago, and only 3,000 in 1946. The heaviest concentration, 2,100 parks, is in California.

An estimated 200,000 persons a year join the ranks of those living in house trailers, it is reported, resulting in a total home-on-wheels population of two million.

The study says the trailer park business has mushroomed to where it grosses \$100 million yearly. Parks vary from a small 20-space park yielding \$2,000 for the owner on a \$7,000 gross, to a huge 300-site location which nets \$40,000 on a yearly gross of \$100,000.

While most places charge \$15 to \$30 a month rent, some new ones, like a large one going up in Palm Springs, Calif., will charge \$60 to \$100. It will offer complete shopping center, individual baths, swimming pool, underground utility lines to each trailer space—including TV and telephone service—and a clubhouse.

Rural Census To Show New Farmers' Data

WASHINGTON, Oct. 9.—Valuable information of use to outdoor showmen, fair people and manufacturers will come out of the first rural census to be taken in five years. The 34,000 agents gathering the reports began work Monday (4).

Countless choice statistics will result from the work. Among them will be how many farmers own TV sets and where they are located, how much money the farms earn, how much hired hands are paid, how much of the farmer's money goes for furniture, autos, appliances, food and clothing and other consumer goods.

There has already been 800,000 pounds of questionnaires mailed out to the farmers, to arrive a week or so before the interviewers and give the farmer a head start in filling out the items.

Humboldt, Sask., Extends '55 Run

HUMBOLDT, Sask., Oct. 9.—Tenth annual fair of the Humboldt Agricultural Society next year will be three days instead of two, directors have decided. Dates will be July 4-6.

Extension of the fair dates will tie in with local observance of the Saskatchewan Golden Jubilee celebrations.

Net profit on this year's fair was \$1,816, which was down from last year because of increased expenditures and a drop in gate and grandstand attendance.

Receipts for the two days totaled \$13,938 and expenditures were \$12,751. Harness racing cost \$2,500 and pari-mutuel betting amounted to \$727. Grandstand admissions, at \$3,310, were off \$346, and grounds admissions, at \$4,198, were off \$659. Prize money totaled \$1,350.

WANTED

For Ferriday, La., Fair next week. Shows of all kinds, Stock Concessions, Tilt or other Flat Rides. Call A. E. RAINES, RAINES AMUSEMENTS Plain Dealing, La., thru Oct. 16; then Ferriday, La.

GIVE TO DAMON RUNYON CANCER FUND

Fredericton Up in 5 Days

Continued from page 50

from Wednesday (8) onward and crowds continued above the 2,000 mark nightly. Moppets swarmed the kiddie matinee on Friday afternoon (10). Saturday night's double header grandstand show, first tried with great success a year ago, was lost to hurricane Edna. On the week, grandstand business was off 25 per cent, altho the tab had gone from 75 cents last year to \$1 this time.

On the midway the Bill Lynch Shows moved in with plenty of power. There were 21 rides and five shows.

The 1954 Exhibition was a

solid enterprise financially, Ray Crewdson, secretary-manager, said. Had the final racing card and the double-header grandstand show gotten home on Saturday (11) records might have been set.

Decorative fronts added to several of the buildings improved the appearance of the grounds.

Wildlife exhibit, sponsored by the New Brunswick Fish & Game Protective Association, used a log cabin-type structure for the first time. Agriculture exhibits were admittedly below par on account of a generally unfavorable growing season.



Wants Hanky Panks of all kinds, Shows with own outfits and non-conflicting Rides. Want Motordrome, Eating and Drinking Stands for Marion County Fair, Marion, S. C., Oct. 18-23; then the Great Loris Fair, Loris, S. C., Oct. 25-30, and balance of season. All contact

SHERMAN HUSTED

Taber City, N. C., Yam Festival and Fair this week.

WANT FOR ORLANDO, FLA., LAKE BARTON FALL FAIR

November 1 thru 6

CONCESSIONS—Glass Pitch, Eating Stands, Hanky Panks of all kinds, Photos, Hats, Hi-Striker, African Dip, Ball Games, Cat Rack, Cane Rack, Scales, Age, Derby Racer and Arcade. \$5 front foot, 10 ft. minimum. SHOWS—Good proposition for Funhouse, Monkey Show, Glass House, Side Show or Grind Shows of merit.

EAST ORANGE CHAMBER OF COMMERCE

980 Lake Barton Road Phone 5-9772 Orlando, Florida

WEEK OCT. 18, YANCEYVILLE, N. C.

TOBACCO FESTIVAL, AUSPICES AMERICAN LEGION AND VETERANS OF FOREIGN WARS COMBINED.

Don't let size of town fool you. Can place French Fries, Photos, Scales and Age, Hoop-La, Long Range, Balloon Dart, String Game and all other Hankies. Can place Rolltoplane, Octopus or Flyoplane or any other Rides not conflicting. Shows of all kinds. No Girl Shows. Week Oct. 25, Maxton, N. C.; then south towards Florida. The show that works 46 to 48 weeks out of the year.

BARNEY TASSELL SHOWS

WIRE THIS WEEK, SMITHFIELD, N. C.

P.S.: Can place Help in all departments, including Ferris Wheel Foreman.

MIGHTY PAGE SHOWS

Wanted for Tarboro, N. C., week Oct. 18

CONCESSIONS: Hanky Panks of all kinds, Eating and Drinking Stands. Opening for all kinds of Water Games.

SHOWS: Want Sideshow Performers and Musicians for Minstrel Show. Light-Skinned Girls for Colored Minstrel Show.

RISE HELP: Want Foremen for Dipper, Tilt, Chairplane, and Second Men on all Rides. Long season south.

All replies to W. O. BILL PAGE, Ahsokie, N. C., Fairgrounds.

P.S.: Now booking for Jacksonville, Fla., Colored Fair, Nov. 18-23.

GLADES AMUSEMENT CO.

Opening for the winter season at Naples, Fla., Nov. 1-6, for the Swamp Buggy Day Festival; to be followed by Ft. Myers, Fla., Colored Fair; then Cocoa, Fla., Lions' Club Fair.

Now booking Rides that do not conflict, Shows of all kinds, Hanky Panks that work for stock. All those under contract get in touch now.

JERRY SADDLEMIRE, La Belle, Fla., Phone Orange 5-2131, or JOHN KEELER, Miami, Phone 6-42867.

P.S.: Tiny Cowan and Emil Ross, phone me.

WANTED

C. A. STEPHENS SHOWS

FOR BULLOCK COUNTY FAIR, STATESBORO, GA.

Concessions working for stock, Long and Short Range Galleries, Novelties, String Game and Pitches. SHOWS: Place people for Sideshow or will book yours for balance of season.

BARNESVILLE, GA., THIS WEEK.

FLOYD O. KILE SHOWS

Want for Clinton, La., Fair, Oct. 18-23; Liberty, Miss., Fair, Oct. 25-30; Armistice Day Celebration with Parades, Bands, etc.; Baton Rouge, La., Nov. 8-13. Want Stock Concessions, Water Games, Custard, Jewelry, Scales, Sets, Glass Pitch, Hanky Panks of all kinds. Don't miss these spots. Ex on Cookhouse for Clinton open. A-1 Wheel Man join at once; good pay. No drunks, please.

All replies FLOYD O. KILE, MGR., Tallulah, La., this week.

LEE AMUSEMENT CO.

LAST CALL FOR TALLAHASSEE, FLA.

All contracts for Tallahassee wire confirmation giving space required. No phone calls, please. All replies

N. L. CRESON

Quincy, Fla., this week; Greenville, Ala., next week.

PAGE BROS.' SHOWS

WANT FOR FIVE MORE FAIRS

Bingo, Arcade, Hanky Panks of all kinds. Concession and Ride Help. Ardmore, Tenn., Fair now.

W. A. Page, Mgr.

Charles Griggs, Bus. Mgr.

P.S.: Will book Kiddie Rides.

Deny Report of Deal By Beatty, Concello

Orman Says Talk on Winter Dates Leads to Erroneous Sale Rumors

SWEETWATER, Tex., Oct. 9.—Persistent reports that Art Concello had acquired the Beatty show were denied forcefully this week.

Apparently reviving the recurrent rumor was the fact that Concello was on the Clyde Beatty Circus last weekend. Circus Manager Frank Orman said that Beatty and Concello discussed only some business involving indoor dates.

Concello, who owns numerous flying return acts, was seeking authorization to offer Beatty's elephants, horses, ponies and wild animal act for indoor dates, it was reported. Orman said that although no final agreement was made, it was okay with the show if Concello were offering the acts. From other sources, it was reported that Concello was offering the elephants to indoor producers.

Orman said that there was nothing to any sale reports. The pair did not discuss a sale and Beatty does not want to sell, he stated.

Following the Beatty-Concello conference, rumors flashed around the country. One said Concello would put out an enlarged rail show. Another said he would manage a Beatty truck show. These and others were denied later.

Orman, Moore, Hanneford
Orman said that when the show's season ends at Peco, Tex., Monday (11), the full train will be taken to Deming, N. M. Clyde Beatty will go to Deming and then to Phoenix, where he will talk with officials about possible future plans for a permanent quarters and zoo there. The Beatty family then will go to Los Angeles until time for the move to Kansas City and Wichita, Kan., for the Orrin Davenport dates. After that Beatty goes to India for movie making.

Orman, who is completing his second season as manager of the Beatty circus, reported that he and Beatty were laying plans for next season and that Orman would continue as manager.

William Moore will be back in 1955 as general agent, Orman added. There will be no important changes in the staff so far as is known at this time, he said.

Signed for the 1955 performance is the George Hanneford Family, bareback riders, Orman reported. The Hannefords have been featured with the circus for the past two full years, as well as earlier stretches.

Mediocre Business

The Beatty street parade equipment, which was stored in Portland, Ore., at mid-summer, will be trucked to the Deming quarters along with a semi-trailer truck loaded with Douglas fir for circus seats, Orman said.

Business for the circus has been mediocre. Rain hurt Amarillo. At Lubbock, Tex., the afternoon was light but the night was good. Given

a weather break, the show would have scored there.

Earlier, arrival at Lawton, Okla. (30), was delayed by a minor fire in one of the cars. In Lawton, a storm warning held the afternoon to a half house. A three-quarter turnout was reported at night.

Frederick, Okla., on Saturday (2), had strong crowds at the runs and on the lot. Afternoon show drew three-quarters and the night house was near-full, as the fresh town came out in strength. Wichita Falls gave a near-full afternoon and three-quarters night on Sunday (3). The Gil Gray show opened for a week there on Monday (4).

Ben Davenport reports from Sistersville, W. Va., that he has ordered canvas for his proposed 1955 circus of which Pete Cristiani is to be the manager.

SPRINGFIELD GIVES R-B BANNER DAY

Two Turnaways Tabled at Ozark City; Nine Long Jumps in 10-Day Period

JACKSON, Tenn., Oct. 9.—Springfield, Mo., proved to be one of the best stands of the season for Ringling Bros. and Barnum & Bailey Circus. The show won two turnaways there Saturday (2), giving it a good send-off for its 283-mile Sunday run to Memphis.

This was a week of long jumps. Counting the Memphis move, there were nine trips of more than 100 miles in the 10-day period starting at Pittsburg, Kan. (1). Only the jump into Jackson was less.

At Lawrence, Kan., Thursday (30), the show had a fair afternoon and near-full night, although following a local pageant. Pittsburg on Friday (1) had a full house in the afternoon and three-quarters at night. First show was scheduled for 3 p.m. to allow for the rail-

Barbette to Work Texas Shrine Dates, Confers With Polack

HOUSTON, Oct. 9. — Vander Barbette, who has been with Ringling Bros. and Barnum & Bailey Circus this season, reportedly will direct aerial and production numbers for the Houston and Fort Worth Shrine shows this fall.

Currently away from his Ringling post, Barbette was in Denver to confer with Polack Bros.' Circus management before coming here. He formerly had the Polack production role now handled by Gus Bell.

King to Appear At San Antonio; Closes Nov. 22

AMERICUS, Ga., Oct. 9.—King Bros.' Circus will go as far west as San Antonio and will return to Northwestern Florida before closing. It was reported this week that the show will close about November 22.

When the show played this area recently, Co-Owners Floyd King and Arnold Maley conferred with Macon city officials about additional space at Central City Park there. The addition of elephants and trucks during the season will make more space necessary at the winter quarters, they said.

The show's Georgia stands had been hard hit by drought and business in the State generally was about at the break-even point, Maley and King stated. From here the show began a week's tour of Alabama, with Tennessee, Arkansas and Texas to follow.

roading, but the show was in the air and ready by 11 a.m.

Springfield followed on Saturday (2). A fresh town, it drew business from a wide radius in the Ozarks. The afternoon and night houses both were turnaways and show officials said that the gross was one of the banners of the season for one-day stands.

At Memphis the Ringling show day and dated the late stages of the Mid-South Fair. It also was in ahead of King Bros.' date, for which promotion has been under way some weeks.

In Jackson, Ringling faced unseasonably hot weather. Afternoon show was for a half house in 92-degree weather. Night house was near-full with continued hot weather. King Bros. played here October 16.

Kelly-Miller to Close October 31; Crowds Good

HARRISONVILLE, Mo., Oct. 9.—Al C. Kelly & Miller Bros.' Circus played a full house here Tuesday (5). This plus a string of three-quarter turnouts gave the show another good week. The past three weeks have been good for Kelly-Miller, with afternoon performances drawing especially well.

Confirmation came this week that the circus will close its season October 31. While the show will return to Hugo, Okla., quarters, much of the personnel will go to winter dates.

An elephant act under Fred Logan's direction and the Guitierrez Troupe will make the Fort Worth and Houston Shrine dates, starting November 3. Grace and Dave McIntosh will play Orrin Davenport's fall dates. Terrell Jacobs' elephant and ponies, Pinky Barnes' horse act, Lou Walton and Fisher, clowns, and Tommy and Sylvia Thompson's dog act will play Missouri Christmas shows for Junior Clark, November 26 thru December 24.

Kansas, Missouri Okay
At Marysville, Mo., recently the show had a near-full afternoon and three-quarter night despite a 6 p.m. hail and rain storm. In Holton, Kan., Saturday (2), afternoon was

WARD, FERNANDEZ IN HONOLULU PACT

Ward-Bell Opening Gainesville Office; Plan Full Summer Tour Under Canvas

GAINESVILLE, Tex., Oct. 9.—Co-Owner Gus Bell has closed a deal with the Honolulu Shrine temple and E. K. Fernandez for the world premiere of the Ward-Bell Circus to be held in Hawaii. He will report on two trips to Hawaii when officials of the show assemble here Friday (15) for their first formal business meeting.

Show sources said the dates are not definitely set but will be in December or February under a European-style big top using one ring and 4,000 seats. Show's acts will be augmented by more performers and animal turns.

Transportation of the Ward-Bell show between Hawaii and Los Angeles will be by both plane and ship. Arrangements with Fernandez call for the Hawaiian showman to furnish a midway, which will have nine rides and a tent housing 20 concessions. Ward-Bell and Fernandez jointly will present the Side Show, using Fernandez's new banner line. Fernandez will furnish trucks for moving show equipment. Ward-Bell will operate their own concessions in the circus and on the midway and will have the parking privileges jointly with the Shrine temple.

In Honolulu the show will give two shows daily and three on Sundays.

Opening Gainesville Office

Vernon McReavy, of the Ward-Bell advance staff, will arrive in Gainesville Wednesday (13) to open the show's permanent office headquarters here. He will come from Denver, where he was conferring this week with the Ward-Bells during their appearance there with Polack Bros.' Circus.

Gus Bell said in Denver that the show plans a traditional under-canvas summer tour, using a square-rigged, four-pole, European-style big top. This will feature "equal view seating," he said, with the contemplated layout likened to the Van Leer Holland Classical Circus, which operated in the East briefly during war years but did not troupe.

The show will use the Ward-Bell's patented and copyrighted

Circorama, which Bell described as a "elastic" steel rigging on which all equipment for aerial acts, lights and sound will be hung. The device will cut the required number of prop men from about 12 to four, he said. It is "elastic" or convertible enough so that it could be used for a standard flying act one time, a triple flying act at another time and a criss-cross flying act in a third case. It also will be used at the show's arena and ball-park dates.

Plan Rehearsal

Bell said that he and his partner, Harold Ward, hope to make the show's Gainesville winter quarters a rehearsal spot and central base for many circus acts. They said that no such centralized place has been available to American acts. They pointed out that experience on shows from "Ringling to Gentry" has given them insight into performers' needs.

Bell also said that the new show has the "full support of 135 business leaders" in Gainesville.

Schumann Ends Indoor Season In Copenhagen

COPENHAGEN, Denmark, Oct. 9.—Circus Schumann wound up its five-month stand here with two full houses on Sunday (26). Counting 42 matinees and 142 night shows, for a total of 184 performances, the circus registered well over 120 advance sellouts, including all performances during July and August, plus all weekend shows during the run. Advance sales were not as heavy as those of last year but actual business was on a par with 1953.

The final performance at Circus Schumann was a gala affair, with none of the acts cutting their routines or tearing down rigging. As each act took its bows a uniformed employee stepped into the ring and presented the feminine members with bouquets.

As all but two of the acts on the bill go on tour in October-November with Circus Schumann for indoor stands, starting last weekend, in Odense, Aarhus and Aalborg, there was a farewell gathering of acts from all the amusement spots in town in the canteen after the show. With both Circus Belli and Circus Moreno playing in the city there were many acts at this final shindig.

Paul Van Pool caught Ringling-Barnum at Pittsburg, Kan., and was planning to see Kelly-Miller at Butler, Kan. He'll make the Dallas fair and then catch King and Richards circuses.

Mills Bros. in New Quarters; Republicans Use Mascot Burma

JEFFERSON, O., Oct. 9.—Mills Bros.' Circus pulled into its new winter quarters at the Ashtabula County Fairgrounds here following the closing of its season on September 30 at Johnstown, Pa. The show arrived here Friday (1).

Owner Jack Mills said that the coming election, November 2, means that Mills Bros.' elephant, Miss Burma, will be kept busy. The elephant was named the official mascot of the Republican Party some time ago. On Saturday (9) the elephant and two others will appear in a rally at Lima, O.

One of the Mills elephant trucks has been painted and decorated especially for the occasion and it left here Friday (8). An appearance in Akron also was on the fire, and several others are to come.

This year the circus made 144 playing dates in 24 weeks. Although short, the season was among the show's best, Mills said. In the last few days, Wheaton, Md., gave full houses and Falls Church, Va., three-quarter houses. Lexington Park, a repeat, was played on the grounds with the fair and buyers of circus tickets were given free admission to the fair. Allentown, Pa. (29), had half houses.

Jay Gould Ends Strong Season; Won't Troupe Yule Parade

GLENCOE, Minn., Oct. 9.—Jay E. Gould, owner and manager of the Jay Gould Circus, said his 1954 season was the show's most successful. It recently returned to quarters here.

Gould said that for the first time in years he would not take his Christmas parade unit out this winter. He said that a major program of rebuilding his circus equipment and program would keep him too busy to operate the Santa

show. The Gould org. he said, will offer an enlarged performance for next season.

For the first time in several years, Gould will make the Chicago conventions, November 28-December 1. Operation of the Christmas street unit previously has made it impossible for him to attend, he said. With him in Chicago will be his mother, who at 87 is the "world's oldest ticket seller." She is selling tickets this winter at the Crystal Theater, which Gould started in Glencoe 48 years ago.

Continued from page 50

UNDER THE MARQUEE

By TOM PARKINSON

the Joyce Performing Camels, which will make the Orrin Davenport winter dates. He reports as high as 1,000 visitors a day at the farm. . . . Harold Van Orman, hotel chain owner, who is a circus fan and husband of a former circus performer, recently bought a hotel at Bloomington, Ind.

Jim Stutz, former circus advance man, is handling a Hitler car and recently played Riverhead, N. Y. . . . Lano and Chaney, puppeteers who have been with many circuses, and whose marionettes date back three generations to 1835, are pondering a tour of schools. They are at Flint, Mich. . . . Bill Green, press agent who formerly was with circuses, is back at his "Cin-erama" desk in Detroit after an operation. . . . Arthur V. Isenberg recently caught Mills Bros.

Karl Kae Knecht, Evansville, Ind., cartoonist and past-president of CFA, this week was to dedicate a new journalism building at Indiana University, and be initiated into journalists' fraternity, Sigma Delta Chi. He is feeling fine after resting since a December heart attack.

Willie C. Clark, foot juggler who lives at Tuscaloosa, Ala., reports he enjoyed a fine visit with Hagen Bros. Circus people recently. . . . The October issue of Trains Magazine carries a yarn about railroading shows. Leonard R. Simons notes Buck Leahy's remark that they were on Kay Bros. Circus and he comes

up with the recollection that they were on a show called Card Bros. Dog and Pony Show also. Simons was with Si Rubens' Roger Bros. Circus and Bill Bailey Minstrels two years and expects to represent Emilio Razzore in this country again.

The Great Eugenes, Johnnie Laddie, and Corbin's Calliope played the Akron fair. . . . Karl Kartwright writes from Norfolk that Ringling's stand there will be the city's first Sunday date and that the show will break in a new lot which is nearer to town.

Henry Kyes, Polack Bros. Eastern correspondent, reports recent visitors included Billy (Cap) Curtis, Arizona Jack Cambell, the Frank Bierys, the Joe Hayworths, Bernie Smucker, Helen Crosby, Ed Crosby, and Valerie Krenkle. Bill and Patricia Kay are vacationing in New Orleans after promoting Mobile. Harriet Lewis and Joan Olsen are vacationing two weeks at Waco, Tex. Many Polack people visited King Bros. en route to Augusta. George Voise won the last baseball pool. Alfredo Landon joined the Elks in Dallas. Edith and Whitey Boyd visited her mother at St. Petersburg, Fla.

From King Bros.: The Gibsons, trick riders and ropers, have joined the concert. . . . Ed Hiler is assisting Ben Thomas as King's 24-hour agent. . . . In the final baseball game, the Side Show won over the Big Top, 14-3. . . . Apple Annie is back on concessions. . . . Maxine and Diane are rehearsing their mentalist act for winter dates. . . . M. Brown, the blacksmith, entertained at his home town, Douglas, Ga. . . . Charles Lucky spent a few days at his Florida home. . . . The Robert Briggses, now of Jacksonville, Fla., and formerly with King Bros., visited. They now have an upholstering business.

From Ringling Bros. and Barnum & Bailey, Albert White writes that Dick Miller, front door, closed in Memphis and returned to Sarasota. Tex Copeland, utility man, also returned to Sarasota. Seal in the Side Show has been gaining weight so the other acts gave him a party with pink and blue decorations. . . . Gene Lewis has made six supermarket and department store appearances. . . . Ricky Dawn, vocalist, is recuperating from an illness. . . . Paul Hass, back-door policeman is accumulating performers' pictures. . . . Joe LaPlante left at Kansas City for New York and England, where he will be with the Harringay Circus. . . . Bill Ballentine, having moved his family to Sarasota, has resumed work with the show. . . . Girls from the dressing rooms and wardrobe department gave a baby shower for Lily Plato. . . . Mickey Freeman learned that Fay M. Chaney, formerly in the wardrobe department, now is with a San Francisco night club.

More Ringling reports: Mrs. Otto Griebling came on at Springfield, Mo., to pick up his trunk. He is at Rochester, Minn. . . . Girls gave a party at Springfield for Vander Barrette, aerial director, before he left the show for a brief time. . . . At Memphis, Joe Simon invited all personnel to his theater to see "Gone With the Wind." . . . John Meck is back after an illness. . . . Win Danielson, organist, has been adding pop numbers to his repertoire. . . . Dick Slayton, Side Show manager, was given a party and gift by Side Show personnel on his birthday. . . . Frank Cromwell, Lew Bader and Christina Dieille also celebrated birthdays.

CFA L. M. White, Mexico, Mo., was a Chicago visitor this week. . . . F. A. (Babe) Boudinot, general agent, and his assistant, Charles Velvin Turner, hopped to Birmingham this weekend. . . . Frank Orman expected in Chicago and Indiana shortly after the Beatty show closes.

Ringling visitors included Ray Thompson, Wayne Larey, Art and Antoinette Concello, Randy Curtis, Kitty Dean, T. H. Buhl, Jerry Connor, Tom Burns, Jenny Grieb-

ling, the Paul Van Pools, the Harold Fields; Columbus, Kan., friends of Merle Evans; C. L. Brown, Joe Simon, Elkin Brothers, Charlie and Peggy Kline, Eko and Iko, Jack Conner, the Jones family, the Joyce Burns family, Bill Tumber, Tommy Thompson, the Skating Whirlwinds and Tommy, Marguerite, Manci, Anita and David O'Brien.

Harry Haag is in Medora, Ind., following the close of his fair season. . . . The Ceplar Family is back home in San Antonio after working its high wire act at Western dates this season. . . . Tommy and Sylvia Thompson visited Merle Evans and Ken Baldwin when Kelly-Miller people visited Ringling recently. Frank McClosky, general manager of Ringling, and Pat Valdo, personnel director, caught Kelly-Miller and almost all K-M staffers and performers caught Ringling.

The Gladstone (Mo.) News carried a feature story in a recent issue on Ray (Algy) Jones who tramped for 15 years as a member of the Cedric and Algy, Monocled Ambassadors, acrobatic act. Ray now operates a restaurant in the Kansas City suburbs and as a sideline aids local organizations in their amateur entertainment ventures.

Otto Griebling, Ringling clown, has returned to his St. Louis home after being released from the Mayo clinic, Rochester, Minn. He reports receiving a great number of cards and letters.

Bonnie Bonta, perch performer who was injured when Hunt Bros. was near Ticonderoga, N. Y., is still at Moses-Ludington Hospital there. She recently underwent a bone grafting. She expects to be in New York City by late October and to be working her dog act by the holiday season. She tells of receiving many cards and letters.

Tony Diano's elephant superintendent, Rex Williams, put six bulls thru a quick car wash in Trenton, Neb., working the gimmick with a New Jersey State Fair press agent, Gene Asro. . . . Making Dairy Cattle Congress, Waterloo, Ia., were clowns Frank Cain, Jim Snell, Kinko and Joy and Roy Thomas. . . . Raymond Melzora, of the Flying Melzoras, writes that the flying return act just completed four months for the Charles Zemater office, including the Canadian B circuit and the finale at the Corn Palace, Mitchell, S. D., where the act got a big newspaper spread.

Karl Wallenda advises that his full troupe, the Great Wallendas, with 14 people, will leave about December 17 for Circo Atayde, Mexico City, where they will open Christmas Eve. They will stay six or eight weeks. Nine people will work in the high wire act, and Helen Wallenda is back as top mounter. Karl will also produce iron jaw and web numbers for Atayde. Returning from Mexico, the full troupe will depart from Miami for Columbia to join Circus Royal Dumber, where they have a six-month contract with a six-month option. Dumber already is heralding the Wallendas' arrival in its program booklets. The troupe will be gone about a year.

Tom C. Wistor, formerly with Buffalo Bill, 101 Ranch, Barnes, Yankee Robinson, and Cole Bros., is in Kansas City. Having lost his sight, he now is selling a formula for hair restorer. Jay Gould is circulating a letter in which he recommends a health diet.

Band leader Mickey Sullivan hosted Joe Beach, of Springfield, Mass., at the recent Eastern States Exposition where Beach visited with Mr. and Mrs. William Heyer, Bob Top and Lauren, the Great Galasso, Joe Hodgini, the Ariconis and the LaBlondes. Also visiting was Francis Lacouline, of Springfield.

A portrait of Tom Thumb, Barnum's famous midget, painted by Leslie Fairchild, has been presented by him to the Barnum Museum, Bridgeport, Conn. Other paintings

by Fairchild are in permanent collections of the Museum of the American Circus, Sarasota, Fla.; the Hertzberg Circus Museum, San Antonio, and the Algonquin Club, Bridgeport. Portrait shows Tom Thumb at the age of four and 22 inches tall, bedecked in a Napoleon costume.

Attending a CFA party at the home of C. H. Hausman at Lansing, Mich., and sending greetings to Otto Griebling at Rochester, Minn., were the Glenn Townsends, the A. C. Kilpatrick, Art Mitchell, the C. W. Chapmans, the Don F. Smiths, Arthur L. Crampton, B. T. M. Smith, James H. Fisher, Henry Bohl, the Lou M. Allens, James L. Shuster, Hayden R. Palmer and Franklin O. Felt, from various points in Michigan, including Battle Creek, location of the Freddie Freeman-Otto Griebling Tent.

The Tacoma News-Tribune carried a feature article about Clown Happy Kellems recently and Robert E. Sconse, of the Western Washington Fair, tells of other spreads that papers had about Kellems as well as about broadcasts and hospital shows he made.

Marie Loter is visiting her son, Dick, in Corpus Christi, Tex. She opened with the Edgar B. Buck Circus March 29 as Hammond organist and closed with the circus September 11. . . . Phil Scott, animal trainer on the Clyde Beatty Circus, cards that the safari to India to procure animals for Beatty will be delayed until November 27. . . . An article from The Memphis Press-Scimitar, sent in by L. Sailor Muse, Ripley, Miss., tells of the fulfilling of an ambition by Harry Shell, Farmington, Mo. Shell, who worked with various circuses until 1930, returned to the road recently as one of the few calliope players active in the country.

Henry Kyes, Polack Eastern unit, reports nearly everyone on the show visited the Sarasota beach when the unit played Orlando. . . . Doug and Opal Harrison hop from Orlando to Johnstown, Pa. . . . Visitors included the Wilson Storeys, Uncle George Wallenda, Walter Shyretto, Bob (Bonham) Stevens, Harry Clausen, Ross Hancock, the Jim Davisons, Rudy Herman, Lena Smerling, Danny and Bobby Clausen, Alberto Zoppe and children, the Canestrellis, Charles Blaum, Valerie Krenkle, Maurice Golden and Ernest Thompson. . . . Gene Randow now is a Shriner. . . . George and Ruby Cutshall have returned after George's illness.

Fay and Bill Snyder, of Snyder's trained Boxers, have finished their fair dates and are now playing

night clubs in and around Detroit. Their most recent stand was at the Villa Bee Club, Jackson, Mich. . . . Lee Stath, of the Flying Marilees, received a couple of cracked ribs recently when a stake on the net pulled and he hit the ground. He was X-rayed and taped up and came on for the evening performance. The act has five more weeks of Southern fairs and then will close for two weeks for a well-earned rest.

Capt. Guy Leslie's California sea lion act, having completed a string of fairs for the Charles Zemater Agency, has joined H. W. Jacobsen's indoor circus, which opened September 24 in Gillette, Wyo. While in Rapid City, S. D., recently, Leslie received a baby seal from Homer Snow to replace one killed July 18 in a truck accident. Added to the act recently was Dale Gilbertson, Milwaukee, as his assistant.

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CASINO REBUILT

Asbury Park Getting Revamped Rink-Arena

ASBURY PARK, N. J., Oct. 9.—A Thanksgiving Day opening is scheduled for Casino Ice Palace on the Boardwalk here, following a costly face-lifting on the old Casino building which is three blocks south of Convention Hall.

Evelyn Chandler has reportedly been signed as head teaching professional.

Five local businessmen are backing the venture and are represented by Pete Carver, who will be general manager and will handle the promotion. Besides the renovation expense, a \$100,000 Worthington ice-making system is already installed in the concrete floor.

Plans are for a winter of ice rink operation following which the corporation, Casino Arena Attractions, Inc., will try any type of operation which will produce revenue. As envisioned now, the ice skating will be projected into next spring. If it doesn't go over, then a roller policy will be tried, and if further revision of operations is needed, Carver said, the promoters will try dancing.

15,000 Square Feet

The hall is suitable for arena activities with 15,000 square feet of floor space and a permanent balcony with 1,200 seats. For arena productions the capacity can be increased to 3,000 by adding seats at the main level. The ice surface measures 175 feet by 75 and has a wide strip of flooring surrounding it. A shallow stage can accommodate a dance band but is not contemplated for show use.

The owners will own and operate all concessions, and prices for skating will be 99 cents for adults, tax included, and 50 for children. There will be two sessions daily with added sessions on Saturdays, Sundays and holidays. Music will be by Mae Geller at the Hammond.

The hall extends over the ocean and is surrounded by a promenade which will be utilized as a terrace in warm weather. The Casino has been vacant since it was partially destroyed by a hurricane in 1938.

Carver was a skater in the original "Holiday on Ice" production and since then has handled promotion and virtually all phases of the ice business, more than 10 years of this being with the "Holiday"

Jersey-Penn. Roller Rinks Set Circuit

VENTNOR, N. J., Oct. 9.—A seven-rink roller racing circuit was scheduled at the speed meeting held here on September 19, and the rink people are looking for the formation of a New Jersey Dance League later this season.

Beginning of the schedule was the race night held Friday (1) at Mammoth Casino in Pennel, Pa., at which a large turnout participated. Rink operators are contributing entry fees and medals which are presented on the spot to the winners every race night. Races have been scheduled thru April 2.

A Penn-Jersey Speed League trophy has been donated by equipment distributor Jack Adams to be awarded at the end of the season.

Other rinks participating are Riverview Beach, Pennsville; Ventnor Athletic Center; Riverside Roller-drome; New Dreamland Arena, Newark; Velvet Arena, Keansburg, and Shore Roller Drome, Neptune. Expected to join the loop are two new rinks, the Mount Holly Skating Club and the Delfea Arena, Franklinville.

Free Beginner Classes Set for Hartford Palace

HARTFORD, Conn., Oct. 9.—Free beginners' classes are scheduled for Mondays and Fridays from 7 to 8 p.m. at Hartford Skating Palace, with Ann and John Milazzo serving as instructors.

The rink has resumed its daily policy, with skating from 2 to 5 and from 7:30 to 11:30 p.m.

Operator Irving Richland has been running series of teaser newspaper ads geared to the theme, "Let's Go Skating!"

Gardner, Mary Holleman Head Mich. RSROA Org

DETROIT, Oct. 9.—The Michigan chapter of the Roller Skating Rink Operators' Association met Monday (4) at Paragon Roller Rink, Flint, Mich., to hold its annual election of officers.

Pop Gardner, operator of Lansing Roller-drome, was elected chapter chairman. The post of secretary went to Mary (Mrs. Bill) Holleman, Arcadia Roller Rink, Detroit.

The new officers assumed their duties immediately, replacing Mr. and Mrs. Newton Clark, Imperial Rink, Ypsilanti, and presided at the business session at which the season's schedule was set up for the dance-of-the-month contest.

Mr. and Mrs. Shirley McFarlan, Paragon operators, were hosts for the meeting and the social gathering that marked the chapter's first meeting of the season. Next meeting will be held November 1 at Pontiac Rink, with Mr. and Mrs. Bert Anselmy as hosts.

Previous to the Pontiac meeting members will be contacted by Bill Skelley, local skate distributor in the Arcadia rink, about a new promotion program being mapped. State-wide operators are being invited to participate in the campaign which, according to Skelley, will include use of television celebrities and unusual novelty numbers.

Emphasizing the gradual pick-up in action being taken nationally to build the rink business, Skelley believes that operators can do the same type of promotion in Michigan by use of proper publicity and added attractions.

He cited as an example the use of Zippy, the popular chimpanzee of "Howdy Dooey" TV fame. Skelley came in contact with the performing chimp during a recent engagement in Detroit when an order came thru for a Skelley toe-stop for the chimp's roller skating act.

"We actually finished making a pair of Zippy skates," Skelley revealed, "out of all-aluminum structure because the average skate is a bit too heavy for the chimp, who is really quite a skate enthusiast."

Knowing of the Zippy acts' popularity, Skelley and a growing number of local operators are interested in trying Zippy shows at rinks on a special attraction basis. Since the type of act performed by Zippy appeals to both adults and children, Skelley said that operators are considering the show for afternoon and evening performances.

AOW Announces North and South Race Program

ELIZABETH, N. J., Oct. 9.—The America on Wheels chain of rinks has issued its annual inter-rink racing program containing listings of the complete race schedules for the season.

Dates in the Northern division are Oct. 9, Hackensack (N. J.) Arena; Oct. 23, Boulevard Arena, Bayonne, N. J.; Nov. 6, Paterson (N. J.) Arena; Nov. 20, Florham Park (N. J.) Rink; Dec. 4, Capitol Arena, Trenton, N. J.; Dec. 18, Mount Vernon (N. Y.) Arena; Jan. 8, Peekskill (N. Y.) Arena; Jan. 22, Twin City Arena, Elizabeth; Feb. 5, Capitol Arena; Feb. 19, Hackensack Arena; March 5, Boulevard Arena; March 19, Paterson Arena; April 9, Mount Vernon Arena; April 23, Florham Park Rink; May 7, Twin City Arena, and May 21, Peekskill Arena.

Dates for the Southern division are Oct. 16, Alexandria (Va.) Arena; Oct. 30, National Arena, Washington; Nov. 13, Reading (Pa.) Rink; Nov. 27, Bladensburg (Md.) Arena; Dec. 11, Alexandria Arena; Jan. 15, National Arena; Jan. 29, Bladensburg Arena; Feb. 12, Reading Rink; Feb. 26, Alexandria Arena; March 12, North and South meet, National Arena; March 26, Bladensburg Arena; April 30, Reading Rink; May 14, National Arena, and May 27, Bladensburg Arena. The annual Cherry Blossom meet will be held April 2 at Bladensburg.

DRIVIN' 'ROUND THE DRIVE-INS

EAST SIDE Drive-In, Detroit, managed by Charles Zack, made a tie-up with the Community Red Cross to offer a pair of passes to all blood donors during specified hours. To encourage a maximum number of volunteers, passes were even given to citizens who were rejected as donors. . . . Seymour B. Levine, Stratford, Conn., who operates the Bowl Drive-In, West Haven, has petitioned the State commissioner of police for permission to erect a drive-in theater to accommodate 450 cars on River Street, Bridgeport, on a site adjacent to Candlelight Stadium. If permission is granted, a spring opening is planned. . . . Mrs. Henrietta V. Kravitz, head of the Varbalow Theater Circuit, Camden, N. J., plans to build three drive-ins in New Jersey for opening next spring. One will be in Berlin, N. J. Negotiations are under way for the other sites. . . . A. M. Ellis Theaters, Philadelphia, plans to expand its open-air operations with a drive-in contemplated for Atco, N. J.

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New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

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1000 PR. SECOND-HAND HEEL STRAPS12 Pr.

350 SETS HOWARD FIBRE PRECISION WHEELS50 Set

WOOL POM-POMS, all colors 3.00 Dz.

SUNNY FUR POM-POMS, with bells, jumbo size 4.00 Dz.

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ROADSHOW REP

DUKE MONTAGUE and Myrnelia, who closed the season with the Sun Players in Shenandoah, Ia., September 8, were joined recently by Don Weage, who had just closed with the Maude Brooks Stock Company in Wisconsin, for a visit with the Chick Boyes Players in Fairbury, Neb. Montague reported that the Boyes troupe played to a full house that night and that the company had put in a good season. In the cast were Chick and Florence Boyes, Kelley Masters, Jim Tubbs and Blanche Rawlins. Later Weage stopped off for a visit with his mother in Salina, Kan., and then took a side trip to visit Turner and Noreen Depenbrink, ex-repsters, who are now on the staff of a newspaper in Manhattan, Kan. After a visit on the Schaffner show for a few days, Weage trekked to Michigan for a school tour. The Montagues went on to visit the Brunk's Comedians in Hereford, Tex., reporting business for that outfit good. In the Brunk roster they found Hank and Mercedes Brunk, Monte Montrose, Diane and Buddy Manley, the Dietrichs and Klink and Francis Lemon. Continuing their jaunt the Montagues caught the Standley Players in Vici, Okla. The Standleys reported a satisfactory season. Saturday (2) the Montagues caught the Plunkett show in Guymon, Okla., a one-night stand played to a packed house. In the cast were Fuzz, Corky, Gloria and June Plunkett and Kennedy Swain. The Montagues are now making their annual school tour and expect to be busy on such dates until May. They have similar dates set thru the spring of 1957. In past seasons the Montagues have tramped with Ned Jenson, Harry Hugo, Chick Boyes, Vern Slout, Mid Tilton and the Suns. . . . Charles H. Ross Kam Jr., Providence, R. I., correspondent of The Billboard and son of the late noted actor and showman who died July 29 at the age of 82, re-

ports that he has been in Wildwood, N. J., for the past six weeks winding up personal affairs of his late parents. Much of the parents' theatrical material was donated to the theater library of the New York Public Library as a memorial to the parents. Given in the name of the son and his sister, Mrs. Shiela Jane Furstenberg, Wildwood, the material was called a rich addition for future research by students of the drama by George Freedley, curator of the theater library.

Rides Must Go

Continued from page 51

called in recent years, can be moved to a new location in the park. It was designed and built by Howard Maxim, inventor of the Maxim silencer, among other things. The ride, a sort of horizontal ferris wheel, has been thrilling parkgoers, 100 at a time, since 1911. The only one like it is in Liverpool, England.

Willow Grove's miniature railroad, one of the park's most popular rides, will be used to transport shoppers to and from their automobiles in the proposed shopping center.

The railroad ride will serve shoppers free of charge. The trains, designed to hold 60 passengers each, will run on one or two-minute schedules. Explaining plans for the miniature railroad, Morton Michelson, one of the new owners, said there will be a "station" behind every store as well as a dozen or more thruout the parking lot. Each will have a covered waiting room for use in inclement weather.

Harry E. Jacobs, who with Michelson and Philip Small formed the purchasing syndicate, said that the park may be operated again next summer altho some rides would be relocated to make room for the 35-acre shopping center.

CLOSEOUTS

NOVELTY ITEMS

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WHILE STOCK LAST
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NOV. 1, 1954



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3 1/2" x 1 1/4" Metal Band Jap Binoculars	42.00
3 1/2" x 1 1/4" Metal Band Jap Binoculars	60.00
4" Novelty Monkey	3.00
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6" Novelty Monkey	3.75
7" Novelty Monkey	4.50
8" Novelty Monkey	5.00
9" Novelty Monkey	5.50
10" Novelty Monkey	6.00
11" Novelty Monkey	6.50
12" Novelty Monkey	7.00
13" Novelty Monkey	7.50
14" Novelty Monkey	8.00
15" Novelty Monkey	8.50
16" Novelty Monkey	9.00
17" Novelty Monkey	9.50
18" Novelty Monkey	10.00
19" Novelty Monkey	10.50
20" Novelty Monkey	11.00
21" Novelty Monkey	11.50
22" Novelty Monkey	12.00
23" Novelty Monkey	12.50
24" Novelty Monkey	13.00
25" Novelty Monkey	13.50
26" Novelty Monkey	14.00
27" Novelty Monkey	14.50
28" Novelty Monkey	15.00
29" Novelty Monkey	15.50
30" Novelty Monkey	16.00
31" Novelty Monkey	16.50
32" Novelty Monkey	17.00
33" Novelty Monkey	17.50
34" Novelty Monkey	18.00
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60" Novelty Monkey	31.00
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MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

A new engineering development by Dynamic Electronics Company, Forest Hills, N. Y., has made possible the first truly electronic indoor television antenna. It consists of a small box 3 3/4 inches wide, 2 3/4 inches high and 1 1/4 inches deep that has suction cups on one side for mounting behind drapes, window pane or sill, and a control dial on the other side. The trade name of the product is Tentenna and it's built in a polystyrene case so that you can see it work. Ten tuned electronic circuits adjust automatically with each snap of the rotary selector switch as they sharpen the TV picture. Included with each is a booster kit containing patented ceroc wire for weak signals for VHF and color TV and for radio. This tuner eliminates rabbit ear antennas. Easily installed in seconds, it comes in five colors. The price is \$4.95.

If you are an earring dropper, you will be glad to know about Safe Gards made by Cemco Products, Toledo. The Safe Gard locks to the earring and then fits comfortably and invisibly over the ear. Cemco says it positively stops earring losses. In the case of heavy earrings, the pull on the ear lobes is lessened with it. The item retails for about 59 cents per pair.

Demonstrators and pitchers looking for something with appeal for fishing fans will be interested in the Eze-Ty fishhook pack manufactured by Hook-Pak Company, Grand Rapids, Mich. This is a new safety fishhook packet that can be printed to specifications on one or both sides with any pitch. It encloses the barbs of either six or a dozen Aberdeen fishhooks in a choice of sizes. The packet may be safely carried in a shirt pocket, eliminating tangled hooks and the danger of snagged fingers when tying on the leader. Another feature is that the hook can be threaded to the line while in the pack and then pulled from the holding arrangement. The item is made of laminated cardboard and the company will send a sample, quantity prices and a list of suggested uses without charge.

Now your books can rest securely between widespread wings of two majestic eagles, which are bookends featured by Gifterafters, Richmond, Va. The bookends have a symbolic design, including a shield emblazoned with three stars, a sheaf of arrows and an olive branch held in the eagle's claws with heraldic wreath on which the eagle perches. This product can be had in either hand-cast black iron at \$4.50 a pair postpaid, or in hand-cast brass at \$8.50 postpaid.

Oak Rubber Company, Ravenna, O., introduces what it calls the giant Loony-Bug balloon. This is a 10-cent retailer that has a three-foot serpentine body, human head and protruding antenna which the firm says is the outstanding balloon design of the year. As the balloon is inflated, the ring section of the body pops out in a series of actions which makes it a fast seller to kids. Oak will send further details and prices on request.

A new lunch box is being offered by the Privett Manufacturing Company, Oakland, Calif., called the Thermette. It has an electrical outlet which can be plugged in anywhere to keep lunches hot. Now everyone can have a hot lunch or hot home-cooked meals while on the job. Dealer's cost is \$7.50 and a one-year guarantee is included.

Jay Sales Company, Chicago, is featuring a new gift item for the Christmas season, a combination charm necklace and bracelet which plays music. Four types are available and all have what is said to be the tiniest Swiss musical movement in the world. Built with watch-like

precision, the firm says the item is smart, unique and unlike anything ever seen before. The bracelet and necklace come in gold finish and the musical charm has a silver-like finish. Sample price is \$15. Dozen lots sell for \$120.

Levin Bros., Terre Haute, Ind., is featuring four specials which they claim are exceptional buys. They are an 8-inch fur monkey at \$9 per gross, an 18-inch feather monkey at \$6 per dozen, imported leis at \$1.45 per gross, and glass beads at \$1.90 per gross. The company requests a 25 per cent deposit with all C.O.D. orders.

Joseph Bros., Chicago, will soon have their big 1955 illustrated catalog off the press and ready for distribution. The firm, long known as one of Chicago's leading distributors and wholesalers of watches, diamond rings and watch bands, will be featuring such name brands as Bulova, Waltham, Gruen, Elgin, Hamilton and Benrus. Also included in the catalog will be such items as cameras, silverware sets, wallets and luggage.

Peerless Album Company, Inc., Brooklyn, announces that the sales of its new Diet Diary have been on the increase since the item was given a plug by Arthur Godfrey a few weeks ago. Diet Diary is a timely and practical gift item for weight-conscious people. It comes in a clever and attractively stamped pyrotex covered binder, complete with two refillable 40-page pads showing daily record of calorie intake, meal by meal. It also includes a complete calorie chart of all basic foods and a gold-colored full graphite pencil which requires no sharpening. Item measures three by four inches, making it easy to carry in purse or pocket. Retail for \$1.

Packard Jewelry, New York, announce that their new 1955 catalog, featuring 120 fast-selling and profit-making items of costume jewelry, is now ready. Featured in the catalog is a dainty filigree ensemble, consisting of matching necklace, bracelet and earrings. This four-piece set comes attractively gift-boxed and is priced \$16.80 per dozen or \$1.50 each.

Bridges Plastic Products, Inc., Los Angeles, has introduced a new plastic sprinkle cap that fits standard soft drink bottles. Easy to put on, it won't slip off under the hardest shaking and gives an even water spray in caring for household plants. The company invites readers to write for a sample item. It suggests a 10-cent retail price.

The prize and premium user should be interested in the ATR Shav-Pak, an item introduced by American Television & Radio Company, St. Paul. It is designed to plug into cigarette lighters on the dashboard of auto and trucks and in buses, boats and planes. Operating on A.C., it is small enough to keep in the glove compartment. Unit is attractively packaged and is said to be an ideal gift item for and outdoor man.

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Animal Charm Bracelets \$1.00 dz. Tie Slides \$1.45 dz. Asst. Earrings, gang carded \$1.55 dz.

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MISCELLANEOUS

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BECOME ORDAINED SPIRITUALIST MINIS- ter; medium-healer. Church, chapel char- ters available. No courses, Shane, 815 South Davidson (12), Charlotte, N. C. oc16

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COMIC FOREGROUNDS AND BACK- grounds. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc30

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DIRECT POSITIVE PHOTOGRAPHERS— We supply everything you need; reason- able prices. Eastman Direct Positive Cameras, backdrops, comic foregrounds, photo cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-12

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Made of White Non-Inflammable Wooly Plush. \$24.00 Per Doz. Plush Bags available now at cost (10¢ each).

32" GIANT RAYON PLUSH BEAR—High Grade Plush, Good Workmanship. \$21.00 Doz. All Guaranteed, Perfect in every way. Nice ass't.

NO EXTRA CHARGE FOR SAMPLES 1 Doz. (1/2 Doz. of each) \$22.50 17" Lazy Babies \$4.75 doz. In Gross Lots 4.50 doz. 19" Plush Scotty 6.00 doz. In Gross Lots 5.50 doz. FOB N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32 pg. catalog.

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To Stores, Homes, Of- fices and Clubs. Large- est selection of Christ- mas and year 'round ultra-blue signs. Metal- lic foil, metallic stream- ers and novelties. Mar- velous full or spare-time money-maker. Order your samples TODAY!

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L. LOWY 812 Broadway, Dept. B19 New York 3, N. Y.



100 Feet of 48 1/2"x18" Pennants. All-Weather Durafilm, Only \$6.00. Money refunded if not satisfied.

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ATTRACTIVE BUSINESS CARDS—\$2.95 per 1000; 100 Posters, (11x14), \$7; 1000 Bond Letterheads, \$6. Taylor, 5103 Forty- third Ave., Hyattsville, Md. oc16

ATTRACTIVE CALENDAR CARDS—YOUR ad raised-printed on front, 1955 calendar on back, 1,000 only \$3.75 postpaid. Guaranteed. Exclusive Advertising, 1603 Kay, Washington 6, D. C.

IT'S MALLO PRESS—767-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets. no6

QUALITY PRINTING AT LOW COST— Stationery, Forms, Envelopes, Cards. Prompt service. Samples and price list free. Oren, Printer, Valliant, Okla. oc23

1000 BUSINESS CARDS \$1.98. 150 EACH, Letterheads, Envelopes, \$1.98. Price list, sam. files. Bryan, 2547H, Fourth, San Diego, Calif. oc23

SALESMEN WANTED

GET NEW SHIRT OUTFIT FREE—MAKE \$50 weekly on 5 average orders a day. Famous quantity made-to-measure dress and sport shirts at \$3.95 up; sell fast to all men; no experience needed; full or part time. Write Packard Shirt Co., Dept. 713, Terre Haute, Ind. oc30

TATTOOING SUPPLIES

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THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink, covers, big saving. Description free. Zeis, 728 Lesley, Rockford, Ill. no27

HELP WANTED

CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the ad rate, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

A-1 BASSMAN FOR SEMI-NAME COMBO. Must sing solo and harmony. Good worker; neat; sober; personality. Characters don't answer. Write details Bandleader, Box C-109 c/o Billboard, Cincinnati 22, Ohio.

BASS HORN MAN WANTED AND CLARI- net, also sax man (steady work). Write Six Fat Dutchmen Orchestra, Harold Loef- felmacher, New Uim, Minn. Tel. 1103. oc23

ESTABLISHED TOP COMBO WANTS EX- perience Pianist. Must travel, read, fake, know standards, Latin, transpose, sing parts. Salary \$125. Best locations. Write immediately. A. Hoffman, Pear-City Motel, Medford, Ore.

EXPERIENCED PIANIST—MALE OR FE- male. Trio work; top salary; location. Donna Dea, Cheerio Club, Worland, Wyo.

GUITARIST-VOCALIST FOR MODERN trio; locations; read, fake, rhythm, solo; immediate opening; wire stating age, vocal range. Gene Getchell, 938 Whittington Ave., Hot Springs, Ark.

LEAD ALTO — MICKEY TRAVELING orch.; cut or no notice; also second trump- et. Bob Calame, 2107 N. 18th, Omaha, Neb.

LEAD TENOR MAN FOR MIDWEST TERRI- tory band. Guaranteed weekly salary. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

PIANO AND TENOR SAX—LOCATION work in South. Must read, fake, cut show; prefer those who sing. Send full details approved. Write to Bob Richards, 88 Walter St., Torrington, Conn. oc23

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

SPECIAL ANNEX ATTRACTION — THE one and only "Francis-Frances" featured half and half. Returning to outdoor show business. All new sensational wardrobe. Address all replies to Francis Stone, 324 So. W. 7th St., Birmingham, Ala.

MISCELLANEOUS

AT LIBERTY—LONE EAGLE INDIAN School Assembly or Lecture Platform program. Best references. Lyceum ap- proved. Bookers, write. Lone Eagle, Crivler Wis. oc23

PROF. PAMAHASIK'S FAMOUS COCKA- toos and Macaws, the oldest, the best in America; the original fire scene. Played all the best and still going. Headquarters, 3504 N. Eighth St., Philadelphia 40, Pa.

MUSICIANS

BOB RICHARDS—SENSATIONAL BLIND singing star on radio, TV, and records; seeks connection with band or booking agent. Write to Bob Richards, 88 Walter St., Torrington, Conn. oc23

DRUMMER—DOUBLING VOCALS. ALSO do comedy. Can cut any type group. Available immediately. 7527 Thomas Ave. So., Minneapolis, Minn.

GUITAR—ELECTRIC LEAD, TAKE-OFF OR full rhythm. Sight, read or fake. Popular and Latin. Good voice. Male. White. Union. Years of experience. Musician, 4 National Ave., Chula Vista, Calif. oc23

PIANIST—LADY; DOUBLE ACCORDION. society style; experienced all lines. Col- lege graduate, with excellent appearance. Prefer hotel engagements. Box C-118, c/o Billboard, Cincinnati 22, Ohio.

PIANIST-ARRANGER — COMMERCIAL band. Formerly worked for semi-names. Intermissions, shows. Telephone 20728. West Palm Beach, Fla. 324 Gruber Place.

PIANO MAN FOR DANCE BAND OR combo; prefer close-in territory; state salary. Pianist, Box 267, Post Office, Lo- ganport, Ind.

TAKE-OFF GUITAR—WESTERN SWING and hillbilly; union; sober. Name West- ern experience; will go anywhere. Cut or no notice. Baritone for trios. Musician, Hollywood Court, Rapid City, S. D.

TENOR CLARINET AND BASS SAX—PRE- fer commercial combo or Dixieland group. Read, go cut good show, arrange. Al Gaffney, 510 First St., N.E., Mandan, N. D. oc16

TWINS—HILLBILLY TEAM; STEEL GI- tar take-off and backup. Rhythm guitar and mandolin; vocal solos and duets. Pro- fessionally experienced at burlesque bits and straightening a comic. Can work in well with band. Single, sober and reliable. No panics please. Box C-117, c/o Billboard, Cincinnati 22, Ohio.

WANTED TO BUY

HURDY-GURDY OR HAND ORGAN— Write description and price to Donald Laird, Homewood Park, Lebanon, Ind.

KARAMEL KORN OUTFIT—DRY ELEC- tric popper, large copper kettle, Rock- Ola Low Boy scales; any condition. Ralph Mathias, Eldorado, Ill.

MINIATURE TRAIN—SEND PICTURES, descriptions and all details. Best cash price. Bury Bros., Kiddie Rides, 2720 E. Market St., York, Pa. oc16

REMINGTON 22 AUTOMATICS—MODEL 241 any condition. Please write, state condition, price. Zimmerli, 2943 Minnesota, St. Louis, Mo.

WANT TO BUY USED MAGIC—ALSO used magic books. Oliver Lynk, 406 W. Fremont St., Arlington Heights, Ill.

WANTED TO BUY—A GENUINE CIRCUS Calliope in good playing condition. Write B. Kock, Box 1270, Madison, Wis. oc16

WANTED — DROME MACHINES, IN GOOD condition. Whity Wyson, 2304 Green St., Salt Lake City, Utah.

WANTED TO BUY—ELI FERRIS WHEEL No. 5 at a reasonable price. Write Harry Hammelman, R. 4, Sheboygan, Wis.

2 20x30 USED TENTS—MUST BE IN GOOD shape. State whether water and fire- proofed. Box C-121, c/o Billboard, Cincin- nati 22, Ohio. oc23

6 BABY BEAR CUBS, ON BOTTLE—DE- livery end of November. State individual, total prices. Box C-120, c/o Billboard, Cincinnati 22, Ohio. oc23

12 USED DISTORTION MIRRORS—GOOD condition. State individual and total prices. Box C-119, c/o Billboard, Cincin- nati 22, Ohio. oc23

LONG BEACH, CALIFORNIA, LADY 18-25 under 140 lbs., good talker, work Bubble Bath Concession in bathing suit, \$1.25 hour. Open year round. Rush photo, 133 Daisy.

PUBLICATION SEEKS TO CONTACT FE- male boxer, active or inactive. Age un- important. Prefer professional scrap book. Full particulars first letter. Good pay. Box 947, The Billboard, 1564 Broad- way, N.Y.C.

RECORD COMPANY (INDEP.) CAN USE bright lad to assist in production of cur- rent product. Some knowledge of recording or would help. Details and phone number with first letter. William Davis, 100 E. 31st St., New York 16.

SNAKE MAN WHO CAN HANDLE AND milk poison snakes and also lecture to schools. Snake show experience helpful. Write, giving full details and photo. Amuse- ment Enterprises, Box 4, Columbia, Tenn.

WANTED—MAN PARTNER, SPECIALTY trapeze act. If professional will train, single, not over 5'8". Send photo and particulars. Box C-116, c/o Billboard, Cin- cinnati 22, Ohio.

WANTED — MUSICIANS FOR ESTAB- lished midwest territory band. Sleeper- bus, guaranteed salaries, year round deal; no excessive drivers or characters; cut or no notice. Larry Elliott, 104 North 41 St., Omaha, Neb. oc23

WANTED—SINGLE MUSICIANS FOR RE- placements on organized commercial band. Willing to travel and give your best ability in return for a guaranteed salary 50 weeks a year. If you drink excessively or object to styled music, don't answer this ad. Del Clayton, 131 14th Ave., S. E. Cedar Rapids, Iowa. oc30

TENOR, ALTO CLARINET—NOVELTY VO- cals; name experience; desire society or commercial. Ben Ross, 2513 Baylor St., Lubbock, Tex. Tel. 22970. oc23

TROMBONIST—DOUBLES BASS, PIANO; read, jazz, Dixieland; arranger. Avail- able at once. Call, wire or write Robert D. Chapman Jr., 328 S. Magnolia St., Pascagoula, Miss. Phone 683.

VERY FINE MUSICIAN DESIRES, TO work with high class combo. Can play violin, tenor sax, clarinet, Spanish guitar, trombone. Also vocal in (trio). All the instruments are played with skill and showmanship. Experience in all branches of music. Sober, reliable, neat appearance. Has own car. Musician, 318 E. Lemon St., Lakeland, Fla.

PARKS & FAIRS

AFRICAN LION ACT—STEEL ARENA; Dog and Pony and Monkey Acts; Aerial and Acrobatic Novelty Acts. 2015 Oliver St., Ft. Wayne, Ind.

AVAILABLE OCTOBER 15TH—THE MOST outstanding, youngest performing Chim- panzee in America. Not interested in TV. Prefer warm climate but open to all offers. References supplied. Bartels, 3411 W. Monroe St., Chicago, Ill.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Contact Shafer, 1041 S. Dennison, Indian- apolis 21, Ind. oc23

CHARLES LA CROIX — OUTSTANDING trapeze act (platform required) available outdoor celebrations; flashy paraphernalia; real act. Particulars, literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

THE DEATH PLUNGE INTO SUICIDE Foot: where one mistake means the end. This is a World's Fair attraction featur- ing Fox Movietone and the N. Y. Press and its wonderful drawing power is neither ef- fected by bad weather or any other com- petitive attraction. Climaxing that spec- tacular midair revelation from on high is the 5000 impact landing into the world's smallest diving tank which is surrounded with sharp spears and oil ablaze with flam- ing oil and gasoline. The Midways are al- ways packed when Mac puts on his act. Call this number or write to this ad- dress if you want a Cadillac act with a For price tag. Capt. Earl McDonald, 456 Lamphier Pl., Warren, Ohio. Tel. 45337. oc16

THE GREAT KELLY "RIDE OF DEATH"— Bicycle Chute Act, Open for late South- ern dates. Just closed successful tour drive-ins. Write Mike Kelly, Goshen, Ind. no6

VOCALISTS

SENSATIONAL BARITONE — DYNAMIC voice. G. Carl F. seeks recording contract or personality to manage who can produce. Bob Gould, c/o Billboard, 1564 Broadway, New York 36, N. Y.

GEM SALES CO. NEW LOW PRICED CAMERA SENSATION! Takes 16 full-size pictures on a roll of #127 film. 1. Sharp meniscus lens 2. Molded plastic case 3. Written factory guarantee. Only \$7.20 PER DOZEN. 533 Woodward Detroit 26, Mich.

A TRIAL ORDER WILL CONVINC YOU!! A BIGGER DEAL 6 Assorted Watches. Guaranteed like NEW! Waltham-Gruen-Bulova WATCHES For MEN and WOMEN. \$9.75 EACH. WEINMAN'S 182 So. Main St., Memphis, Tenn.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW '54 CATALOG... GELLMAN BROS. 119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME - Write today for details on how to get yours - EXPANSION IDENT RINGS Hand Polished ALUMINUM IDENTS. SEND FOR NEW 1954 CATALOG TODAY. FRISCO PETE 226 So. Wells Street, Chicago 6, Illinois

MAKE BIG MONEY Guaranteed Real INDIAN BEAD BELTS Sewed on Western Saddle Leather. RODEO LEATHER GOODS CO. 3245 Fremont Av., S., Minneapolis 3, Minn. SEND FOR FREE CATALOG

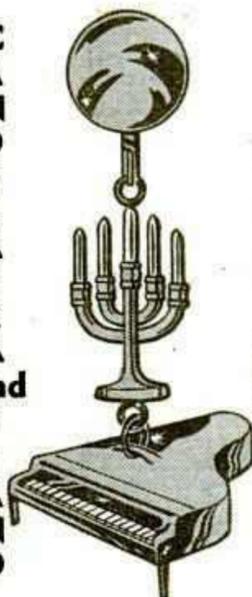
BRONZE WESTERN SADDLE HORSES Height and Dozen Price: 10 1/2" \$16.80 8 1/2" \$13.80 5 1/2" \$6.00 4 1/2" \$3.60. COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

MINK EARRINGS BRACELETS Beautiful Mink Fur Trimmed Earrings, \$9.00 per doz. or postpaid. FUR LAMBSKIN RUGS Beautiful lustrous colors - Red, Green, Blue, Beaver, Grey, DK. Brown & White. HARVEY LEWIS FUR CO. Dept. B, 324 Hennepin Ave., Minneapolis, Minn.

GLAMOUR STYLE HOLLYWOOD EARRINGS! \$36.00 gross in dozen lots. \$3.50 per doz. PACKARD JEWELRY CO. 220 Fifth Ave. New York City

THE RAGE! TV STAR EARRINGS

CANDELABRA and PIANO



GUESS WHO?

White or Yellow Gold finish

\$4.50 dz.

Min. order 1 doz. of a color, add 50¢ per doz. for postage.

\$48 gross

SAMPLE \$1 ea. postpaid.

Women all over the world love these symbols of their famous LIBERAL man. They see, they like, they buy... their friends buy, too. Now sweeping the nation... order today... fast. You'll reorder in a week!

The above illustration has been enlarged to show detail. Do not be confused. These are dainty, lovely earrings with nation-wide consumer acceptance.

25% deposit required with all orders, balance C.O.D. Send for complete catalogue

STERLING JEWELERS

44 E. Long Street Columbus, Ohio Ca 4-4621

PIPES FOR PITCHMEN

By BILL BAKER

JOHN E. CLARK... of the Charles E. Tuttle Company, Rutland, Vt., would like to contact Fred J. Searles. It seems that the Tuttle Company has come into possession of a wheel of chance which apparently belongs to him. In any event, the wheel not only has the name of Fred J. Searles printed on it, but it also carries the legend "Try it." It may be well for Fred look into this.

C. D. (KID) NEWSOME... scribbles the info from Dotham, Ala., that he spied E. C. Pardee prowling around Lincoln, Ga., shoveling up plenty of geedus. The kid also says that he'd like to have Clyde F. pipe in.

JEWELRY... especially indents (which are selling like hotcakes), is better than usual at the Rocky Mount, N. C., tobacco mart, pens Fred Thompson, who has made the spot for several years.

FRANK CRISPI... working leather goods, found Cleveland so hot after the series that he decided to stay. He reports that he didn't know that any money would be left in the town, nor did anyone else. As a result, he has the spot to himself.

PEELERS WENT... well at the homecoming in Brookneal, Va., for Juliam Wayne, who jumped in from the Baltimore territory.

SEEN AT... Virginia State Fair, Richmond, were Harry Kibel, Vince and Carmen Marinarani and Spottin' Sam Hymes with their lithography pitch. The boys reported that business there was better than it had been in Indianapolis and Columbus, O. The only previous

break they had this season, before the fair stand, was at Detroit where they store showed.

BOB LEROY... who is working photos at Galesburg, Ill., wails that the town isn't what it was when he worked it six years ago.

BETTY J. WALSH... of 1134 E. Market Street, Charlottesville, Va., would like to know the name of the gal who pitched soap outside the main gate at the Virginia State Fair, Richmond, Sunday, September 26. Betty puts it this way: "I have seen many people in the pitch business but I was never quite so impressed as I was when I attended the Richmond fair. I listened to a most attractive and charming red-headed young lady pitching soap. She was doing a magnificent job and had the crowd eating out of her hand, including me who, incidentally, is not so easily impressed. I do not know the woman's name. She had two animals in the act. One did the jitterbug with her ears. My only complaint was that I didn't receive a free cake of soap, as I had to leave before the act was over. If the lady I'm speaking of will send me a cake, I would appreciate it a great deal. I like to give praise when someone really earns it and this gal was terrific. Can any friend in the business tell me the name of the lady to whom I refer?" Our friend would also like to know what has happened to Leo Heller and the gentleman who runs the eating place in Harrisonburg, Va.

JOSEPH LEHR... veteran spot worker, pens that he ran into Jim Wall pushing pens to good returns at the recent Virginia State Fair. Also spotted were Marshall Lockey, Bob Lillingston, Al Delesk and Count Harrington, working sheet. Also on the paper are Sol Castle and Abe Cohen.

WE HAVE ALWAYS KNOWN... that every pitchmen possesses a certain amount of inherent comic and dramatic acting ability. He has to have many of the fundamental attributes—an engaging personality, a convincing manner, proper voice modulation and, most of all, a sense of humor that makes it possible for him to turn back the inevitable heckler. Surely it requires no little amount of histrionic doing to convince a skeptical and sometimes hostile tip that what he or she is peddling will cure anything from granulated eyelids to falling of the cheesecake. Yes, we have always believed that there is a certain amount of the Barrymore or the Hayes in every pitcher, but it never has dawned on us that the art had been developed to the point where it would arrest the enthusiastic attention of the professional drama critics—those sage gentlemen who generally confine their efforts to setting down their opinions of the shenanigans being portrayed on the stage or screen. Well, maybe the performance of every pitchman doesn't come to the attention of the aisle-sitters, but we know of one who made it. Recently, while scanning thru a copy of The Cleveland Press, we were pleased and surprised to see the engaging kisser of Jack Marcus peering out at us from a picture on the theatrical page. The picture was accompanied by a lengthy yarn penned by the paper's drama critic, Omar Ranney, who observed in part: "The fellow in the store window had been extoling the qualities of a kind of household cement that had a grip which he likened to the jaws of a tiger. 'But what,' asked a woman in the sidewalk audience, 'will it fix?' A point indeed. The pitchman's eyes shone as if someone had handed him a diamond. 'Madam,' he replied, measuring his timing as carefully as if he were dropping an H-bomb, 'this handy little tube of Instant Grip will mend anything but a broken heart! No comedian ever delivered a sharper punch line. In fact, to be technical about it, the fellow in the window really was a comedian. A dramatic actor, too, of sorts. His name was Jack Marcus and from one of Woolworth's windows at 1317 Euclid Avenue, he piped a very solid

pitch. Since it is the purpose here to pass on the various downtown shows, I would say that this is one of the best performances in Playhouse Square. The show is almost continuous daily. And why shouldn't a drama critic review a pitchman? The art of pitching a product is one of the oldest branches of show business. If the truth were known you'd probably find that there were pitchmen singing the praises of Pharaoh's Little Wonder Corn Plasters (for blisters, bunions and backache) when the early Egyptians were bending their bodies to the building of the first pyramids. Well it is still one of the lively arts—as witness this fellow Marcus. Unlike the early pitchmen and medicine men, he works with a microphone. And people today don't fall as readily for the quick pitch. Outside of that, it's still about the same old art. Attract a crowd. Go to work demonstrating your product along with a good line of chatter and you're a pitchman. But it isn't as easy as it sounds, says Marcus. And he ought to know, having worked with cabbage shredders, shoe polishes, eucalyptus oil and corn medicine before he got with the household cement item. "To start off," he said in an interview between shows, "you have to get an audience. I figure when I get one person to stop—just one—I'm in business! It's an interesting kind of work or acting if you want to call it that. There is a lot of tradition behind it and like any other form of show business, you're always expected to do better in the next town. Experienced pitchmen know how to gas up the doubting Thomases who may be spotted in the tip. Their whole performance is tricked to get some excitement going—some little dramatic action. Much of this is done with the hands—such as breaking a plate, if they're giving a glue pitch." Yes, there is considerable dramatic art to be found in the realm of pitchdom, as critic Ranney has undoubtedly discovered.

Some Do Okay

Continued from page 52

in grandstand stage covering found the tarpaulins worth almost their weight in gold. A number of grandstand offering were saved by the coverings, making it possible for the events to earn money in the face of the most adverse circumstances.

A number of track events were hit hard and there was little or no financial salvation possible except in the case of rain dates for the automobile races.

The show features, in the South now for the second half of the fair season, are facing a whole new set of weather circumstances with drought conditions prevailing over wide areas. In many of these areas the drought is affecting crops for the second straight year.

Crop \$\$ Short

Whereas in the North an overabundance of rain mired many events and cut down gate attendance and revenue, the drought in the South has again cut heavily into the earnings of farmers. Money for entertainment has been tight as a result.

Between the excessive rains, which seemed to pinpoint the fairs in the North, and the drought in the South, the eastern fairs this year have had a pretty rough time all around.

Steady Rains

Continued from page 52

Clown; Lo, Hite and Stanley; Four Wades and Jackie Bertel, Cole Elephants, Royalties, Wells and Four Fays, Henry French, Romano Brothers, Eries and Tulara Lee and Company. Clowns included Frank Cain, Jim Snell and Joy and Roy Thomas. Jack Cervone's band provided the music. Sam J. Levy Jr. and Billy Senior managed the show.

Larson & Trueblood had the rides and shows on the midway.

Fresno Gate Up

Continued from page 53

Regina Day. Jack Aronson directed the band for these shows as well as that in front of the grandstand.

The grandstand section featured a Junior Horse Show on opening night with the Fanchon & Marco Circus opening Saturday for six nights. It closed Thursday night (7) with the Jimmie Lynch thrill show coming in for two nights. A Western Horse Show is set for a free matinee Sunday and the Fresno District Band will play in the night show spot.

Circus acts included Milt Herriott's pony drill; Kumar, plate spinner; Woody and Lorraine, skating; Whitey & Helen Haven's elephants; the Novellos, unsupported ladders; Ethel D'Arcy, high act; Gautier's Tally-Ho; Tony Brothers, balancing; Gene Detroy's Marquis Family Chimps; Herriott's eight-horse Liberty drill; the Rhodins high act, and clowns Art LaRue, Frank Miner and Abe Goldstein.

Crafts Shows, the 20 Big and Exposition units combined, were featured on the midway.

Petersburg, Va.

Continued from page 52

car racing and rodeo holds forth, is definitely off.

A premium list of over \$4,000 attracted large numbers of exhibitors this year with practically all space taken.

Johnny Denton's Gold Medal Shows, on the midway for the first time, was doing better than average. Org sold over 1,100 feet of concession space. All games, except wheels, worked.

1955 WHOLESALE CATALOG IS READY

NATIONALLY ADVERTISED MERCHANDISE

- ★ Appliances
- ★ Housewares
- ★ Jewelry
- ★ Watches
- ★ Cameras
- ★ Radios
- ★ Diamonds
- ★ Luggage
- ★ Clocks
- ★ Sporting Goods
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- ★ Many others

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50% DISCOUNT
FREE SHIPPING MATCHES
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handbags

MEAN MORE PROFIT

- COLO-VIN HYDE
- HANDSOME PACKAGE
Polyethylene wrapping inside gift box
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Adjustable for use as shoulder bag or handbag
- POPULAR PRICED
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Furment, ginger, red, blue or black
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TERMS: 25%

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For Engravers, Store and Fair Workers and Ring Demonstrators.

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The CLEANER in A SPONGE Gets Money at STORES, FAIRS, SHOWS. NOW an ALL-PURPOSE Cleaner in a SPONGE.

New Low Price, \$17.25 Per Gross. Write for Samples. ORDER NOW!

NU-AGE PRODUCTS COMPANY Brooklyn, Michigan

COMING EVENTS

Arizona
 Buckeye—Hellsapoppin Rodeo, Oct. 23-24.
 Tombstone—Hellsapoppin Celebration, Oct. 22-24.

Arkansas
 England—Fall Festival, Oct. 18-23.

California
 Corcoran—Corcoran Rodeo, Nov. 14.
 Lamont—Lamont Rodeo, Oct. 23-24.
 Lamont—Cotton Carnival, Oct. 20-24.
 Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 2. A. M. Mathews.
 Los Angeles—International Horse Show, Oct. 16-23.
 Oakland—Pacific International Motor Show, Oct. 9-17.
 San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7.
 Turlock—Far West Turkey Show, Nov. 30-Dec. 2. Marcus Johnson, 207 Crane Ave.
 Victorville—Elks Rodeo, Nov. 20-21.

Florida
 De Funiak Springs—Armistice Celebration, Nov. 8-13.
 Perry—Perry Rodeo, Oct. 16-17.

Illinois
 Chicago—International Dairy Show & Rodeo, Oct. 8-17.
 Chicago—International Livestock Expo., Nov. 26-Dec. 4.

Kansas
 Wichita—Do-It-Yourself Show, Oct. 20-24.

Louisiana
 Abbeville—Abbeville Rodeo, Oct. 16-17.
 Baton Rouge—Armistice Celebration, Nov. 8-13.
 Baton Rouge—Dixie Horse Show Jubilee and Livestock Show, Nov. 4-7.
 Buras—Orange Festival, Dec. 18-30. Mrs. A. Poerica.
 Crowley—International Rice Festival, Oct. 27-28.
 Leesville—West Louisiana Forestry Festival, Oct. 25-30.
 Winnfield—Louisiana Forest Festival, Oct. 13-16. R. C. Heard.

Maryland
 Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph W. Shirley.

Massachusetts
 Boston—Garden Rodeo, Oct. 20-31.

Michigan
 Detroit—Jr. Livestock Show, Dec. 7-9. G. E. Scott, 6750 Dix.
 Detroit—Detroit Rodeo, Nov. 18-23.
 Grand Rapids—W. Mich. Fat Stock Show, Dec. 7-9. R. Machiele.
 Grand Rapids—Mich. Turkey Show, Dec. 7-9.
 Ionia—Ionia Fat Stock Fair, Nov. 2-4.
 Abram P. Snyder, Courthouse.
 Jackson—Southern Mich. Fat Stock Show, Nov. 9-10. Fred Savage.

Mississippi
 Belzoni—Humphreys Co. Livestock Show, Oct. 18-23. M. E. Hill.
 Lucedale—Jackson Co. Livestock Show, Oct. 27-30. Mrs. A. C. Pedersen.

Missouri
 Kansas City—American Royal Stock Show, Oct. 15-24. C. M. Woodward.
 Springfield—Fall Festival, Oct. 15-16.

Nebraska
 Lincoln—Do It Yourself Home & Hobby Show, Oct. 20-24. Edwin Schultz.

Nevada
 Carson City—Admission Day Celebration, Oct. 31.

North Carolina
 Raleigh—Raleigh Rodeo, Oct. 19-23.
 Tabor City—Yam Festival, Oct. 11-18.

Ohio
 Bradford—Pumpkin Show, Oct. 12-16. P. C. Meek.

Cincinnati—Do It Yourself Expo., Oct. 9-13. Jaycees.
Toledo—Better Living Expo., Oct. 23-31.

Oklahoma
 Enid—Greater Okla. Livestock Show, Oct. 25-29.

Oregon
 Portland—Pacific International Livestock Expo., Oct. 19-23. Walter A. Holt.

Pennsylvania
 Nazareth—Farm Products Show, Nov. 18-20. Paul R. Seifert.
 Pittsburgh (Heers Island)—Jr. Beef & Lamb Show, Oct. 19-21. Chas. L. McAdams.

South Dakota
 Sioux Falls—Auto Show, Nov. 24-28.

Texas
 Beeville—South Tex. Hereford Show & Sale, Nov. 8-9. Edward M. Neal.
 Fort Worth—Home Show, Oct. 16-23. Dudley Foster.
 Houston—Sweeney Rodeo, Nov. 7.
 San Antonio—Expo. of the Americans, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.

Utah
 Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fjeldsted, 506 Kiesel Bldg.

Wyoming
 Laramie—Western Squares Dance Festival, Oct. 29-30.

CANADA
Ontario
 Toronto—Royal Agrl. Winter Fair, Nov. 12-20. G. S. McKee.
Quebec
 Sherbrooke—Winter Fair, Fat Stock Show & Sale, Oct. 11-14.
Saskatchewan
 Regina—Home Show, Oct. 14-16. Max C. McAr.
 Saskatoon—Dairy Cattle Show & Sale, Oct. 14.
 Saskatoon—Dressed Meat & Poultry Show & Sale, Dec. 8-9.

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Sweeping the Country

SLACKY DUET SET

consisting of
 1. Zipper Utility Carryall
 2. Matching Wallet & Key Chain Set with pass case and coin pocket

SENSATIONALLY PRICED AT
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 IN GROSS LOTS



Made of the finest virgin vinylite in stunning new patterns with raised 3 dimensional designs.

Beautiful fall and evening shades:

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| Midnight Black | Nut Brown | Flame Red |
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Also in bright red, green, blue and yellow shirred plaids.

SEND \$12.00 FOR 1 DOZEN ASSORTED SAMPLES PREPAID AND BE CONVINCED

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 Send Money Order or Certified Check. 25% deposit, balance C.O.D.

IMPERIAL MERCHANDISE COMPANY 893 Broadway New York 3, N. Y.

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The Greatest Advertising Medium of the Year!

56th CHRISTMAS MERCHANDISE SPECIAL



ISSUE DATED OCTOBER 23, 1954

The Billboard CHRISTMAS MERCHANDISE SPECIAL is timed right (two months before Christmas) and designed to help readers as well as advertisers.

It affords READERS the opportunity to select merchandise and place their orders in time for the big Pre-Christmas Buying Season.

It affords ADVERTISERS the opportunity to reach these CASH-WITH-ORDERS buyers with an effective well-illustrated advertisement when they are about to make their selection of merchandise and place their orders.

SPECIAL NOTICE

To give Merchandise Jobbers, Distributors and Manufacturers time to prepare an effective well-illustrated ad for this important Special issue . . .

We are holding a form open until

FRIDAY, OCTOBER 15

But, to insure our being able to take care of your ad in this limited form you must wire or phone a space reservation by THURSDAY, to any office of The Billboard

It's a BUY-GUIDE for:

- Gift Stores
- Novelty Shops
- Souvenir Stands
- Variety Stores
- Arcades
- Auctioneers
- Mobile (Wagon) Jobbers
- Bingo Operators
- Pitchmen
- Demonstrators
- Novelty Workers
- Specialty Salesmen
- Agents
- Coupon Workers
- Distributors
- Streetmen

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Finest in the U. S. A.

Lowest Prices Why Pay More?

Order From **EMPIRE PRESS, INC.**

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The Best Sales Boards and Jar Games Write for information and prices. **GALENTINE COMPANY** Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

GIVE TO DAMON RUNYON CANCER FUND

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NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800

CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761

ST. LOUIS 1, MO. 390 Arcade Bldg. Chestnut 1-0443

HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. Hollywood 9-5831

LAZY BABIES

25" TALL

Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag.

\$10.00 DOZ.
Minimum Order

Small Lazy Babies. \$4.50 per Doz. Approx. 17" Tall

OAK RUBBER SPECIALS

#9 Balloon—assd. colors...\$2.00 gr.
Airship Balloons—#1242... 6.50 gr.
#NA #10 Balloon—Knobbies 4.00 gr.
#15 K Balloon... 6.00 gr.
Balloon Hand Pump... 3.25 ea.

OPEN SUNDAYS TILL 3 P.M.
25% dep., bel. C.O.D., F.O.B. Chicago

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

The smash hit for '54!

SOM-UM-BRELLA

You're in the shade!

Ideal for Football Games and County Fairs... for the entire family in bright assorted colors with white.

Instantly adjustable
Water repellent
Fits everyone

\$1.95 each
Dealer's cost—\$14.40 Dozen

Jobbers, distributors write, wire or phone for quantity prices

G & S Mfg. Co. Dept. B
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Los Angeles 15, Calif.

You Can't Beat

BRODY

for Merchandise

We Carry a Complete Line of
TOASTERS—Kitchen Utensils—ALUMINUMWARE—IRONS—GRIDDLERS—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.

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In Business in Chicago for 37 Years

#10 1/2 Ladies Ident Dangle Bracelet
Hot nickel, polished gold or white, \$2.98 doz. Full line men's, women's, children's chain ident bracelets.

No aluminum. Sample order, \$3.00.

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\$50.00 IN A DAY

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53 W. Jackson Blvd., Dept. 88-1016
Chicago 4, Illinois, U. S. A.

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IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

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Name.....
Address.....
City..... Zone..... State.....
Occupation.....

Low subscription rates save you more than a 20% on the newsstand price.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Aluotto, Jerome, 58c
Duncan Sr., C. R., 45c
George, Donald, 35c
Mack, Mrs. L., 20c
McKale, Robt. T., 7c
Marshall, Mrs. Richard (Books), 30c

Morse, Leon, 35c
Terrell, Leroy, 35c
Triplet, Paul, 35c
Woolsey, John R., 12c
(License Plate)

Adams, Mrs. Harry Julius P.
Adams, Steve P.
Akeley, Bill Sylvian
Alicide, Mrs. Edna
Alland, Maurice (Important)
Alpaugh, Edna F.
Anderson, Elaine Farris

Ansher, Joe
Armand, Bill
Atkins, T. E.
Aubrey Jr., Otho
Austin, Wm. Ray
Ayers, C. W.
Bailey, Newman
Baker, E. O.
Barnes, Frank E. O.
Baptiste, Jo Ann
Barelli, James (Glasspitch)

Barnes, James
Barnes, L. E.
Barnes, Letcher W.
Barrickman, Floyd N.
Barrickman, James & Mrs.

Barry, Al
Barta, Louis L.
Barton, The Great
Battista, Albert
Battista, Rudolph
Bauchard, R. J.
Bauman, Robert
Baysinger, Al
Beasley, H. E.
Beasley, Mrs. H. E.
Beck, Don
Becker, Larry
Beckly, Paul
Beckwith, Frank
Bennett, Joan & Terry

Benson, Earl
Benson, Harry & Mrs.
Berman, Joe
Berman, Mike
Bernstein, Harry
Bernstein, Lew
Birchman, Bud & Mrs.

Black, Woodrow
Blackburn, Hedgel
Blakeman, Lily
Bland, Frank & May
Blankenship, J. A.
Blue, Doc Geo.
Blumenthal, Al
Boivin, Eugene D.
Bomino, Frank
Borden, Ray
Borden, Sam
Borowicz, John J.
Bos, Wm. A.
Bowman, Wm. H.
Boyd, Frank
Boyd, F. H.
Boyer, Mrs. Lewis
Braunstein, Benjamin
Bringer, Loretta
Bristow, Mrs. Dorothy
Broadway, Donald O.
Brood, Mrs. Gladys
Bronaugh, Geo. T. & Mrs.

Browley, Chas.
Brown, Mrs. Elwood
Brown, Mrs. Jessie
Brown, Jim
Brunelle, Louis W.
Buckles, Leslie
Budd, Charlie
Burdson, James
Burge, Billy
Burke, Mrs. Merle
Burlingame, Dennis
Burns, Larry R.
Burns, Richard K.
Burton, Howard E.
Byrnes, Wm. J.
Campbell, Mrs. June
Cantwell, Chas.
Carlyle, Malcolm
Carr, Roy Arthur
Carroll, T. J.
Carter, Zeno
Carver, Chas.
Casey, Jean L.
Cassidy, Mrs. Kay
Ceall, Herbert Lamar
Cedar, Albert
Chaney, Jack
Chapman, H. C.
Chapman, Gene
Chasteen, Paul
Childers, John M.
Church, C. Chris

Claburri, John
Ciaccia, Salvatore
Clawson, Ralph L.
Clough, Harold L.
Clouse, Mrs. Larry
Cohen, Phil (Manager of Boxers)
Cole, Bonham
Collins, Kenneth R.
Connors, Jack
Conners, Jack
Connor, George
Cooley, Joanne M.
Cooper, Harold E.
Cooper, Mike
Cooper, Ottaway
Cooper, Sam
Corrini, Mrs. Joe
Costa, George R.
Cousins, John
Coward, T. M.
Cox, C. V. & Mrs.
Craig, William
Craig, Danny
Craig, Martha Hoag
Crawford, Richard M.
Crew, Thomas H.
Cunningham, Chas. Edw.

Curtner, Mary
Cutler, Nathan
Daley, Charles M.
Darden, Mrs.
Darlino, Clarabelle
Davidson, Ed
Davidson, Virginia E.
Davis, Darryl
Davis, Mrs. Mina
Davies, Richard
Day, Andy
De Long, Mrs. Jewell W.

DeLong, Lucky
De Valle, Lida
De Vane, John
Dean, Marvin E.
DeBose, Clara
DeBort, Ed
Deison, Lewis B.
Dietz, Eddie, Mgr.
Delray, Ralph
Denham, Althea
Deuchaine, Gerard
Dety, Mrs. Ann
Devine, James
Dittenheimer, George
Doersom, Charles Hattie

Dombroski, John
Dombroski, Michael
Donato, Chappie
Donohue, Daniel
Dorner, Agnes M.
Douglas, Ed
Downey, A.
Dufour, Roger
Duma, Chuck
Duncan, Macy G.
Dunlap, Curtis
Dwyer, Revena
Eagleson, Ape Show
Eddy, Capt. (Trained Animal Circus)
Edwards, Charles L.
Eliot, Jack
Elliott, Floyd
Elsherry, H. C. T.
Engle, Mrs. Joyce Elaine

English, Crash
Evans, Dan
Evans, Emmett D.
Fairbrother, Melvin
Faith, Irvine
Farrise, Daniel
Farthing, E.
Fate, L. O.
Ferenzi, James V.
Fisher, Harry
Finkelshteyn, Harry
Fisher, Bob (Mgr. Fearless Flyers)
Fisher, Jake
Fisher, Russel
Fisher, Jack (Doc)
Flake, Mildred
Flannigan, Wally
Fibod, Barbara L.
Flower, Lawrence
Flower, Mrs. Mildred
Fogelman, S. A. & Mrs.
Fogelman, Theodore
Foley, James Homer
Fotnotem, Mrs. Willie

Keller, Hanka
Kelly, Earl
Kelly, Jack
Kelly, Mike
Kemper, K.
Kempster, Harvey
Kerkis, Harry
Keyes, James Sidney
King, Douglas
Kirk, Homer Esq.
Kirkman, Eddie & Mrs.
Kiser, Geoffrey E.
Knapp, Speedy
Knoll, Jack
Knowles, Robert F.
Knutford, Arthur
Kobacker, Robert
Kofron, J.
Konofot, Joseph
Kramer, Louis
Krause, Cisco
Kuehl, W. R. H.
Kuhn, Capt. Ed
La Chance, Norman
La Fave, Thomas
Lackey, Haskell
Lambert, Clifford & Mrs.

Lamont, Bert
Langley, George
Lason, Arvil G.
Lauer, Morris
Laughlin, John Joseph

Layton, Mark
Le Doux, Marie
Le May, Barbara
Leather, Douglas
Lee, Linda
Lee, Victor
Leflett, Paul
Lefley, Ber (Black-Lesley Face Comedian)
Leslie, Edward N.
Lester, Henry J.
Lewis, Barney
Lewis, Leo
Linares, C.
Lloyd, George R.
Lopez, Mrs. Evelyn
Ludlow, Wesley
Lowry, Herbert

Lynch, Joseph T.
Lynch, Albert
MacCormack, Jack
MacLester, R.
McBride, Frank
McClain, Heavy O. C.
McDonald, Robert P.
McFarland, William
McGinley, Barbara
McGrew, Roy
McHugh, Bill
McKale, Robt. T.
McKale, man Billie
McLarghen, Bill
McMaster, Florence
McMinn, W. F.
Mack, Robert L.
Maguire, L. W. & Mrs.

Madron, Tip
Mack, Edwin John
Malman, M.
Malone, William
Marcum Jr., J. H.
Marcy, Nat.
Mason, Wm.
Marosa, Frank
Martello, James J.
Martin, Mrs. Clee
Martin, Ed
Martin Kurt
Mayman, Gilbert
Mayford, Nancy
Maynard, Everett
Mazer, Lewis
Mercer, Clarence
Merry, Harriet (Blondie)
Metcalf, Billy
Metcalf Jr., William F.
Meyering, Robert A.
Meyers, Leo
Miller, Little Joe
Miller, Sharon Lee
Miller, Elsie
Mitchell, James
Mitchell, Peggie
Mitchell, Mike
Mitchell, Tom
Moore, Jack (Mgr. Tex Carsons Wild Life Circus)
Moore, Mike
Moore, Steve
Moorehead, Merle M.
Moore, Edward Doty
Morgan, George
Morgan, Orne
Morgan, Malone
Morris, Robert P.
Morrison, Cliff Ulen
Morton, Bob
Moses, Mrs. Arthur
Moses, Frank
Mottler, Junior or Matter?

Mullins, Martha
Mulvan, Bob
Murphy, Mrs. Dan
Murphy, E. J.
Nadeau, Earl & Lee
Nancross, Christine
Nathanson, (Fat)
Nelson, P. J.
Newville, Mrs. Phyllis
Nichols, Buddy
Nolan, Mrs. Eileen
O'Day, Jimmie
O'Dell, Joe & Mrs.
O'Hearn, Fred
O'Hearn, William
O'Neill, Mrs. Louis or Gertrude
Osborne, Mrs. James L.

Paige, Mrs. Clara
Palmer, Ivel Monroe
Palmer, Minnie Wade
Pappas, Martin Neil
Paquin, William & Mrs.
Parenteau, Joseph
Parker, Allen
Parry, Betty or Bud
Patterson, William G.
Patty, Thomas George
Perkins, Carl
Perry, Jack
Perry, James E.
Peterson, Geo. W. & Mrs.
Peterson, Gypsy Pete (Tex)
Phelan, Thomas
Phillips, Mrs. Ella
Phillips, Joe & Mrs.
Piccolo, Jeny
Piercy, Francis
Pincelli, Danny
Pitzer, Billy
Plant, John
Prentice, Dorice W.
Pzelomski, Mrs. Jean

Purdy, Raymond
Purvis, Mrs. Francis
Qualls, Mrs. Bee
Quinn, Bernard R.
Ray, R. V.
Ray, Rita
Rehling, Bob
Renee, Tyke
Rice, D. D.
Rice, W. H.
Richards, Lor Kie
Richards, Ricky
Richardson, Lee
Rinaldi, Albert
Ripley, Charles Lee
Ripley, Mrs. Flo
Roberts, Wilburn
Robinson, Mitchell T. (Drummer)
Rockway, Mrs. Dot
Rogers, Mrs. H. L.
Rogers, Mr. Jesse (Drome Rider)
Ross, Jack R.
Rossi, Eddie
Rossi, Joe (Band Director)

Rubens, Si
Rubin, Harry
Ruff, Mike
Russell, Vaughn
Rusty, The Clown & His Callopie
Salesby, Donald
Satan, Capt. (Hell Drivers)
Savior, Ray
Schaefer, Mr. Jennie
Schuch, Pete & Virginia
Schweitzer, Frank G.
Schweitzer, Jacob
Shaffer, James
Sharpton, Mrs. Sheila
Sheer, Harold
Sheldon, Mr. Pat
Sherman, Pat
Short, J. E.
Shuford, Clint & Mrs.
Shuff, Helen
Sierman, Joe
Simmons, Delbert
Sisco, R. H. (Tent Show) (Unicyclists unique)
Smith, Mrs. Bert
Smith, Karl M.
Smith, Marvin
Smith, Pete (Funhouse Opt.)
Snap, Joyce
Snider, Bill & Fay
Sorell, T. A.
Spallo, Mrs. Ruth
Sparkman, Mrs. Jeanne
Spillman, Don
Spitzer, Harry
Split Cloud, Chief
Stahler, Col. H. E.
Starr, Bill
Steinhart, Joe
Stephens, Wm. P.
Stevenson, Jack & Mrs.
Stevenson, Louie E.
Stokes, Eleanor Irene
Stone, Al
Stonewisher, Alice
Street, Philip M.
Striegel, Robert P.
Sullivan, Joe
Suttles, Pete
Sutton, George
Sutton, Helen
Swank, Ruth
Sylvester, S. G.
Talbert, Edward
Tamm, William
Tate, Mrs. Gloria
Tate, June
Taylor, Earl B.
Taylor, Mrs. Fred
Taylor, Robt. J.
Taylor, Shirley
Thompson, Pete
Thorne, Charlie
Tobbs, Al
Tolley, Virgil
Tolliver, Little Jackie

Tomson, Tommy
Tucker, Barbara E.
Tucker, Honie
Umberger, Chas. Wm
Uring, Dr. Serge T.
Vandergrift, Bill
Vandermeer, George
Vandermyer, Roy E.
Vaughn, Calvin
Vaughn, Margie H. & Paul
Vaughn, Margie & Paul
Vaillonteaux, Wm. H. & Mrs.
Walkers (Lion Act)
Wants, Gerold
Waninger, Paul
Webb, Vergil C.
Weber, R. N.
Wedge, Chet
Wells, S. B.
Whalen, Tom
Whidding, Sailor
White, Al
White, Mrs. Dolores Lea
White, Wayne Crumley

Whiteside, Mrs. A. R.
Whiteside, Ambrose R.
Wilbur, Henry
Wilkinson, Mrs. Robert
Williams, Guy (Wm. T. Collins Show)
Williams, Isabelle
Williams, John & Mrs. (Monkey Show)
Williams, John M.
Williams, Lawrence L.
Williams, Mrs. Ted
Willis, James
Willis, Wharris O.
Winburn, Herb L.
Wingarner, Ernest G.
Winn, Steve
Wise, Mrs. Dolly
Woodward, Earnie O.
Workmand, Jim & Bell
Young, Larry & Mrs. Zabinston, Mary (Mrs. Mary Craden)
Zomp, Paul

Blackstone, Harry
Casey, Dorothy
Cenama, Edward J.
Dahlistedt, David
Dorner, Louise
Evans, Edward
Gillette, Lucille
Goldie, Jack
Gupere, John
Hughes, Allen
Irsay, Margaret
Ingram, Rita
Jenkins, "Doc"

Lewis, Jo Jo
Mitchell, John
Mitchell, Steve
Mitchell, Jimmy
Maxwell, Arthur
Maxwell, Charles
O'Brien, Wilmer
Robinson, Herman
Van, Jack
Watson, Fanetta
Watson, Neva
Wright, Donald

Arman, Roy
Baird, Cay
Balmain, Robert
Brown, Les
Chambers, Dolores
Causey, Sylvia
Claire, Hans
Conrad, Ralph
Coleman, Betty Lou
Combs, Ed
Davis, Ken
Dourie, A. T.
Hunter, Roy
Lewand, Jack
Lizen, Lumsden, Bob

Mitchell, Eddie Jim
McMullen, William
Neiland, Fish
Nichols, Les
Nixon, Frankie
Pricke, Harrison
Riddle, Irvin
Rides, Hess
Scelton, Earl
Scheridan, Edward
Testinelle, Maria
Tucker, Mary Frances
Williams, Chris
Lester, Frankie
Zimmer, H. E.

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Darnell, Ricky, 4c
Lindte, Burnie, 7c

Silcox, Mrs. Joe, 23c
Zimmer, Fern M., 12c

Ackley, James W.
Adams, Donna B.
Lannan, James H.
Ard, Mr. & Mrs. Robert
Armstrong, Matt
Arnold, Billy
Bailey, Bros. & Cristiani Circus
Barber, Paul
Battista, Gallezoli
Beard, Charles W.
Blyden, Frank
Bomino, Frank
Bouche, Charles
Braunbaugh, Rocky (Pretty Boy)
Breitsprecher, Mary
Bryer Sr., Mr. & Mrs. Ollie
Buck, Ben B.
Bullock, Mr. & Mrs. W. H.
Bumgardner, Mrs. Lee

Krieger, Albert
Lamb, L. E.
Lambert, James H.
Lewis, Carl
Lewis, Sammie
Lindie, Burnie
Little Wolf, Miss
Lyndie, B. C.
McCullough, Elmer
McDaniel, Norman L.
McGuire, Mary
McMillan, Mrs. R. J.
Marcus, Red
Martin, L. E.
Mayberry, Wayne
Menzel, Adolph
Milderton, Col.
Miley, Bill
Miller, Leon V.
Mills, Bros. Circus
Minser, Con C.
Mitchell, Raymond
Mitchell, Sue
Moorehead, Mr. & Mrs. L.

Morehead, Buddy
Morris, Dorothy
Moreno, Geraldine
Morgan, Katherine S.
Morgan, Tod
Negovan, Dan
Nelson, Carl
Nelson, Harold E.
Nessler, Jim
Nordyke, Pat
Nye, Emory A.
Paugh, Harry
Peppers All States
Pierce, Robert E.
Pierce, W. R.
Pope, E. H.
Randall, Dan F.
Ray, Ted
Rice, G. L.
Roberts, Mrs. Max
Robinson, Mrs. Jerry
Roby, Frank
Rocco, Ross W.
Rockford, David
Romero, Rickey
Rowe, Jack
Ruscitto, Tomil B.
Salerno, Veronica
Sallee, Charles
Sandahle, Carl
Schneckloth, Harry H.
Scott, John A. & Ollie
Shelford, William & G. A.
Shepley, Leonard
Shipley, Leonard L.
Silcox, Joseph W.
Smaglick, Harry
Sokolowski, Mrs. P.
Specht, Mr. & Mrs. P.
Spliner Royal Shows
Stacy, Woodrow A.
Stacy, Wm.
Staffor, Gordon L.
Stagg, Huel J.
Steiner, Maxine
Summers, A. T.
Swan, Mr. & Mrs. Walter
Swanner, Ray L.
Tangerine
Tatham, Theatre
Taylor, Dewey
Thomas, Mr. & Mrs. Chuck
Thompson, George B.
Vaughn, Carl
Vaughn, W. W. (Catfish)
Vicks, V.
Vincent, Carol
Walker, James V.
Wall, Roberta Morgan
Ward, Favis
Warner, Johnny & Jean
Warren, Mr. & Mrs. Robert
Warwick, Stanley
Waters, J. A. & Jeannett
Webster, Fred E.
Whalen, Mr. & Mrs. Thomas
Whittington, Ralph Owen
Williams, Harry T.
Williams, Lorraine (Blondie)
Williams, Larry R.
Williams, Natalie
Willow, Eric
Wilson, George
Wood, Donald
Wright, Donald
Zimmer, Fern
Zimmer, Florence

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NAMA PROGRESS

Houston Cites Assn. In '54, Previews '55

CHICAGO, Oct. 9.—I. H. Houston, president of National Automatic Merchandising Association, stressed this fact this week in a round-up of NAMA's progress during the past year and look at the association's plans for 1955:

Despite a dip in general business activity during 1954, automatic merchandising continued to grow and prosper.

Houston's full report follows: "NAMA more than kept pace with its industry in the past year, registering a substantial gain in dues income for the ninth consecutive year and, altho the staff was not enlarged, the activities of our trade association were broadened considerably.

"Progress in four new fields was particularly noteworthy. These included:

"1. The production of our indus-

try's first motion picture, entitled 'At the Drop of a Coin.' It is hoped that thru repeated group and TV showings of this fascinating color presentation, millions of Americans will be helped to understand and appreciate the many services and advantages which automatic merchandising offers to the public today.

Automatic Catering

"2. The completion of our first pilot study in market research, 'Getting the Facts About Automatic Catering.' This initial effort, which was carried out for NAMA by McKenzie & Company, was so productive and revealing that it will undoubtedly lead to a more comprehensive program of this type in the future.

"3. The launching, at the instigation of NAMA, of a study of our
(Continued on page 70)

1954 NAMA Convention: Blueprint for Progress

National Guard Armory

SUNDAY, OCTOBER 10

- 10 a.m. to 12 Noon
Coffee and roll breakfast, sponsored by R. J. Reynolds Tobacco Company.
Tickets for the attendance prize will be distributed inside the entrance of the meeting room before 12 noon.
- 12 Noon
Invocation
Rev. Joseph A. Rock, S. J., Georgetown University, Washington.
- 12:03 p.m.
Welcome
Hon. Samuel Spencer, president, Board of Commissioners, District of Columbia.
- Introduction
Aaron Goldman, the G. B. Macke Corporation, Washington.
- 12:10 p.m.
Annual Meeting of NAMA
I. H. Houston, Spacarb, Inc., Stamford, Conn.; president, NAMA presiding.
Report of the Treasurer
Thomas B. Donahue, National Vendors, Inc., St. Louis.
Report of the Executive Director
Clinton S. Darling, NAMA, Chicago.
- 12.25 p.m.
President's Address—"Profits Are Not for the Timid." I. H. Houston, president NAMA.
- 1 p.m.
Report of the Nominating Committee
Wallace T. Collett, W. W. Tibbals Company, Cincinnati, chairman Nominating Committee.
Election of Directors
- 1:10 p.m.
"Report From Washington"—The Honorable James C. Worthy, Assistant Secretary of Commerce.
Introduction
I. H. Houston, president, NAMA.

(Continued on page 86)

NATD Western Meet Set for SF, Thurs.-Sat.

SAN FRANCISCO, Oct. 9.—Hundreds of tobacco distributors from the 11 Western States and more than 50 manufacturers will attend a three-day National Association of Tobacco Distributors Western regional conference and merchandise fair, Thursday thru Saturday (14-16) at the St. Francis Hotel here.

Highlighting the meeting will be an opening-day address by Herbert A. Kent, chairman of the board of the P. Lorillard Company. Kent will point out that less than a decade ago, six brands dominated the cigarette field, compared with the varied filter-tip and king-size market of today. He will discuss this trend in the marketing situation in relation to wholesale and retail distribution.

Three vending machine manufacturers will be among the exhibitors—Rowe, Stoner and National.

The convention opens Thursday with a welcome by Elmer E. Robinson, mayor of San Francisco, and opening remarks by Melvin Sosnick, NATD vice-president and president of the Melvin Sosnick Company, San Francisco.

Also on the Thursday program is an address by Leroy F. Ball, NATD president, and president of the King Cigar Company, Flint, Mich., on market research, electronic accounting systems, personnel management, sales direction, customer expenditures and market potential; Kent's talk, and greetings by William Barron, chairman of the meeting and president of the William Barron Candy Company, Oakland, Calif.

Friday a panel on "Incentives and Labor-Management Relations" with Myron J. Spring, Spring Wholesale Cigar Company, Seattle, will start the day, followed by ad-
(Continued on page 84)

19th NAMA Convention Opens In Nation's Capital Sunday

116 Firms Exhibit; Expect Record 5,000 Attendance for 4-Day Event

WASHINGTON, Oct. 9.—The nation's capital plays host to the automatic selling industry as the 19th annual convention of the National Automatic Merchandising Association—expected to be the biggest meeting in NAMA's history—gets under way here Sunday (10).

Stoner Unveils 310-Cup Coffee Unit, \$395 List

Features Automatic Cup Drop, Controls For Ingredient Amt.

AURORA, Ill., Oct. 9.—Stoner Manufacturing Corporation premieres its new 310-cup coffee vender Sunday (10) at the National Automatic Merchandising Association convention.

The new machine, equipped with automatic cup drop developed by Stoner, lists for \$395.

The unit features selector buttons which enable a patron to control the amount of ingredients flowing into the cup.

Price of the 300-cup Stoner Cafe was reduced \$75 to \$300 plus \$25 for cup drop.

The firm also introduces at the NAMA show a new 11-column cigarette machine to list for \$160 plus \$15 for base.

Rowe Preems New 14-Col. Cig Vender

Bows at NAMA Meet Low-cost, 4-Flavor Cup Drink Machine

NEW YORK, Oct. 9.—A new 14-column cigarette vender and a 600-drink, four-flavor, low-price cup drink vender will highlight the 25-machine exhibit of the Rowe Manufacturing Company at the annual convention of the National Automatic Merchandising Association in the National Guard Armory, Washington, Sunday thru Wednesday (10-13).

The Ambassador cigarette unit will feature a shadow-box show-
(Continued on page 70)

Amer. Chicle Sues Union

NEW YORK, Oct. 9.—A \$250,000 damage suit against three locals of the American Federation of Labor Teamsters has been filed by the American Chicle Company for alleged violations of the Taft-Hartley Law.

The firm charges that Teamsters Local 819 has been picketing its Queens plant since August 23, altho no employees of the factory are on strike.

American Chicle maintains the picketing has "encouraged and compelled employees of truckers to refuse to transport" the firm's merchandise, thus interrupting the regular course of business.

The papers charge that Local 819 sought to force the company to bargain with it, altho the union has not been certified as a bargaining agent for its employees.

A total of 116 exhibitions—vender and parts manufacturers and product suppliers—will show their products in the 70,000-square-foot National Guard Armory to an expected attendance of 5,000 during the four-day meet. (See list of exhibitors elsewhere in this section.)

Convention 'Firsts'

Convention-goers will see the latest in the vending of candy, cigarettes, soft drinks, coffee, milk, ice cream, pastries, fruit juices, chewing gum and services.

The 1954 convention scores several "firsts":

It is the first time that canned milk machines will be shown at a

NAMA meet.

Bulk milk venders in production get their first industry showing at the meet.

Low-price (three-figure) selective new model cup drink machines in production will be shown for the first time at the show.

Outdoor milk machines will see their first industry show.

The vending industry's first motion picture for presentation to the public—"At the Drop of a Coin"—will be premiered at the convention.

How-to-Do-It Stressed

Bannered "Blueprint for Progress," the convention feature panel
(Continued on page 73)

Commerce Sec'y Hails Vending at NAMA Convention

Cites Industry for Major Contribution To Over-All Activity of U. S. Economy

WASHINGTON, Oct. 9.—The 19th annual convention of the National Automatic Merchandising Association gets a warm welcome here tomorrow (10) from the national administration in an atmosphere of business optimism.

Hailing the nation's automatic vending machine industry as "a vital part" of the American system of distribution, Assistant Secretary of Commerce James C. Worthy, in a speech to be delivered at the convention's opening session at the spacious National Armory tomorrow, voiced strong hope for the industry's future.

"Your silent salesmen have a unique inherent advantage," Worthy said in his prepared text. "They are continuously on the job and can produce an opportunity for offering the public, on an economical basis, services and conveniences that could not be obtained in any other way.

"Since many of the sales for which automatic venders account would by their very nature not occur in the absence of this type of service, you are contributing substantially to over-all activity of our economy.

"By the same token your in-

dustry is dependent to a large extent upon the general level of business activity. High employment, high incomes and the purchasing power which prosperous business conditions assures, greatly increase the prospects, for your success. The record of your industry bears out this fact."

Speaking, he said, for "The Eisenhower administration," the assistant commerce secretary declared that the nation's vending machine industry "offers tremendous, unlimited opportunities.

"Few people," he said, "question our ability to continue to produce an ever increasing volume of goods to fill the needs and meet the desires of people.

"Today the American system of distribution, of which your industry is a vital part, faces many problems, but also unlimited opportunities," Worthy declared.

"Two recent developments in distribution in America which have resulted in substantial reductions in unit costs," he said, "are the rapid growth of self-service and self-selection, and the rapid expansion of your own industry, automatic merchandising."
(Continued on page 84)

Pulver Assets Go On Auction Block

\$200,000 Worth of Venders, Equipment, Ind. Real Estate to Be Sold October 26

ROCHESTER, N. Y., Oct. 9.—Bulk vending machines, tools, dies and industrial real estate, valued at about \$200,000 will be auctioned off in parcels here by I. Shoolman & Associates, October 26, 10:30 a.m. The property belongs to the Pulver Company, Inc., 57-year-old firm which is in the process of liquidation.

The firm makes a standard bulk vender and the Hi-Hi bubble gum vender, with a capacity of more than 200 pieces. It is also a bubble gum manufacturer.

Corporation officers are Brackett H. Clark, president; W. Dewey Crittenden, vice-president; Donald R. Clark, secretary, and S. B. Burne, secretary-general manager.
\$50,000 Sales

The company claims it now has

six operators who own from 5,000 to 6,000 venders now on location, with total annual sales running about \$50,000.

In the bubble gum business, the firm says it has 16 major brokers covering the country east of the Rockies, with total annual business running about \$300,000 for 6,000 active customers.

Vending equipment to be auctioned off includes the following vending units: 750 Midget venders assembled, with parts to assemble 500 more, and a large stock of extra parts; 250 Yellow Kid venders assembled, with parts to assemble 200 more, and extra parts; a large stock of parts for Clark's venders, and 100 bubble gum venders and parts to assemble
(Continued on page 73)



VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$71.80 per case
25 cases or more . . . 67.80 per case

The World Famous STANDARD TOPPER

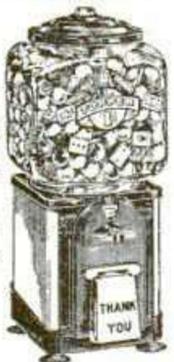
That attractive ensemble—is finished in smooth, hard Dura-mite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Packed and Sold 4 to the Case.

Less than 25 cases . . . \$50.00 per case of 4
25 or more cases . . . 48.00 per case of 4

Place Your Orders With Your
Nearest VICTOR Distributor

VICTOR VENDING CORP. 5701-13 W. Grand Ave.
Chicago 39, Illinois



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.... NOTHING ELSE LIKE IT!

Northwestern

SELECTIVE TAB GUM VENDER

with "QUICK CHANGE" MERCHANDISE DRUM

Wire or write for details
THE NORTHWESTERN CORPORATION
EAST ARMSTRONG ST. • MORRIS, ILLINOIS

GRAFF VENDING SUPPLY CO.

NEW ADDRESS: 2817 W. DAVIS, DALLAS, TEX. Telephone: YAlE 8323

Open House was held on Sept. 18 at our new location, 10 minutes from downtown Dallas, in our own new Modern Air-Conditioned Building with parking lot and loading dock. We were very happy to welcome as our guests many local customers and were especially proud to greet Mr. Harold Schaef, of Victor Vending Corporation, and Mr. Rolf Lobell, of Leaf Gum Co.

In our new building we carry the best line of vending equipment—1c, 5c and 10c Bulk and Capsule Vendors—Leaf and U.S. Chewing Gum products and complete line of Victor Vending Corporation Machines. We carry the largest assortment of vending charms to be found under one roof any place in the U.S.A., ranging well over 200 different items.

Write or call us for price list or send \$1.25 for complete line of samples.

If you are passing through Dallas and we can do anything for you as to reservations, information, etc., wire or call us and we will be glad to serve you.



VICTOR'S SUPER V

THE PERFECT CAPSULE VENDOR

This vendor features the greatest earning power ever built into a bulk vending machine for 1c, 5c or 10c play. Cabinet is made of two-tone solid oak and trimmed in chrome with glass panels. The unique and smart design will give greater appeal as it boosts profits. Extra large capacity permits 350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$71.80 per case
25 cases or more . . . 67.80 per case

Graff Vending Supply Co.
2817 W. Davis, Dallas, Texas Phone: YAlE 8323

GIVE TO DAMON RUNYON CANCER FUND

Houston Cites Association

Continued from page 69

industry by the United States Public Health Service with the objective of preparing a suggested ordinance and code covering the sanitary control of beverage and food vending machines. Actually, few health hazards exist in the vending of food and beverages, but our trade association is determined to minimize these, and at the same time increase confidence in vending machines on the part of health officials and the public.

"4. The drawing up and adoption, with the full co-operation of the Better Business Bureau, of a set of standards, both for newspapers and for vending machine manufacturers as regards promotional advertising. Get-rich-quick advertisements have plagued our industry and have damaged its reputation for years. While NAMA, since its inception, has fought such practices, this is the beginning of our first major effort to stamp them out entirely.

Legislative, P-R Progress

"Of course, activities of our trade association that were begun in former years were continued and expanded during the past year. Some progress was made in the legislative field, and plans are being completed now for a much more active program in this field during the coming 12 months. Our Red

Feather Campaign has grown steadily and has obtained greater recognition on a national scale each year. Our Directory, our Operator Ratio Study, our monthly news letter—all have made progress in the way of becoming better established and more valuable to our membership.

"Next year, in addition to continuing and enlarging our current activities, NAMA hopes to begin work in several new fields.

"Our industry has always been handicapped by lack of adequate information on itself. Consideration is being given to working with the U. S. Bureau of Census in compiling the first complete statistical summary on automatic merchandising.

"A drive may also be made to familiarize banks, insurance companies and financial institutions with the improved stability and credit standing of automatic merchandising so that our operators can obtain funds for expansion on more favorable terms.

"NAMA is constantly striving to be of greater service and of more value to its members and its industry. Progress in this direction will be limited only by the size of its staff, the amount of funds available and the realization on the part of its membership of the importance of working together."

Rowe Named Sales Agent By Paramount

NEWARK, N. J., Oct. 9.—Ed Dembek, head of the Paramount Freezing Equipment Corporation, said today that he had signed an agreement with the Rowe Corporation whereby Rowe will handle all sales for Paramount's outdoor milk vender.

Dembek said Bern Bernard, Rowe vice-president, was the other principal in the agreement. He added that Paramount would continue the manufacture of the unit, but Rowe would be the exclusive sales agent. Rowe officials could not be reached for comment.

The Paramount unit holds 200 quarts in vending position and 1,500 quarts in storage. It lists for \$2,500. Current production is a vender a day. About 30 Paramount units are on location in North Jersey.

Rowe Preems

Continued from page 69

case, displaying four leading cigarette brands in individual velvet-lined cases. Price for the vender will be announced at the convention.

The manually-operated machine holds 510 packs and vends at three different prices—25, 30 and 35 cents—handles all standard coin combinations, and dispenses regular, king-size and box-type brands.

Split Columns

Floor space occupied by the unit is kept down thru use of five split columns in which packs are loaded endwise, rather than flat. These split columns, like the nine standard columns, will handle all regular, king-size or filter cigarettes. In addition, all five split columns can accommodate regular box-type brands, and two of them can vend king-size box brands.

The showcase unit also will be available at no extra cost with Rowe's 11-column electrically-operated Commander. Designed as a point-of-purchase display, the shadow box is recessed into the vender, with a fluorescent light shining down on the four packs.

No price has been set for the 600-cup, four-selection cup vender made by the Rowe Spacarb Division. The unit is called the D-600.

Other Rowe equipment to be shown will include outdoor and indoor milk machines, sandwiches, pastry, candy, ice cream and cigarette units, and a complete line of beverage dispensers.

Food machines will be at Booths 229-336, while drink venders will be at Booths 134-140.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. 23 1c Porc.	7.95
N.W. 23 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c (Metal)	7.45
Exhibit Post C. (Metal)	15.00
Advance 2D 1c B.G.	6.45
Advance 211 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Sheik	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Spanish	.29
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	3.27
Baby Chickies	.30
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.42
Assorted Fruit Charms, 100 ct.	.47
Rain Blo Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.38
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Pops, Supplies, Straws, Globes, Brackets, Charms Everything for the operator.	

1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
Longacre 4-6407

FILLED CAPSULE NEWS

It's a MISTAKE to cement or seal a Capsule. Sure way to lose customers.

It's a MISTAKE to cheat-the-value. Customers desert your machines—and you lose out.

It's a MISTAKE to limit your variety. Customers get "repeats" too quickly and sales fall off. You must have the broadest variety possible, consistent with good value.

EPY FILLED CAPSULES SOLVE YOUR PROBLEMS

Tight-fit, stay-closed colored Capsules. VALUE in each and every Capsule. Infinite Variety for broadest appeal.

KEYCHAIN VARIETIES	\$22.50
Badges, with Keychains	22.50
Monkeys, with Keychains	21.00
Field Glasses	20.00
2—Six Shooter Guns	20.00
Irons and Toasters	20.00
Sparkle Rings	20.50
Initial Rings	20.50
Electric Fans	20.00
Skeletons (2) in Closet	20.00
3—Cigarette Butts	22.50
All prices per 1,000 f.o.b. Jamaica, N. Y.	

SAMUEL EPPY & CO., INC.

91-15 144th Place
Jamaica 35, L. I., N. Y.

We

Have Newer

CHARMS!

send 35¢
Complete Sample Kit

NEW DESIGNS
NEW IDEAS
NEW FINISHES

National Sales Agents for ACORN CHARM VENDOR parts and accessories.

PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

VICTOR'S New Sensational SUPER V



The Ideal Capsule Vender 1c, 5c or 10c Play. Two-tone solid oak cabinet, chrome trimmed, glass panels. Holds 350 capsules or 800 100-count ball gum. Packed and sold 4 to the case. Less than 25 cases . . . \$71.80 per case 25 cases or more . . . 67.80 per case

BIRMINGHAM VENDING CO.
540 2nd Ave. N., Birmingham, Ala.

In Philadelphia or Anywhere

FILLED CAPSULES
Immediate Delivery
Write for Lowest Prices

VICTOR'S
5c Baby Grand Deluxe
CAPSULE VENDOR
Immediate Delivery

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

WEIDMAN NATIONAL SALES
5911 Fourth Avenue
Detroit 2, Michigan

OVERSEAS MARKET

Distrib Outlines Export Short Cuts

CHICAGO, Oct. 9.—As the venter export market expands, more distributors step into exporting and into new problems.

Shipping, pricing and packaging are among the headaches the new entry into the export business is faced with, all of which can cut into his profit unless he knows the short cuts.

"All, however, can be minimized or alleviated altogether if the proper course is followed."

That's the conclusion of Richard Adair, head of R. H. Adair Company, after 12 years' experience exporting vending and service equipment to foreign customers.

In that period, Adair's firm has exported scales, stamp, bottle drink and bulk machines to customers in Canada, Cuba, Mexico, Puerto Rico, the Philippine Islands and South America.

Here's Adair's own account of how his firm handled the new problems it found on entering exporting:

Ship Crating

"One of the first things we discovered was that there was no advantage, time and dollar-wise, in trying to box or crate equipment in our own shop for overseas shipment. This is a skilled profession in itself.

"After initial attempts to handle crating on our own, we contacted several local export packaging firms. One nearby, we found, would pick up such equipment from our shop, box it for export, and ship it out from its docks.

"How well can equipment be packed for long-distance shipment? Actually, it is so well done that we have had no breakage complaints since turning over our crating work to this firm.

"For example: One model of ticket scale with a four by two-foot mirror crated for shipment to the Philippines and South American countries has never arrived with the glass broken."

Salt-Water Transit

Shipments going to Canada do not have to be boxed or crated, unlike those being shipped by water, he pointed out. A factor in salt-water transit is the action of the salty air on the coin mechanisms, which can easily rust or corrode. Such shipments therefore are specially boxed to eliminate this danger.

"An important fact to remember in the export trade is that crating and other costs become lower per unit as the number per shipment increases," he said. "As the customer pays the extra crating and allied costs, this should be emphasized by the exporting firm both to save the customer expense and to increase its own export volume.

"Actually, it costs as much to crate one venter (of any one type) as it would four or five. Also whether the shipment consists of one or 20 machines, there are the customary brokerage, consular and insurance fees which cost almost as much for one or two units as a large quantity of the same machine.

"The cost of packaging, of course, varies with the size and weight of the equipment."

The exporting firm will also save time and money if it has all out-country shipments handled by foreign freight forwarding concerns after they are boxed, Adair advised. These companies, for a nominal charge which is ultimately paid by the customer, handle the shipment both inland to the port and take care of all the hundred and one related details. Latter include the paper work on insurance, consular fees, etc. They make a business of doing only this and can do a much better job than any individual distributor.

"The most important and basic thing to watch in the export of vending equipment is the ability of its coin mechanism to handle

specific coins of the country to which it is shipped," Adair warned. "To make certain of this, the distributor should always insist that the foreign customer send samples of the coins intended to be used in the machines."

In some instances, coin mechanisms can be altered to take the foreign coins, but in others they cannot. The venter manufacturer can be contacted for help on this score.

One example: a client in Calcutta, India, receiving a shipment of Victor bulk venders had to use a "one Anna" India nickel coin. The sample coin revealed that it was the same diameter and thickness as a U. S. dime, so the Adair firm had Victor Vending Corporation install regular dime chutes on the units making up the India shipment.

"In our particular export business, where we sell only merchant-

Nehi Opening 2 More Can Lines

COLUMBUS, Ga., Oct. 9.—Nehi Corporation is installing a can line in its home plant. To be completed by November 1, it will turn out 12-ounce flat top cans of Royal Crown Cola, Upper 10 and Nehi flavors.

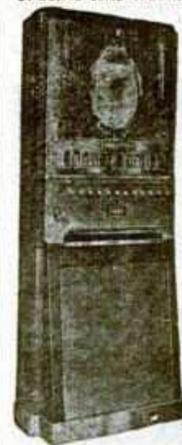
Distribution is to be thru franchised bottlers in a 300-mile radius of the home plant. Nehi is also preparing another can line in its Chicago facilities, scheduled for operation late this month.

dise and service machines and not coin-operated amusement devices," Adair said, "we have found that it was unwise to make quotations or accept orders for used bulk vending equipment, or in fact any machines on which the supply in stock is limited. By the time we write our foreign customer and obtain his final order, there may be a two or three-week lapse of time. This means that as a result the 50 or 60 used venders on which we quoted may be half or completely sold to domestic sources."

CIGARETTE and CANDY MACHINES!

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

SPECIAL THIS WEEK!



UNEEDA MODEL E
12 Cols., 300 Cap., \$90.00.

UNEEDA CIGARETTE VENDORS	
Model A, 9 Cols., 270 Cap.	\$ 95.00
Model E, 6 Cols., 180 Cap.	75.00
Model 500, 9 Cols., 350 Cap.	100.00
DU GRENIER CIGARETTE VENDORS	
Model S, 7 Cols., 210 Cap.	\$ 85.00
Model V, 7 Cols., 210 Cap.	90.00
Model W, 9 Cols., 270 Cap.	95.00
Du Grenier Champion, 9 Cols., 420 Cap.	100.00
ROWE CIGARETTE VENDORS	
Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
President, 8 Cols., 320 Cap.	130.00
Royal, 8 Cols., 320 Cap.	100.00
Crusader, 8 Cols., 380 Cap.	145.00
Diplomat Electric, 8 Cols., 340 Cap.	165.00
CANDY MACHINES	
Rowe Candy, 8 Cols., 120 Cap., Wall Model	\$ 75.00
Uneeda Candy, Wall Model, 5 Cols., 102 Cap.	65.00
Stoner Candy, Prewar, 8 Cols., 160 Cap.	135.00
Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap.	165.00

SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.
WRITE FOR INFORMATION

Our Paints Are **VENERIZED**
Prevents Peeling, Flaking & Rusting.

All Equipment **Unconditionally Guaranteed**
Trade Prices.
1/2 Dep.
Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.

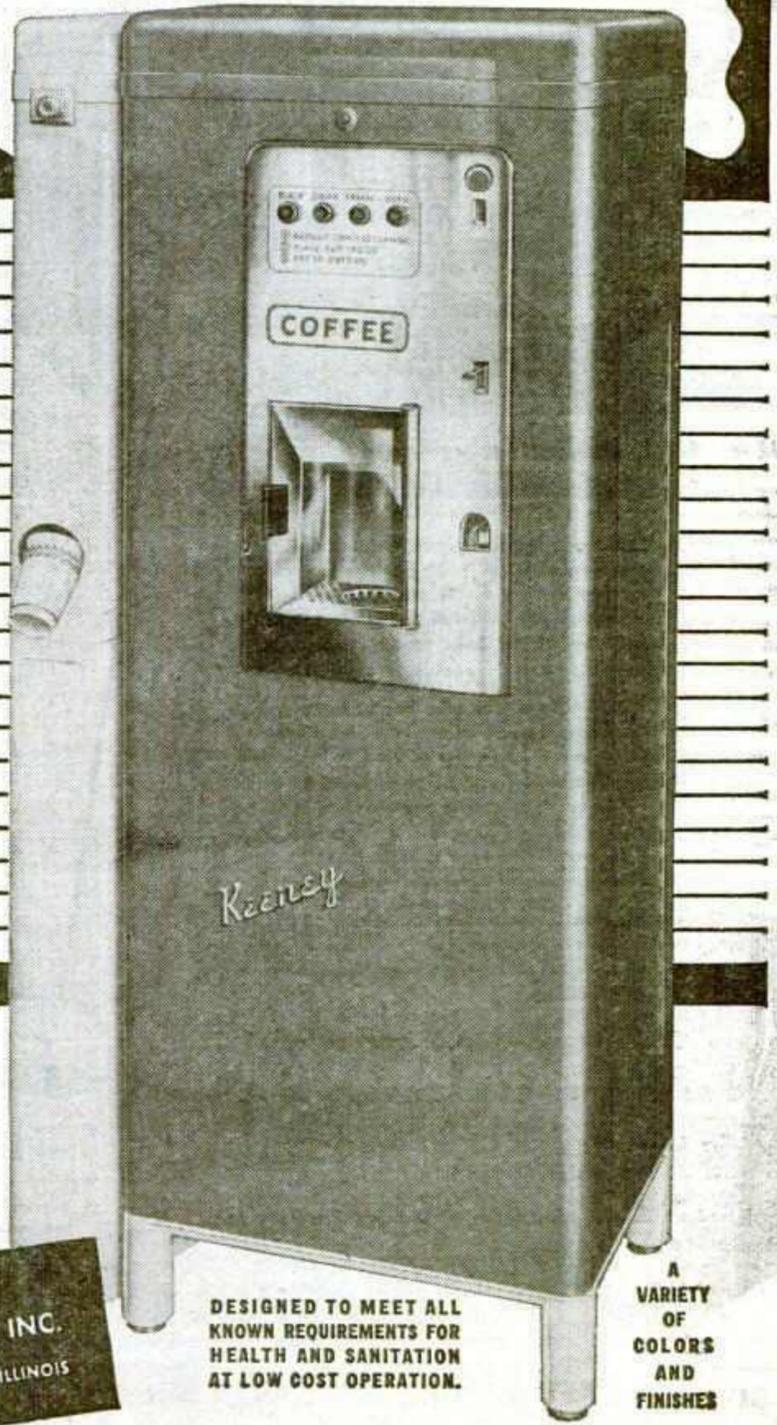
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • Hegeman 3-6295

GIVE TO DAMON RUNYON CANCER FUND

NOW—You Can Take Immediate and Decisive Steps to Expand Your Vending Business with this 300-CUP capacity Deluxe COFFEE VENDER by KEENEY

QUICK FACTS
ON THE BIG ADVANTAGES TO BE GAINED BY INSTALLING THIS BETTER COFFEE VENDER

- 300 CUP CAPACITY**
Experienced coffee venter operators agree that this new 300-cup Keeney Deluxe Coffee venter ideally combines the average capacity requirement for smaller size at a much lower investment per unit. Where previously the larger coffee venders have been too bulky, too unwieldy, too costly to install in most locations, this new compact Keeney Deluxe Coffee Vender now invites hundreds and thousands of new locations to accept this unit. It occupies very small space. Imagine... the cabinet measures but 19 3/4" wide by 14 7/8" deep by 52" high! You can install a single unit for marginal locations, or group these compact venders for mass dispensing in larger places.
- 4 SELECTOR BUTTONS**
• Black Coffee • With Sugar • With Cream • Sugar and Cream
- EASY TO OPERATE!**
Insert a dime at top and 1 to 4* pennies drop into the built-in coin changer return outlet while a cup vends automatically at the left. Open dispensing chamber door, place cup in position, depress one of four selector buttons and the cup fills up with a full 6 1/2 ounces of rich full-flavored hot coffee, as you want it, when you want it, almost instantly! Hot water container, coffee, sugar and cream containers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all times.
**Price pre-set at option of operator.*



Write FOR YOUR **FREE CIRCULAR!**

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

DESIGNED TO MEET ALL KNOWN REQUIREMENTS FOR HEALTH AND SANITATION AT LOW COST OPERATION.

A VARIETY OF COLORS AND FINISHES

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

1c & 5c mechanism slides into place—no screws!

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE:
PENNY KING CO.
2538 Mission St.
Pittsburgh 3, Pa.

WESTERN OFFICE:
OPERATORS VENDING MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.

Six Vender Mfrs. Set ABCB Meet Exhibits

PHILADELPHIA, Oct. 9.—At least six manufacturers of bottle drink venders will exhibit at the International Soft Drink Industry Exposition and 36th annual meeting of the American Bottlers of Carbonated Beverages to be held at Convention Hall here, November 15-18.

They are Central Tool Company, Inc.; the Champion Vender Company, General Vending Machine Corporation, Ideal Dispenser Company; Mills Industries, Inc., and the Vendorlator Manufacturing Company.

Product Exhibitors
Among other exhibitors of interest to automatic merchandisers will be the Bireley's Division of the General Foods Corporation; Canada Dry Ginger Ale, Inc.; Can-a-Pop, the Coca-Cola Company, Dad's Root Beer Company, Dr. Pepper Company, Dr. Swett, Double Cola, the Grapette Company, the Charles E. Hires Com-

pany, Mission Dry Corporation, My Pop's Root Beer Company, National NuGrape Company, Nehi Corporation, Orange-Crush Company, Pepsi-Cola Company, the Seven-Up Company, the Squirt Company and Sun Spot Company of America.

The final day of the convention will be devoted largely to a discussion of bottles and cans, with E. K. Walsh, assistant general manager of sales of the American Can Company raking up the cudgels for cans, while R. L. Cheney, director of market research and promotion for the Glass Container Manufacturers' Association, Inc., defends bottles.

LANSING, Mich., Oct. 9.—Dairyland Cooperative Creamery Company has completed installations of 10 milk venders here and in East Lansing. The outdoor units vend half gallon cartons.

CIGARETTE MACHINES—ALL MAKES
With all column king size units, quarter operation; cut down, like new. Lowest prices.

E. F. STANTON & COMPANY
5435 West Washington Blvd.
Los Angeles 16, Calif.

FILLED CAPSULES
Charms for Ball Gum and Rocket Charm.
DEVICES NOVELTY • 231 W. Chicago Ave.
CHICAGO 10, ILL.

CAPSULES

The best in filled Capsules from

KARL GUGGENHEIM!

MIXES

per thousand

Toy & Puzzle Mix.....\$20.50
Novelty Mix..... 21.00
Key Chain Mix..... 20.00

INDIVIDUAL ITEMS IN CAPSULES

per thousand

Friendship Ring.....\$20.50
Top with String..... 20.00
Wire Puzzles..... 20.00
Lizards..... 20.00
Spiders..... 20.00
Razors..... 20.00
Maze Puzzles..... 21.50
Yo-Yo's..... 21.00
Balloons..... 21.50
Chicks..... 20.00
Compass..... 22.50

Karl Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

JUST OUT!

HERE IS YOUR KEY TO PLUS SALES AND PROFITS

Automatic Selling
G. R. SCHREIBER

An expert's evaluation of the automatic selling industry—its problems, its potential, and its impact on a nation's buying habits

The first authoritative study of automatic merchandising

Here is a book designed to answer your questions about every phase of automatic selling. What products can machine sell? What new markets do the machines open up? What are the investment possibilities of this growing field? These are just a few of the basic aspects explored in *Automatic Selling*.

The book was written by a man who has helped pioneer automatic selling during the past decade—the period when it enjoyed its greatest growth. As editor of *Vend* he has unique opportunities for close contact with all branches of the industry. He knows your questions and he answers them authoritatively in an easy-to-read style. Graphs and charts help you to visualize the major trends. The book is packed with hard facts and figures on every aspect of automatic merchandising.

Whether you are new in the industry or already firmly established, examine this rich storehouse of vital information on the whole subject of automatic selling—its present status and its future role in retail merchandising.

200 pages—\$5.00 per copy

John Wiley & Sons, Inc.
c/o VEND, 188 W. Randolph, Chicago 1

Please send me _____ copy (copies) of Dick Schreiber's new book, "Automatic Selling," at \$5.00 each.

Enclosed is \$_____ Bill me after shipping

Name _____

Address _____

City _____ Zone _____ State _____

- ANSWERS TO QUESTIONS LIKE**
- How big is the market?
 - How is it organized?
 - What is its potential for growth?
 - What can automatic selling do for the retailer—for the investor?
 - Will a particular product vend successfully?
 - What are the limitations of automatic selling?
 - How much does automatic selling cost?
 - How far will the machine replace human sales personnel?
 - How do products reach consumers through the vending market?
 - What is the future of the "all-purpose" merchandiser—the outdoor vending station?

JOHN WILEY & SONS, Inc. New York

VICTOR SUPER V
IMMEDIATE DELIVERY!

CASE OF 4.....\$71.80
25 CASES OR MORE
\$67.80

We have the finest selection of capsules in the country at the lowest market price at time of shipping. Send us your order for machines and capsules and we guarantee you'll be satisfied!

Deposit required with all orders.

CHAMPION NUT CO.
1194 Tremont St., Boston 20, Mass.

ELECTRIC MONEY MAKER!
Famous ACME ELECTRIC MACHINE

Sample.....\$24.35
2 to 11.... 19.50
12 to 49... 18.25
Bracket.... 1.00
Floor Stand.. 5.00
1/2 deposit, bal.
C.O.D. F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will... indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery usually good for 1500 to 3000 plays.

ORDER TODAY!
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

J. SCHOENBACH
1645 Bedford
Brooklyn 25, New York

Pulver Assets

Continued from page 69

more. The firm claims that of its bubble gum venders now in operation.

Other Items

Industrial real estate, land and buildings will be offered as one. Venders, parts, tools, dies, jigs, blueprints, parts catalog, advertising matter and customer lists will be offered as another in bulk, units, and parcels. Machinery and equipment to be offered piecemeal only will include gum kneading machines, and scoring machines, sizing and scoring machines, kettles, tapping machines, gum trays, stands, skids, shop equipment, punch presses, drill presses, mill machines, shapers, surface venders, lather and band saws.

VICTOR Super V



4 to 99 \$17.95 ea.
100 or more 14.95 ea.
NEW CAPSULE ITEM
Jingle Bell Rings, per 1000 \$22.50
Top Hat w/ Earrings, per 1000 22.50
Top Hat w/ Key Chain, per 1000 22.50
CHICK-N-EGG, per 1000 25.00
Magic Photo Rings, per 1000 21.00
Victor Knife, per 1000 22.50

Why Should You Become a Bulk Vending Operator?

Bulk vending is easy to learn. The machines are simple mechanically. There is no complicated mixing, cleansing, sterilizing or servicing problems. Anyone can learn.

How Much Does It Cost to Become a Bulk Vending Operator?

Bulk vending machines are the cheapest vending machines on the market. Do not confuse price with quality. With little capital you can start an operation, expanding gradually from initial profits. No millionaires are involved in bulk vending, but it is a profitable business even for part-timers.

Is It Hard to Get Good Locations?

It always requires initiative to obtain good locations because such locations are assets with marketable values. There is a multitude of potential, untapped locations for bulk vending machines, far more than for expensive machines requiring high traffic revenues. As a general rule anyplace where people pass by may be considered a profitable bulk vending location.

Are Bulk Vending Machines a Novelty That Will "Fade Out" in Time?

Nobody can foresee the future, but one can review past performance. Bulk vending machines were pioneers in the vending field and have provided comfortable livings for a generation to thousands of operators. To show growth and progress of the industry, now we can point to VICTOR'S DELUXE CAPSULE VENDER that sells charms, toys, novelties, etc., in plastic sanitary capsules—one capsule for each nickel inserted into the machine. Who can say what next will be sold through bulk venders!

How Do You Get Started?

PIONEER VENDING SERVICE aids new operators. It pays to obtain the advice of an honest, reliable service house. PIONEER offers a time payment plan; accepts a trade-in; and serves as a "one stop" for a bulk operator's needs. Write for their bulk vending booklet.

About Other Questions

Contact Pioneer Vending Service. We'll be glad to answer them.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

R. R. WHITEHEAD
1075 Woodland Avenue S. E.
Atlanta, Georgia

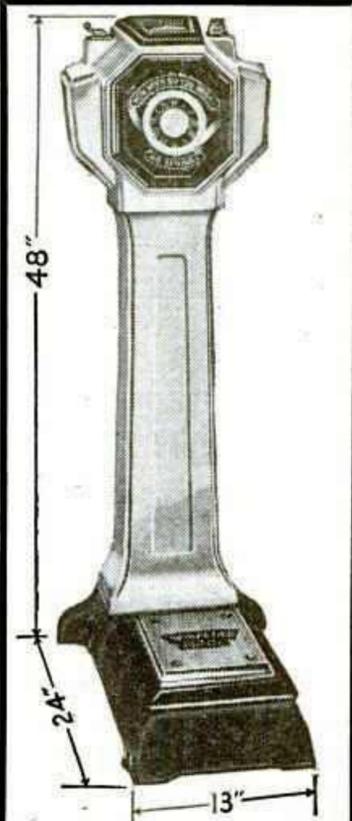
Vender Exports by Countries

December, 1953-May, 1954*

1954 MAY			FEBRUARY		
	Units	Value		Units	Value
Canada	396	\$58,128	Canada	792	\$50,253
Italy	4	6,140	Venezuela	30	8,414
Kuwait	10	2,697	Mexico	600	4,500
Salvador	4	2,560	West Germany	10	1,000
Panama	4	2,034	Others	70	9,480
Venezuela	2	559			
Other Countries	110	6,190			
Totals	530	\$78,308	Totals	1,442	\$67,117

APRIL			JANUARY		
	Units	Value		Units	Value
Canada	1,936	\$75,335	Canada	460	\$45,244
Venezuela	21	6,215	Venezuela	29	7,509
Salvador	8	3,883	Mexico	98	6,080
Belgium	500	3,750	Salvador	2	960
Mexico	18	1,848	Cuba	100	525
Bermuda	25	1,192	Others	560	9,070
West Germany	2	900			
Costa Rica	2	768			
Other Countries	70	8,020			
Totals	2,582	\$101,911	Totals	1,249	\$69,388

MARCH			DECEMBER		
	Units	Value		Units	Value
Canada	1,712	\$264,913	Canada	1,459	\$71,001
Belgium	800	6,930	Cuba	100	1,790
Venezuela	500	6,083	Venezuela	11	3,394
Cuba	131	2,472	United Kingdom	2	1,000
West Germany	13	3,400	France	37	1,246
Salvador	4	2,500			
Colombia	2	1,180			
Mexico	1	523			
Others	20	2,200			
Totals	3,183	\$290,201	Totals	1,609	\$78,431



\$25

DOWN

Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND
BASE, CAST IRON POR-
CELAIN ENAMELED, FOR
OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago.

NAMA CONVENTION OPENS

Continued from page 69

"workshop" sessions on special operator problems will stress "how-to-do-it" in vending. (See complete convention program in this section.)

Speakers for the three days of business sessions include leading figures in the vending industry and business world. I. Hayne Houston, NAMA president, gives a talk Sunday (10) entitled "Profits Are Not

for the Timid." A "Report From Washington" by James C. Worthy, assistant Secretary of Commerce, will follow.

Sales Blueprint

Ralph D. Myrick, R. D. Myrick & Associates, spells out a "Blueprint for 'Designed' Selling Habits" at the Monday morning session. "What's Ahead in Cigarettes?" will be discussed Tuesday by George Weissman, vice-president, Philip

Morris & Company, Ltd., Inc.

Mel Rapp, general convention chairman, introduces "McNulty's Nightmare," a dramatic fantasy highlighting some of the most pressing day-to-day problems in vending employee and customer relations at the Monday session.

Concluding the morning sessions will be "In-Plant Food Specialists and Vending Specialists Can Work in Close Harmony to Mutual Advantage," a talk by H. A. Montague, president, Fred. B. Prophet Company.

Dr. Kenneth McFarland, educational director, General Motors Corporation, discusses "The 'U' in Business" during the final morning session Wednesday.

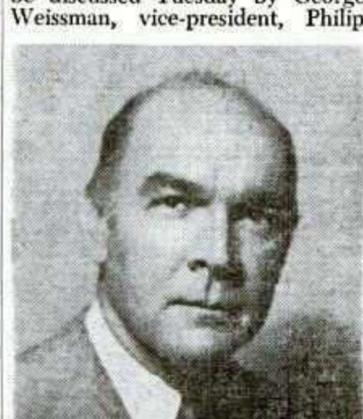
Hwd. Names Marshall

CENTRALIA, Ill., Oct. 9.—Edward L. Marshall has been appointed sales manager of Hollywood Brands, Inc. He has a background of executive and sales experience in the candy as well as other industries.

Marshall plans to devote much of his time next year to traveling, contacting the firm's field men and as many jobbers as possible.



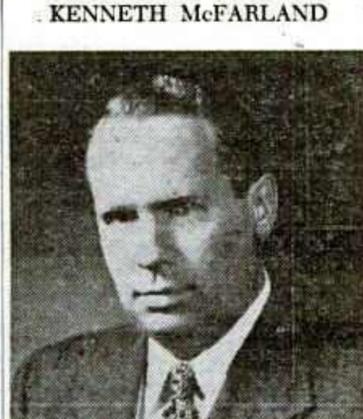
MEL RAPP



KENNETH McFARLAND



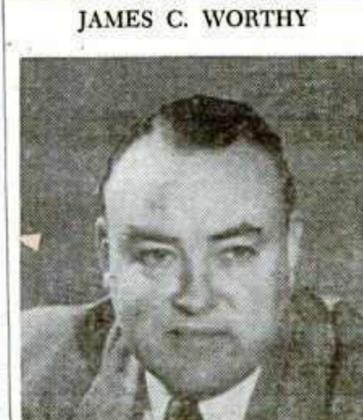
I. HAYNE HOUSTON



JAMES C. WORTHY



RALPH D. MYRICK



H. A. MONTAGUE

There's a **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

- ★ 2 Machines in 1 . . . Fortune and Weight
- ★ Fully Automatic & Patented
- ★ No Knobs, No Handles, No Trouble

Yours for Only **\$25** DEPOSIT

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$10.

AMERICAN SCALE MFG. Co.
3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Attached find check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____



VICTOR'S New Sensational SUPER V



The Ideal Capsule Vender . . .
1c, 5c or 10c Play.

Two-tone solid oak cabinet, chrome trimmed, glass panels. Holds 350 capsules or 800 100-count ball gum.

Packed and sold 4 to the case:

Less than 25 cases . . . \$71.80 case
25 cases or more . . . 67.80 case

Loaded Capsules—\$20.00 per 1000

H. B. HUTCHINSON JR.
860 North Ave., N.E. Atlanta 6, Ga.
Tel.: Emerson 4300

NAMA Exhibitors

- A. B. T. Mfg. Corp., 715-723 N. Kedzie Ave., Chicago.
- American Chicle Co., 30-30 Thomson Ave., Long Island City, N. Y.
- American Home Foods, Inc., 22 East 40th St., New York.
- The American Tobacco Co., 111 Fifth Ave., New York.
- American Vending Corp., Hinsdale, Ill.
- Apco, Inc., 250 W. 57th St., New York.
- Austin Packing Co., Inc., 2930 Washington Blvd., Baltimore.
- Auto-Photo Co., 1452 S. San Pedro St., Los Angeles.
- Baker Boy Bakeries, Inc., 1234 S. Lorena St., Los Angeles.
- Barvend, Box 97, San Marcos, Calif.
- Beech-Nut Packing Co., 217 West 19th St., New York.
- The Billboard Publishing Co., Chicago.
- Blue Jay Food Products Co., 36 Bainbridge St., Brooklyn.
- Boyer Brothers, Inc., 821 Seventeenth St., Altoona, Pa.
- Brandt Automatic Cashier Co., 515-517 First St., Watertown, Wis.
- Brown & Williamson Tobacco Corp., 1600 W. Hill St., Louisville.
- Brock Candy Co., Chattanooga.
- The Calvear Co., 1732 W. Washington Blvd., Los Angeles 7.
- Canada Dry Ginger Ale, Inc., 100 Park Ave., New York.
- Cantrell & Cochrane Corp., Route 4 & Nordhoff Pl., Englewood, N. J.
- Chef-Way Sales, Inc., 527 Southwest Blvd., Kansas City, Mo.
- Chicago Lock Co., 2024 N. Racine Ave., Chicago.
- Chunky Chocolate Corp., 655 Dean St., Brooklyn.
- Cigaromat Corp. of America, 1315 Walnut St., Philadelphia.
- Coan Manufacturing Co., 2070 Helena St., Madison, Wis.
- The Coca-Cola Co., 310 North Avenue, N. W. Atlanta.
- Coffee-Mat Corp., 888 North Ave., Elizabeth, N. J.
- Cole Products Corp., 39 S. La Salle St., Chicago.
- Colma, Inc., 70 Piedmont St., Worcester, Mass.
- Continental Can Co., 349 Oraton St., Newark, N. J.
- Continental Vending Machine Mfg. Corp., 616 Merrick Road, Lynbrook, N. Y.
- Curtiss Candy Co., 1101 Belmont Ave., Chicago.
- Dad's Root Beer Co., 2800 N. Talman Ave., Chicago.
- Dari-O-Matic, Inc., 1827 Pontius Ave., Los Angeles.
- Dean Milk Co., 3600 N. River Road, Franklin Park, Ill.
- Delicia Chocolate & Candy Mfg. Co., Inc., 50 Antin Place, New York.
- Dixie Cup Co., 24th and Dixie Ave., Easton, Pa.
- Dr. Pepper Co., P. O. Box 5086, Dallas.
- Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.
- Exhibit Supply, 4218-30 W. Lake St., Chicago.
- Federal Sweets and Biscuit, 60 Clifton Blvd., Clifton, N. J.
- Food Engineering Corp., 179 Elm St., Manchester, N. H.
- Fruit-O-Matic Mfg. Co., 5225 Wilshire Blvd., Los Angeles.
- General Electric Co., Lamp Division, Nela Park, Cleveland.
- Gordon Foods, Inc., 1075 Sylvan Road, S. W., Atlanta.
- The Harrough Corp., 290 Madison Ave., New York.
- Fred Hebel Corp., Factory and Addison Roads, Addison, Ill.
- Hedeman Products, Inc., 117 Cutter Mill Road, Great Neck, N. Y.
- Hershey Chocolate Corp., 19 E. Chocolate Ave., Hershey, Pa.
- The Charles E. Hires Co., 206 South 24th St., Philadelphia.
- Holiday Brands, Inc., South St., Walpole, Mass.
- Hollywood Brands, Inc., Hollywood Candy Division, 836 South Chestnut St., Centralia, Ill.
- Hot Cup Corp., 603 Provident Bldg., Chattanooga.
- Hurty-Peck & Co., 1423 Naomi St., Indianapolis.
- Ideal Dispenser Co., 509 S. McClun St., Bloomington, Ill.
- International Mutoscope Corp., 44-02 Eleventh Ave., Long Island City, N. Y.
- Walter S. Johnson Candy Co., 4500 W. Belmont Ave., Chicago.
- Johnson Fare Box Co., 4619 N. Ravenswood Ave., Chicago.
- Jo-Lo Perfumatic Dispenser, 328 Stevens Ave., Jersey City, N. J.
- J. H. Keeney Co., Inc., 2600 West 50th St., Chicago.
- Klopp Engineering Inc., 35551 Schoolcraft Road, Livonia, Mich.
- Lehigh Foundries, Inc., 1500 Lehigh Drive, Easton, Pa.
- Lennox Mfg. Co., 5000 S. Halsted, Chicago.
- Lily-Tulip Cup Corp., 122 East 42d St., New York.
- Lion Match Company, Inc., 250 West 57th St., New York.

- The Liquid Carbonic Corp., 3100 S. Kedzie Ave., Chicago.
- P. Lorillard Co., 119 West 40th St., New York.
- Lyon Industries, Inc., 373 Fourth Ave., New York.
- M & R Dietetic Laboratories, 627 Cleveland Ave., Columbus, O.
- Mars, Inc., 2019 N. Oak Park Ave., Chicago.
- James H. Martin, Inc., 1341-43 S. Michigan Ave., Chicago.
- General Foods Corporation, Maxwell House Division, 1125 Hudson St., Hoboken, N. J.
- The Maryland Cup Co., 1100 S. Eutaw St., Baltimore.
- McCann's Engineering & Mfg. Co., 430 W. Cypress St., Glendale, Calif.
- Mercury Vendors, Inc., 5209 Euclid Ave., Cleveland.
- Merkle-Korff Gear Co., 213 N. Morgan St., Chicago.
- The Bert Mills Corp., P. O. Box 379, St. Charles, Ill.
- Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago.
- Modern Merchandising Corp., 7818 Forsyth, Clayton 5, Mo.
- Mr. Robot, Inc., 1234 W. Belmont Ave., Chicago.
- National Biscuit Co., 449 West 14th St., New York.
- National Rejectors, Inc., 5100 San Francisco Ave., St. Louis.
- National Vendors, Inc., 5055 Natural Bridge, St. Louis.
- Navenco Manufacturing Co., 2205 Butler, Dallas.
- Nehi Corporation, 1000 Ninth Ave., Columbus, Ga.
- The Nestle Company, Inc., 2 William St., White Plains, New York.
- New England Confectionery Co., 254 Massachusetts Ave., Cambridge, Mass.
- Pepsi-Cola Co., 3 West 57th St., New York.
- Phillip Morris & Co., Ltd., Inc., 100 Park Ave., New York.
- Pritz Vending Mfg. Company, 127 W. Butler Ave., Ambler, Pa.
- H. B. Reese Candy Co., Box 65, Hershey, Pa.
- R. J. Reynolds Tobacco Co., Fourth and Main Sts., Winston-Salem, N. C.
- Rowe Manufacturing Co., Inc., 31 East 17th St., New York.
- Rowe-Spacarb, Inc., Division of The Rowe Corporation, 375 Fairfield Ave., Stamford, Conn.
- Royal Cake Company, Inc., 1407 Academy St., Winston-Salem, N. C.
- Royal Mfg. Co., 1360 Howard St., San Francisco.
- Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia.
- Schroeder Products Co., Inc., 325 Montvale Ave., Woburn, Mass.
- Sero Syrup Co., 255 Freeman St., Brooklyn.
- Shanner Equipment Co., 8923 Ogden Ave., Brookfield, Ill.
- Smithco, Inc., 705 Jefferson Building, Peoria, Ill.
- Snively Groves, Inc., Winter Haven, Florida.
- Solar-Sturges Division, Pressed Steel Car Co., Inc., 6 N. Michigan Ave., Chicago.
- Standard Brands, Inc., 595 Madison Ave., New York.
- Stewart's Inc., 653 Corrine, Memphis.
- Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
- Sweets Co. of America, Inc., 1515 Willow Ave., Hoboken, N. J.
- Tenco, Inc., P. O. Box 15, Linden, N. J.
- Transportation Vendors, 60 Park Place, Newark, N. J.
- Universal Match Corp., 1501 Locust St., St. Louis.
- C. J. Van Houten & Zoon, Inc., 537 Greenwich St., New York.
- Vendalarm, Inc., 12721 Chandler Blvd., North Hollywood, Calif.
- Vend-Film, Inc., 8 N. State St., Elgin, Ill.
- Vend Magazine, 188 W. Randolph St., Chicago.
- The Vendo Co., 7400 East 12th St., Kansas City, Mo.
- Waterman Engineering Corp., Waterman, Ill.
- The Jack Webb Corp., 1234 W. Belmont Ave., Chicago.
- The Welch Grape Juice Co., Westfield, N. Y.
- James O. Welch Grape Juice Co., 810 Main St., Cambridge, Mass.
- Wright Machinery Co., Calvin & Holloway Sts., Durham, N. C.



VICTOR'S SUPER V

1c-5c or 10c Play

Great Earnings Power

Two Tone Oak Cabinet

Capacity—350 Capsules or 800 100-Count Ball Gum.

1 to 99—\$17.95 each
100 or more—\$16.95 each

CAPSULES (FILLED)

All \$10.00 per 500 All Items

Specialty Mix Police Whistles
Disney Charms With Key Chains
Press-On Emblems Spider
Rubber Noise Makers Magnet
Colorful Iridescent Bead Bracelet
Silver Flashlights Baby Chick
Asst. Rings Lizards Bug

Write for Free 32-Page Vending Machine Catalog

One-Third Deposit on All Orders.

PARKWAY MACHINE CORPORATION
715 Ensor St. Baltimore 2, Md.

BALL and VENDING GUMS

New LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
Clor-o-Vend Chicks, 275 & 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.



JOHN HORN 2965 Hickory Abilene, Texas

Elect Massman Head of Texas Operators Assn.

DALLAS, Oct. 9.—Edward Massman, Cigarette Service, Inc., Corpus Christi, was elected president of the Texas Merchandise Vending Association, Inc., at the group's annual convention here. Massman, who was named a vice-president last year, succeeds Bill Morrow, Western Vending Company, El Paso, in his new office.

John Ogden, Automatic Vending Company, El Paso, was elected first vice-president, while Charles Harper, San Antonio Coca-Cola Bottling Company, was named second vice-president.

Harold Gallarnau was re-elected secretary-treasurer.

The eight-man board of directors: Byron Bloom, Bloom Vending Company, Wichita Falls; Raymond Walker, Walker Vendo Company, Amarillo; Raymond Johnson, Johnson Vending Company, Killeen; Harry Gallaher, San Antonio; Ernest Wortham, Wortham Vending Company, Tyler; Paul Hamner, Austin (newly elected); Hugo Elmendorf, Cigarette Service Company, San Antonio (newly elected); and B. F. Hooks, Dallas (newly elected).

CAPSULE CENTER!

Everything in filled Capsules from \$17.50 per M.

If you operate 1 or 500 capsule machines it will pay both of us if you become our customer. You'll get the latest and best items at fair prices, so get on our mailing list today. A post-card will do it.

We are now featuring our own Authentic University Pennants made of high-grade felt and special tru-color inks. Size is 3 1/2 x 2 inches. In order that you do not confuse our item with any other pennant, we would like to send you samples. Our pennants are \$21.50 per M. They will empty your machines by themselves during football season and can be used the year around also. Here are some of the schools:

ILLINOIS IOWA	UCLA ARMY	MINNESOTA OHIO STATE	NOTRE DAME SMU
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WE HAVE ALL TYPES OF CAPSULE VENDORS, \$16.00 AND UP

THE VENDALL CO., INC.
816 WEST 36TH STREET MINNEAPOLIS, MINNESOTA

Northwestern SUPER JET
SENSATIONAL NEW CAPSULE VENDOR

★ 325 capsule capacity
★ Simple, foolproof mechanism

\$64.00 PER CARTON OF FOUR

VARIETY IS THE SPICE OF LIFE!
Rake's Jet Capsule Assortment gives you a variety mixture of feature items selected from all popular charms. \$10.50 Try a sample mixture! For 500 Trial Order.

Write for Catalog of New & Used Vendors, Accessories & Supplies
1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

BLOODY TOOTH!

Here's a fabulous brand-new "Price Exclusive" capsule item that's reaping a merry harvest of coins for operators all over the country. Get your supply today!

EACH CAPSULE HAS CATCHY INSERT READING . . .

THE BLOODY TOOTH

Here it is, Mom! I just pulled out my tooth! If I put it under my pillow will I get a dollar?

ONLY \$22.00 per

Send for Our Complete List of Sales Stimulators!

WRITE, WIRE, PHONE YOUR ORDERS

PAUL A. PRICE CO. 55 Leonard St., New York 13

XMAS SPECIAL!

Now's the time to get your machine ready with eye-catching Xmas items—and here is all you need—Bright and colorful, just loaded with Xmas appeal.

SANTA CLAUS Charm—hand-painted, life-like, best we've ever had. This is an import when stock is gone that's it. Order now while available. A real buy at this price. \$8.75

BELLS Brilliantly vacuum plated—Assorted colors \$15.00

JINGLE BELLS Brilliantly colored—3/4" size \$6.25

SANTA CLAUS RING A plastic ring with Santa's picture \$9.60

SPECIAL PACKAGE DEAL: 1M of each \$38.95. SHIPMENT PREPAID! Write for free samples. NOTE: Our set-ups (complete premium charm filling for 1c machine) now include these items! Write for information.

OHIO GUM SUPPLY CORP.
P.O. Box 155 Wickliffe, Ohio



WILLIAM J. NEWMAN 430 Octavia Street San Francisco, California

CANCER FUND GIVE TO DAMON RUNYO

3 Cities to See Rock-Ola Distribbs Unveil '55 Models

Operator Showings Begin Sunday (10);
Hi-Fi Model Features 120 Selections

CHICAGO, Oct. 9.—The new selection, 1955 Rock-Ola phonographs will be unveiled to operators in 13 cities thruout next week. Kurt Kluever, assistant phonograph sales manager of the firm, announced this week. Kluever said that the firms scheduled to hold showings were: Gerger Novelty Company, Syracuse, headed by Cliff Bailie; H. M. Robinson Distributing Company, Louisville, headed by H. M. Brant; Brilliant Music Company, Detroit, headed by Joe Brilliant;

Dixon Distributing Corporation, Youngstown, O., headed by Jack Mulligan; H. Z. Vending & Sales Company, Omaha, headed by Humie Zorinsky.

La Beau Novelty Sales Company, St. Paul, Archie J. La Beau; B. D. Lazar Company, Pittsburgh, J. D. Lazar; Music & Television Corporation, Boston, Jerry Colombo; Osborn Distributing Company, San Francisco, D. L. Osborn; Robinson Distributing Company, Atlanta, (Continued on page 80)

AMI Distribbs Bow Model F; 8 Colors Available to Ops

CHICAGO, Oct. 9.—AMI distributors thruout the country will open their doors to operators tomorrow morning (10) and unveil the new AMI Model F phonographs.

What operators will see is a multi-horn high fidelity phonograph, available in eight different colors. Instead of one machine to look over, operators will be presented with at least eight models — one in every color.

The model F is available in 40, 80 and 120-selections. The 40-selection machine plays 78 r.p.m. disks exclusively, while the 80 and 120 spins 45's. All three are equipped with the new multi-horn sound system.

The multi-horn sound system represents a complete change from

previous AMI models. What engineers did was take a folded bass horn, set it inside the cabinet below the record mechanism to drive the sound out of the bottom of the machine. This it was explained gives even sound distribution in all directions. The treble horn was flared and concealed behind a panel just above the title strips. Acoustical output ranges from 20 to 25,000 c.p.s. The system is called "Sonoramic Sound."

Introduction of colors is aimed at "custom selling." John Haddock, president of AMI, said that locations can now be equipped with phonographs that will complement all interior decorations.

The colors are Tahitian brown, firecracker red, happy blue, Paddy's green, bright sand, sun-

burst yellow, atoll coral and embered charcoal. All colors are available at the same price.

Other features adopted in the new model include:

Title strip standardization. Model F uses the 1-inch by 3-inch size title strips. Distributors will also show a new universal title strip designed to fit every make and model—strips are perforated for tearing.

General Electric cartridges were (Continued on page 80)

Postpone L. A. Assn. Meeting

LOS ANGELES, Oct. 9.—The meeting of the California Music Merchants Association, Los Angeles division, set for October 19 is being postponed, Ben Chemers, local representative, announced this week. Chemers said the reason for postponement was because George Miller, State president, a featured speaker, would be unable to attend. Another date will be set for the session as soon as arrangements can be made, Chemers said.

Monthly Phonograph Exports 6-Month Comparison

	1954		1953		1952	
	No.	Value	No.	Value	No.	Value
January	1,251	\$ 519,949	943	\$ 462,409	924	\$ 264,439
February	1,644	809,999	1,183	589,334	852	379,573
March	1,184	546,722	953	448,978	813	334,527
Totals	4,079	\$1,876,670	3,079	\$1,500,721	2,589	\$ 978,539
April	2,214	\$1,255,932	953	\$ 401,040	706	\$ 294,625
May	1,692	814,365	1,170	544,147	760	319,857
*June	1,597	789,393	1,065	447,832	988	320,226
Totals	5,503	\$2,859,690	3,188	\$1,395,019	2,454	\$ 934,708
6 Mos. Totals	9,582	\$4,736,360	6,167	\$2,895,740	5,043	\$1,913,247

*Estimated. Official U. S. Department of Commerce figures for June not yet released.

Bender Group Resuming Juke Union Probe

WASHINGTON, Oct. 9.—Rep. George H. Bender's (R., O.) House Subcommittee on Labor Racketeering will resume its probe into whether machine unions are acting to restrain trade when it reopens its hearings here November 9 and 10.

The November hearings are a continuation of hearings in Cleveland last month when Bender charged that juke box unions and operators were creating a monopoly which might result in the nationwide banning of music boxes. He said the Justice Department and the Federal Trade Commission also (Continued on page 80)

HEALTHY OUTLOOK

Canadian Ops Build Juke Play Thru P-R

EDMONTON, Alta., Oct. 9.—If aggressiveness, determination and hard work are needed to build a healthy juke box industry, Canadian operators have nothing to worry about.

Add to these prerequisites some of the smoothest public relations efforts existing in the industry and it's easy to see which

way the automatic phonograph business is headed north of the Great Lakes.

A good example of the work being done is found in the Association of Amusement Machine Operators of the Province of Quebec. Altho only nine months old, this association, thru frequent donations to such organizations as the March of Dimes, Canadian Paraplegic Association, Cerebral Palsy Fund and the Joint Cancer Fund, has received regular praise from the press.

Internal co-operation is demonstrated at regular meetings of member operators. The group meets at the association's headquarters once a month and discusses current operating problems. New ideas for better service and better programing are two of the more frequent topics aired.

Harvey Van Dusen, head of Western Music Company, AMI outlet, is another prime example. (Continued on page 80)

AMOA Elections Set October 28; Nominate Slate

MIAMI, Oct. 9.—The Amusement Machine Operators' Association has nominated a slate of candidates for its annual election October 28.

Willie Blatt and Harry Steinberg were nominated for the presidency at the AMOA kickoff meeting of the fall season September 30 at the association's business office. The decision of Blatt to stand for re-election represented a reversal of his announcement a few months ago that he would not be a candidate for another term. Blatt has been AMOA president for three successive terms.

Other candidates in the election October 28 are vice-president Eddie Petrocine, Harry Hausen and (Continued on page 80)

WHO'S WHO

Miami Music Routes Make Quick Shift

MIAMI, Oct. 9.—Enough juke box routes changed hands this week in and around Miami to keep operators and location owners guessing as to "Who's Who" in the music business here.

Several of the route changes involved newcomers to the Sunshine State, while the biggest trades were made among the oldtimers.

Arthur Herman, formerly a Wurliizer distributor in Albany, N. Y., purchased a 35-piece music and games route in Broward County from Advance Music Company. Ozzie Truppman, of Advance, said that the deal involved 20 juke boxes and 15 games. Truppman, at the same time, announced that Advance had purchased a 50-piece music operation scattered thruout (Continued on page 80)

Phonograph Exports Up 64% in 6 Months

Multi-Million-Dollar Industry Climbs;
Sees \$10 Million Mark Topped in 1954

CHICAGO, Oct. 9.—Once a "handy" outlet for second-hand juke boxes, the automatic phonograph export business has grown until today it is respected as a multi-million-dollar industry, and it's still growing.

From a shaky \$500,000 gross in 1940, the industry has climbed steadily up the financial scale, nearly hitting the \$5 million mark (\$4,736,360) in just six months of 1954.

Compared with the six-month total of 1953 (\$2,895,740), this year's purchases represent an increase of approximately 64 per cent. Should this pace continue, total dollar volume for 1954 would top the \$10 million mark.

Percentage-wise, the \$4,736,360 figure chalked up during the first six months of this year compares to corresponding periods of previous years as follows: An increase of 147 per cent over 1952, 204 per cent over 1951 and a staggering 636 per cent increase over 1950. In the short span of four

years exports have increased six times over.

Interesting to trace in the rise of the phonograph export business is the average unit price of the machines being shipped. In 1951 the price tags averaged \$362, climbed to \$387 in 1952, \$439 last year, and are now hitting \$494. (Continued on page 80)

Runyon Skeds AMI N. Y. Show

NEW YORK, Oct. 9.—Runyon Sales, local AMI distributor, will exhibit the new AMI at the New York office Tuesday and Wednesday (12 and 13) and at the Newark, N. J., office Thursday and Friday (14 and 15). Open house will be held for operators all four days. Jack Mitnick, local AMI representative, and George Klersey, field service engineer, will be on hand to greet operators, as will Runyon personnel.

N. Y. Ops to See Rock-Ola, 14-15

NEW YORK, Oct. 9.—Seacoast distributors here will play host to local operators Thursday and Friday (14 and 15) from 9 to 5 at the first local showing of the new Rock-Ola. Bob Slifer and Dave Kern will be on hand to greet the operators.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area.

October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.

October 11—United Coin Machine Operators' Association, of Richmond, Va., bi-weekly meeting, Lou's Ringside, Richmond.

October 16—Music Operators of New York, Inc., 17th annual banquet, Grand Ballroom of Waldorf-Astoria, New York.

October 18—United Music Operators of Michigan, special dime-play meeting, Fort Wayne Hotel, Detroit.

October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Arkon.

October 25—Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill.

October 31-November 4—International Popcorn Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

October 28—Amusement Machine Operators' Association of Dade County, annual election of officers, business office, Miami.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music department up front in this issue of The Billboard are:

HOW MANY NEW DISK LABELS EVERY YEAR? The Music Performance Trust Fund released figures this week showing over 100 already this year. Estimate over 150 by January. Firms continue to enter field altho MPTF boosted ante to \$100 for new firms—paid in advance.

DEEJAYS SCREEN OFF-COLOR DISKS. The Billboard surveys show smutty tunes receive little play from popular disk jockeys regardless of where they fall on territorial listings.

PHONO INDUSTRY HOLDS PRICE in spite of rising costs. Recent checks with TV manufacturers indicates a general price hike coming on all video sets. Reasons: High fixed costs and employment salary increases. Phono manufacturers say no price hiking in sight.

And many other informative new stories, as well as the Honor Roll of Hits and pop charts.

Advertisement

AMI BOWS NEW MODEL "F" HIGH FIDELITY AND FULL

Here's Story of Concept and Birth:

Progress in automatic music demands progress in the machines that produce the music. The better the music the more of it people will buy. With High Fidelity getting the big call today, AMI, in introducing its new Model "F," goes all-out to deliver something SUPERIOR. Good salesmanship helps move merchandise, but all the salesmanship in the world can't fool the public on music quality. The cash box is the box office. If your music is better, people know it. And to take in the big money you have to give out with phenomenal improvement in music quality.

The "F's" High Fidelity wasn't born overnight by grabbing two words out of the dictionary. It all started over two years ago. Our sound engineers—and we have sound engineers who are very sound!—came up with the idea of putting horns in the juke box because they knew that full range High Fidelity was impossible without horns! It took two years of day and night brain racking, of tiresome, discouraging experimentation to find out how to get them inside the machine without making the cabinet any bigger. The "F" was the fortunate model to receive this startling development—and RIGHT ON TIME.

Think of it! Turn out a juke box that might be said to be ALL HORN. Not just a record changer, not just a selective machine with 120 tunes; but in addition a Multi Horn system and a true High Fidelity System that ordinarily you'd have to put by themselves into a custom built floor cabinet of huge size—which is the only way (up to the "F") that anyone has been able to do it!

They Flared the Treble Horn

A M I took a bass horn which, in familiar horn shape, would stand over 5 feet high with a mouth almost 3 feet across and, by folding in ingenious shape,

LIVING REALISM

Only now, following years of diligent research and experimentation in perfecting a true High Fidelity sound system is AMI ready with the juke box that makes a living realism of the sound that is on the record. Multiple horns bring a new dimension to high fidelity music that is thrillingly beautiful to hear. Every instrument is identified, every note sounds out distinctively, clearly. You hear everything in all the fullness with which it was played in the live performance. The Model "F" is the first and only juke box to bring all the tonal advantages of exponential horns to record reproduction.

The new Model "F" does for the ear what the giant, curved movie screen does for the eye. It gives every patron a front row, center seat at every performance, surrounds him with music. That is why this new AMI instrument is called the SONORAMIC SOUND juke box. The "F", of course, covers the entire range from the low lows to the high highs. Even more important than its extensive frequency coverage, however, is the quality of reproduction within its FULL RANGE—quality that horns alone can reproduce.

AMI uses separate horns for bass and treble with a cross over frequency dividing network that properly brings both highs and lows together without any sacrifice of complete realism in the important middle range. It is because High Fidelity can only truly be achieved by the use of horns that AMI proudly identifies its new SONORAMIC SOUND effect by the name "Multi-Horn High Fidelity Model F."

got it inside the juke box. From the horn comes A M I's new SONORAMIC SOUND—music that surrounds the listener, captivates him bodily, psychologically—heart and soul. Once hear Sonoramic Sound—horn-produced—and you say: "This is music as it should be; how could I ever have been content with the music of the past?" This "F" bass horn is so huge, so efficient, that all by itself it's equivalent to NINE 12 inch speakers!

They Flared the Treble Horn

Others who have stabbed at High Fidelity have tried to capture the high notes with a tweeter. But our engineers said: "No, that's not the BEST way. We'll use the smallest possible driver—only one inch in diameter—and then introduce the sound into an ample flare-shaped horn." And they placed it at ear-level height

Proof of Multi-Horn Sound Superiority Is Easy as One, Two, Three

1. Hear It! 2. Compare It! 3. Chart It!

HEAR THE "F"

Easiest, most pleasing way of testing the superlative quality of Multi-Horn High Fidelity is to listen to it as the new Model "F" surrounds you with music that's come alive in a thrilling re-creation of breath-taking beauty.

COMPARE THE "F"

Once you've thrilled to the Model "F" true high fidelity all other juke boxes, TV sets, radio—yes and the finest home phonographs—will sound flat, empty. Ask your AMI distributor to set up any other instrument alongside a Model "F." Hear them all. Compare them. Your ears will tell you that the Model "F" has it.

CHART IT!

Proof of scientific accuracy amply attests the reasons for your delight with Model "F" Multi-Horn High Fidelity. Logarithmic graphs record the wave patterns

How They Describe It

At a recent meeting in Grand Rapids, A M I distributors from every state in the Union, and from Canada and Mexico, too, got their first demonstration of Multi-Horn High Fidelity and Sonoramic Sound. Some comments: "Worth a dollar a play!" "You can hear the music with your feet!" "I can almost SEE this sound." "It's Sonoramic and Coloramic, too!" "Pleasantest music ever manufactured!" "What did we sell before? This is MUSIC!" "Can't wait to get back home and TRY to describe it to our operators." In other words, hear it and you realize how feeble your descriptive vocabulary really is.

in the "F" so that the highs reach the audience Sonoramicly, without interference from furniture or other obstacles.

Then, a Completely New High Fidelity System

A new High Output Amplifier, built just for the "F." A new transcription turntable to maintain the correct record-playing speed, without even the minutest variations. A new featherweight tone arm. General Electric variable reluctance High Fidelity Cartridge, with single stylus, changeable in an instant. New crossover network which feeds highs and lows to proper horns for full range High Fidelity of all notes. Simple enough when it's all packaged in a brand-new juke box—but a development requiring years of thought, experiment, and brilliant know-how!

Color, Color, Everywhere

There's color everywhere—color in cars, color in stores, color in homes! Why not on the modern juke box? The "F" is the new phonograph to break out in a full line of startling new colors for every taste, every location—colors that do justice to the new and unusualness of Sonoramic Sound and the "F's" exclusive Multi Horn High Fidelity. National authorities on color have been consulted to certify the appeal and good taste of the eight different colors used, a range of choice never before offered in the field of automatic music.

CHOICE OF EIGHT "MIRACLE FINISH" DECORATOR COLORS

Tahitian Brown
Firecracker Red
Happy Blue
Paddy's Green
Bright Sand
Sunburst Yellow
Atoll Coral
Embered Charcoal

Goes Anywhere

Model "F" never has to fight for business with its back to the wall! Finished all around—front, back and sides—in a wide choice of smart decorator colors, Model "F" goes anywhere, can take over heavy traffic spots not available

to boxes offering only an unfinished rear view. Its gleaming metal trims and castings, crystal clear areas of double strength glass and its ingenious use of light to focus attention on PE makes the Model "F" a merchandising display. The modern functional styling on the "F" with its clean, crisp lines and surfaces that STAY clean, sets a new term of juke box cabinetry. It will open many new locations, the profit and patron pleasing advantages of selective music.

The New "Miracle Finish" makes use of the selling impact of color to influence people's play and pay for music. This finish is one of the most durable wear and stain resistant materials conceived by the chemist's art. A swish of a damp cloth, a little soap and water restores the pristine brilliance of the surface.

Even before the "F" begins to play, it has an inescapable quality of attracting admiration, favorable comment and action. If a juke box was designed to get 10c play for operators everywhere the Model "F" is it.

MODELS TO MEET EVERY NEED

120, 80 and 40 Selections

Leading the new line is Model "F-120," the top music machine for all the top locations in the land. Plays 120 selections on 45 r.p.m. records.

The Model "F-80" plays 80 selections on 45 r.p.m. records. Has same SONORAMIC SOUND features as all "F" models. FULL RANGE high fidelity. Multiple horns. Distinctive, harmonizing colors that blend with any surroundings. The ideal juke box for the fast action spot where there is

less need for the extensive program of the "F-120."

The Model "F-40" plays 40 selections on 78 r.p.m. records. Has all the high style contemporary design of every unit in the line. Features SONORAMIC SOUND and multi-horn high fidelity throughout the FULL RANGE. Choice of 8 smart decorator colors. The only new juke box that can meet the needs of special installations calling for music generally available only on 78 r.p.m. records.

UNIQUE LEGEND CARD

EXPLAINS "F'S" HIGH FIDELITY

The A M I operator learns High Fidelity fast. He runs "F's," he knows them, and quickly grasps the "F" principles of superiority. The public naturally doesn't live, dream, sleep automatic music like the operator. But every patron, and possible patron, likes to get the facts—fast. So inside the showcase front of every "F" is placed this unique Legend

Card which gives the public a quick and complete understanding of the "F" brand of High Fidelity, explaining the miracle of its Multi Horn system and the revolutionary new Sonoramic Sound. Naturally, they crowd around the machine to get the pitch—right within easy coin's reach.

"Multi-Horn High Fidelity" is an exclusive AMI development for reproducing music of a quality and realism until now known only to the concert hall. This instrument incorporates the many high fidelity components essential to superior sound, but its use of horns makes possible the unique SONORAMIC SOUND that surrounds the listener.

The use of horns is universally accepted by audio scientists for exactly duplicating sound waves. Without horns, waves set in motion by the vibrations of loud-speaker diaphragms tend to dissipate, slur and build up unpleasant resonances. However, with exponential horns that expand in area proportionate to the distance from the loud-speaker diaphragms, sound waves are confined and grow to their original quality and magnitude without alteration of wave patterns. Faithful bass reproduction requires horns of great size that provide ample room for the slow vibrations of the lower frequencies to develop. AMI engineers have created such a bass horn and in-

geniously folded it into the lower portion of this cabinet. It is equivalent to nine 12-inch loud-speakers using the floor itself as an added extension to couple sound waves and surrounding air for optimum bass acoustics.

The treble horn is activated by a loud-speaker or "driver" diaphragm also. Unlike its bass counterpart, however, the size of the high frequency horn must be greatly restricted to avoid distortion and electronic exaggeration. High frequency waves vibrate rapidly and the instant response necessary to their high fidelity reproduction requires a diaphragm of extremely small diameter such as the 1-inch metal disk used in AMI's treble horn. This horn, flared to disperse music to all parts of the room, is located above the program panel at ear level. It faithfully reproduces the upper registers without the muffling from furniture and other normal room obstructions which seriously interfere with the efficient operation of low placed high frequency loud-speakers.

This unique legend card appears inside show-case front of every Model "F"

Advertisement

WITH MULTI-HORN WIDE RANGE SONORAMIC SOUND

YOU GET THE FEATURES YOU EXPECT... WHEN YOU GET AMI

FAST, ONE BUTTON PLAY • EYE-LEVEL PROGRAM • POCKET LEVEL COIN CHUTE • POPULARITY METER • POPULARITY METER • MAKE SELECTION LIGHT • NEEDLE BRUSH • HORIZONTAL PLAY • VERTICAL STORAGE • ADJACENT TITLES AND SELECTOR BUTTONS • SINGLE TONE ARM, SINGLE STYLUS • SINGLE POINT, POSITIVE ACTION SWITCHES • FEWER WORKING PARTS • SIMPLICITY OF DESIGN • WASHABLE INTERIOR TRIMS • EASY MOUNTING TO WALL BOX • CHANGEABLE PRICE OF PLAY CARDS • PARTS DESIGNED FOR JUKE BOX USE • FOOL-PROOF MECHANICAL ANNUNCIATOR • NO-STRIP REJECTOR • STURDY QUALITY LOCKS • CHOICE OF MODELS •

Plus all the following NEW developments operators have asked for to make tomorrow's Juke Box a reality today:

5 New Changes and Improvements in AMI Model "F"

We wish we had enough space in this announcement to describe each of the following new changes and improvements in full detail. But each of these new features, to be done complete justice, would require a full page of explanation all by itself! All we can do here is list these new "scoops" one by one and then ask operators to get the big story from their AMI distributor when they inspect the new "F" at his headquarters.

1	20	38
Multi-Horn High Fidelity	New Chain Carriage Drive	High Frequency "Roll-Off" Switch
2	21	39
Sonoramic Sound System	New Gear Motors	Step Type Switch Controls
3	22	40
Ear-Level Treble Horn	Front Grill Ventilation	Extendable Remote Control
4	23	41
Folded Bass Horn	Vermin Proof, Rat Repellant	Concealed Popularity Meter
5	24	42
Heavy Duty 12-in. Bass Driver	Full Width Title Strips	Lighted "Music" Emblem
6	25	43
8-in. Diam., Treble Driver	Program Classification	Pure Aluminum Trims
7	26	44
Cross Over Network	Audible Credit Take-Off	Service Light
8	27	45
High Output Amplifier	Double Strength Glass	Hinged, Swing-Out Selector Panel
9	28	46
Amplifier Controls	Heavy Zinc Die Castings	Entire Coin System Always at Hand
10	29	47
Featherweight Tone Arm	Heavy Duty Hardware	Stays Clean Longer
11	30	48
General Electric Cartridge	Automatic Cancel	Corrosion Resistant Parts
12	31	49
Transcription Turntable	Easy Switch Adjustments	Push-In Casters
13	32	50
Dependable Mechanism	Dust Protected Contacts	8 Exciting New Colors
14	33	51
Unmuffled Sound	Instantly Removable Turntable Cover	Rel-Var Color Guard
15	34	52
Pick-Up or Set-Down Noise	Rigidly Constructed Cabinets	Individual Lock Combinations
16	35	53
Long Life Ruggedized Tubes	One-Piece Cabinet Back	Facts on High Fidelity
17	36	54
Back Door Nuisance Ended	Convenient to Transport	Top Receipts Cash Box
18	37	55
Amount of Cabinet Convenience	No Loss of Middle Range	Quick-Disconnect Parts
19		
Jiffy Change Tone Arm Mounting		

"F" is a Revelation And a Revolution!"

"F" music is a revelation, full bodied, deep throated, crystal clear and inspiring—coming in a day of revolutionary demand for the best. It appeals to the young who know there's no style without fidelity, to music buyers of all ages who want their money's worth in terms of pleasantness. We know we're safe in saying it's the **pleasantest** automatic music ever offered the public. At last, ONE juke box has abandoned the out-moded baffle system of treating music from the speaker! The "F," with its revolutionary new Multi Horn system opens up the golden age of complete pleasure for the public and a wholly new standard of profit-making for operators.

For a Wide Variety of Location Installations

AMI Auxiliaries

New AMI Extension Speakers

These three new AMI wood enclosures and loud-speaker units are a triumph in acoustically engineering high fidelity loud-speakers of remarkable quality at a down-to-earth price every operator can afford. Each of the units, the finest in its price class, performs with amazing freedom from distortion and boom over a wide frequency range. Attractive metal grilles and decorative devices give identity to match installations.

AMI Corner Loud-speaker

An ingeniously designed, back-loaded enclosure for corner mounting at floor level or higher. Enclosure design and placement yield an extra octave of response in the low bass region. Comes in choice of "Miracle Finish" colors. Professional quality, extra wide range 8" dual cone, coaxial speaker with 1 lb. Alnico V magnet. Operates either on constant line voltage (70 v) or 8 or 500 ohm line. Six step switch type volume control. Entire unit 19½" high, 16" wide and 17" deep. Net weight, 20 lbs., shipping weight, 22 lbs.

volume control. Entire unit is 18¾" high, 17¾" wide, 9¾" deep. Net weight 17 lbs., shipping weight 19 lbs.

AMI Ceiling Loud-speaker

Here is a true, non-resonant infinite baffle ceiling loud-speaker and enclosure for high quality remote high fidelity reproduction. Enclosure is finished in neutral colors for attractive ceiling match. All metal, decorated grille. Professional quality 12" twin cone coaxial wide range speaker with 1 lb. Alnico magnet that fits into 7" or larger ceiling recess. Operates on either constant line voltage (70 v) or 8 or 500 ohm line. Six step switch type volume control. Entire unit including frame and recessed speaker is 21 13/16" high, 18¾" wide and 7½" deep. Net weight 17 lbs., shipping weight 18 lbs.

AMI Wall Loud-speaker

This new wall mounted AMI loud-speaker is a bass reflex enclosure using a special drilled baffle for controlled acoustical resistance and greatly improved extension speaker sound. Has exclusive AMI Diffuser Cone. Comes in choice of "Miracle Finish" colors. Heavy duty, wide range 8" PM speaker with large Alnico V magnet. Operates on either constant line voltage (70 v) or 8 or 500 ohm line. Six step switch type

Remote Loud-speaker Control

Volume may be adjusted at loud-speakers or by means of a remote control box should placement make adjustment at the speaker inconvenient. Remote Control available at slight additional cost.

AMI Hideaways 80 and 120 Selections

Adapted to continuous play or to selective play in connections with AMI Wall Boxes. Gives you a whole world of opportunity to secure locations which must have true High Fidelity quality. These Hideaways embody all the advancements for High Fidelity reproduction introduced by the new Model "F" tone arm, High Fidelity Amplifier, turntable and mechanism. Take up to 6 loud-speakers. Monitor Speaker in Unit. Variable Volume Control.

Ready to Serve Any Model "F" Location Need

Many alert operators know that the addition of wall boxes to an installation may add as much profit as another stop—at substantial savings in time and money. The AMI remote control box is designed to encourage play from every point in the location. It's a music merchandiser that multiplies sales and keeps the juke box playing. You bring in more money from more people in more places with an AMI Wall Box to supplement your AMI juke box and AMI Hideaway locations.

AMI WALL AND COUNTER BOXES • AMI BAR GRIP SIMPLE, PRECISION RECEIVER

Match Your High Fidelity Equipment With a Top Producing Wall Box!

Chicago

Communications to:
Ken Knauf
Central 6-8761

United Plant Ups
Working Staff . . .

Extended production lines are under way at the United Manufacturing Company Broadway plant. Joe Kus, superintendent of the plant, reports he has doubled his factory staff during the last 60 days.

At First Coin Machine Exchange, Joe Kline says he is having a tough time finding time to grab a sandwich during the business rush the firm has had during the last few weeks. Wally Finke just returned from two short road trips, getting good response on Chicago Coin's Holiday bowler and on target games. Sam Kolberg left Monday (11) for a week's trip thru Illinois.

Dick Savoie, Gilman, Ill., was more than welcome at First Coin Machine Exchange this week, when he showed up in the coffee room with two delicious apple pies his wife baked for the boys at First. Mel Finke, at First Distributors, just mailed out the 1955 wholesale merchandise catalog.

With Ken Sheldon hitting the road Friday (8), all the United Manufacturing Company roadmen are out visiting coinmen around the country.

Alfred and Dick Cole are heading a car-van of Cole Products Corporation sales and factory rep-

Vital Statistics Deaths

Carl P. Parrish, 59, hotel operator and pioneer in juke box and coin-operated radio and television thruout the Virginia-Carolina section, at Richmond, Va., October 1. Surviving are his widow, Mrs. Mamie Parrish; a son, Carl Parrish Jr., and a brother, P. L. Parrish, all of Richmond.

representatives to the NAMA meet in Washington. The new Cole "special" line of \$700-range cup machines is the firm's exhibit "flagship" this year.

Among those attending the NAMA show will be Sam Lewis, Genco Manufacturing & Sales Company, and Paul Huebsch, J. H. Keeney & Company.

Sam Wolberg and Sam Gensburg, Chicago Coin Machine Company, are pleased with the prospects of the new Flash Bowler, shipped to company distributors this week. (See separate story in Amusement Game section.)

Sam Stern, Williams Manufacturing Company, relates that reports from distributors indicate a surging demand for the new Super Jet Fighter gun game. The game keeps players busy shooting at flying jet targets.

Richmond, Va.

Communications to:
Ban Eddington
3-7290

Robert L. Apperson, of Charlottesville, was in Richmond loading new equipment for his routes. He reports business on the uptake.

Cigarette machine operation is picking up in Roanoke Rapids, N. C., according to J. T. Munchen, who also says that phonograph collections fell considerably during August and the first half of September with take increasing since that time.

R. C. Slate, Electric Phonograph Company, Emporia, is aggressively building up his business with the addition of new equipment.

Keith Wilkerson and Sandy Martin, of the Corley Company, were hosts to many coinmen at

COINMEN YOU KNOW

their booth at the Virginia State Fair. Soft drink venders did a land-office business and were the only coin-operated machines on the grounds. Excellent opportunity lost to cigarette, hot drink and sandwich venders.

H. B. Fowlkes, of Danville Music, has his coin machine service department now in the business of servicing television and radio sets.

R. C. Bragg and W. R. Barbour in town on a buying trip for their B & B Amusement Company. Coin row visitor E. L. Simmons, of Danville, reported business good in his territory. His competitors, Charles and Robert Jones, of Jones Radio Service, and C. B. Willis, of Crewe, were also in town.

Miami

Communications to:
Al Denny
83-3696

AMOA Bowling
Popular Pastime . . .

The AMOA Bowling League continues to generate unusual interest among local juke box and game operators. Roy Gullo, who is in charge of the league, points out that several of the league's team sponsors participate in the bowling. Included are Sam Taran, of Taran Distributing; Sammy Marino, of Marino Music; Ozzie Truppman, of Advance Music; Buster Anshell, of American Operating, and Harry Zimand, of Acme Music and Vending. A few of the teams are already sporting snappy shirts appropriately emblazoned with the sponsor's name.

Bob Norman, manager at Southern Music Company, made a one-day business trip to Havana where he called on the AMI distributor there, Miguel Arrabala. Norman

announced that Erasmo U. Ramos, formerly in charge of Southern Music's export department, is no longer connected with the company.

Over at Brooke Distributors, owner Mannie Brookmire reports that business is running well ahead of last year. The Decca and Coral distributor is busy filling orders for two new Coral hits—"Muskrat Ramble," by the McGuire Sisters, and "Hold My Hand," by Don Cornell. Another number popular in the juke boxes, says Brookmire, is Bill Haley's "Shake, Rattle and Roll."

Ken Willis, Bush Distributing Company, returned from a business trip along Florida's West Coast and Central Florida. He reports conditions excellent in the Tampa-St. Petersburg area. His wife, Evelyn, demonstrated her talent at gardening by growing six-inch beans only a couple of months after the Willises occupied their new home in West Miami.

Two new members admitted into AMOA membership at the September 30 meeting are Michael Kramer and Morris Diamond. Kramer bought a music route from Isadore Samet and Diamond purchased from North Dade Amusement Company.

In charge of arrangements for the AMOA annual banquet and dance to be held December 11 at the Saxony Hotel are Willie Blatt, Joe Mangone, Harold Carson and David Friedman. They report that ads are rolling in for the journal which this year is expected to be the largest yet.

Henry Stone was greeted effusively by his sidekick, Marvin Novak, when Stone returned from a seven-week talent scouting expedition with Syd Nathan, president of King Records. Stone said they signed up some talent for the subsidiary De Luxe label, for which he is a.&r. man.

Stone is raving about The Charms' recording of "Hearts of Stone" for De Luxe, which The Billboard spotlighted as a best bet. The same number, he adds, has been cut in hillbilly style for King Records by Louis Ennis. Another King disk which Novak believes will climb in the jukes is "Why Do I Wait," by Bill Robinson and The Quails.

Portland, Ore.

R. F. Jones, president of the R. F. Jones Company, and C. N. McMurdie, general manager, arrived from San Francisco headquarters recently for a three-day check of the territory served by the Portland office. They conferred with Dean McMurdie, manager of the Portland branch and brother of the general manager.

The coin machine industry was officially represented at the annual convention of the Oregon Licensed Beverage Association, held recently at Pendleton, Ore. Spokesman for game operators was William Goebel, president of Coin Machine Men of Oregon, and music operators were represented by Budge Wright, president of Oregon Music Association.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Chocolate-Coffee
Vending Take Up . . .

James Bowen, head of the local Kwik-Kafe, is trying to get enough hot chocolate-coffee venders to fill his orders. Cool weather has brought a boom to business, he says.

Norman Hayter, manager of the local Dr. Pepper-Tru Ade Distributing Company, believes that most venders in the area have over-estimated their profits from sales for 1954. Hayter's firm is enjoying a steady business, but collections are not up to expectations.

Sid Lotenberg, of Westway Vending, plans to attend the NAMA convention here next

month. Sid believes the show will be one of the best. Business at the firm is good.

Dick Zigler, of the Car Company, is out of town on business and pleasure.

The Northern Virginia Music Company, headed by Mrs. G. Sinclair, says business is picking up after a slight slow-down. Sinclairs are making last-minute repairs on their newly purchased farm and hope to move in soon.

Milwaukee

Communications to:
Benn Ollman
Uptown 3-6018

Game Sales In
Fall Spurt . . .

Carl Happel, Badger Novelty Company, reported lots of success in bottom half of September. Sales of games spurted, the Bally Jet taking the lead. Increase in trade-ins is noticeable this year, adds Happel, with season's windup of the tourist trade in the northern part of the State grinding coin machine play down half there.

Pat O'Malley is the new taking over the southern territory for Major Distributing Company line of Mercury Records. O'Malley makes his home in Trevor, Pa. Taking Bob Markwardt's place, the recent personnel switch at Major Distributing Company Larry Thomas. Thomas will cover the northern half of the State. Lives in Cedarburg, Wis.

The George Schroeder Company was looted by thieves this weekend. Missing from the music and games workshop, according to George Schroeder was a valuable tool grip containing a selection of highly prized special tools. Cost of the tools ran into the hundreds of dollars, says Schroeder, and it will be difficult to replace. Service work meanwhile, is being seriously hampered by the absence of equipment. New serviceman at the George Schroeder firm is Jim Hart, formerly with the Paster Distributing Company organization.

"Skokiaan" by the Four Ladies still on the top of the list among operator preferences, says Bill F. Columbia Records man here. The Morley-Murphy Company.

Harry Jacobs Sr., United, Inc., calls attention to the gratifying reception the new 1700 Wurlitzer are receiving from operators in Madison, Wis., area. Recent weeks have shown a boost in the number of installation of new Wurlitzers in the capital city's locations. Kindler, United, Inc., service expert, has been spending most of the week in Madison checking on location equipment for operators.

Interest in the new Magnec music system has been growing daily since the Vic Manhardt Company was granted the franchise according to Vic Manhardt. Operators from all over the State have been stopping by to look at floor model units and the outlook for the months ahead look bright, he adds.

Sam Cooper, back from the AMI distributor's showing at the Grand Rapids factory headquarters, reports that he is jubilant over sales prospects for the season ahead. Music and games sales, adds, have been holding up well the past couple of weeks. Making the trip to Grand Rapids with him to see the new model was the boss Herman Paster.

Don Thorn, Decca Records, spent several busy days making rounds of deejays and key shows with Connie Boswell. The visit was in behalf of a strong plug for the fast breaking disk of "If I Give My Heart to You," which is proving popular with juke box record buyers.

The downward trend recently in tavern traffic has bitten into coin machine receipts, according to operator, Clyde Nelson, of General Novelty. Clyde averred that perhaps a renewal of his subscription for The Billboard might be just the thing to spark some new ideas which could result in better coin box takes.

There's lots of activity at United, Inc. Vliet Street headquarters these days. According to (Continued on page 8)

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **VENDED CIG SALES** still down, but not as much as during first eight months, cigarette operators report. Unit sales still off 5 or 6 per cent compared with 7 and 8 per cent for first eight months. Some operators don't see per-unit level equal to average 1953 figure reached until well into 1955. (Page 87, The Billboard, October 9.)
- **JUKE BOX JINGLES** program outlined to manufacturers at special luncheon attended by manufacturers, Rodney Pantages, originator of proposal to put singing commercials on the nation's juke boxes, indicates a return Chicago visit to explain idea in detail. (Page 92, The Billboard, October 9.)

- **AMI OP SHOWINGS** scheduled to get underway October 10. Distributors report that second and third showings would follow within a week in neighboring cities. Complete line of auxiliary equipment also to be shown. AMI officials report shipments of the new phonograph pouring out to distributors for the first unveilings. (Page 92, The Billboard, October 9.)

- **N. Y. GAME PLAY UP 20%.** George Ponsler, head of the Associated Amusement Machine Operators of New York, reports shuffleboard collections running 20 to 25 per cent ahead of 1953. Prizes and tournament play cited as chief factors responsible. N. Y. operators switch gun games and shuffleboards to step up takes. (Page 98, The Billboard, October 9.)

- **JUKE ROYALTIES** backers suffer setback with death of Sen. Pat McCarran (D., Nev.). McCarran, one of the staunchest Hill advocates of legislation to extend copyright royalties to juke boxes, was sponsor of the Juke Box Royalty Bill. Sen. Estes Kefauver (D., Tenn.) is currently best known advocate of the box royalties legislation. (Page 92, The Billboard, October 9.)

IF YOU MISSED READING THE OCTOBER 9 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of
Leadership
in **Action**

REALLY RAKES IN THE MONEY



Operators all over the country report that the Wurlitzer 1700HF rakes in more cash than any other phonograph on their routes.

THERE ARE GOOD REASONS WHY

Brilliant cabinet styling with eye-catching color gets customers' attention. Fascinating action of the Carousel record changer holds it. Fool-proof, easy-vision program selector panel invites their play. Full high fidelity sound system reproduces the music the way they want to hear it, encourages repeat play.

Rake in more take on your route. Switch to the Wurlitzer 1700HF now.

**SEE IT-HEAR IT-BUY IT
AT YOUR WURLITZER DISTRIBUTOR**

THE HIGH EARNING, HIGH FIDELITY

Wurlitzer 1700HF

**TAKES THE MASK OFF
THE MUSIC**



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Established 1856

Supermarkets

are just one of your prospects when you can offer



the MAGNECORD SYSTEM
with RCA-Planned Background Music

PROFITS ARE YOURS...
when you offer the Magnecord System to business men. They all know about the money-saving benefits of Background Music... become your customers when you tell them how little the Magnecord System costs... how flexible, efficient and convenient it is. Get full details today... write Magnecord, Inc. at the address below.

OFFER THE MAGNECORD SYSTEM TO:

- Banks
 - Factories
 - Hotels
 - Restaurants
 - Retail Stores
- any firm with 10 or more workers.

MAGNECORD, inc.

Henry ("Heinie") T. Roberts,
Vice President and General Manager, Commercial Music Division
1101 S. Kilbourn Ave., Chicago 24, Ill.—Telephone: Van Buren 6-9301

PHONOGRAPH

Replacement Plastics

... Check these LOW PRICES!

A. M. I.	WURLITZER	ROCK-OLA
MODEL 1000 A Tops, l. or r. \$ 9.50 Centers l. or r. ... 16.50 Bottoms, ea. 7.60 B Dome 17.65 Centers, l. or r. ... 9.60 Bottoms, l. or r. ... 9.60 C Tops, l. or r. 11.25 Centers 5.65 Bottoms, ea. 6.75	MODEL 1250 Center Dome \$32.00 Dome Ends, ea. ... 6.10 MODEL 1400 Center Dome 13.80 Dome Ends, ea. ... 11.20 MODEL 1500 Center Dome 15.00 MODEL 1015 Top Corner, l. or r. 7.50 Lower Sides, ea. ... 5.50 Replace old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored \$7.75 Also available to fit Models 950, 850, 900, 750, 700, 600, 500.	Available to fit Models 1422-1426, 1428, 1432, 1434, 1436 and 1438. TERMS: 1/3 deposit, balance C.O.D. or S/D. Satisfaction guaranteed. All prices F.O.B. Chicago.

SEEBURG
Model 100C—Highly polished chrome tubes (replaces glass tubes). Set of 12 \$15.00
Model 144-147-148 Domes 15.95

MARVEL MFG. CO. 2845 W. Fullerton, Chicago 47, Illinois
Tel.: Dickens 2-2424

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

How Was Your Timing on . . .

"Papa Loves Mambo"

PERRY COMO
RCA VICTOR 20-5857

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a **Billboard BEST BUY**

SEPTEMBER 21, 1954

Title Strips Ready for Top Juke Profits

SEPTEMBER 21, 1954

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips)	\$ 9.00	70 (1400 strips)	\$29.00
30 (600 strips)	13.00	80 (1600 strips)	33.00
40 (800 strips)	17.00	90 (1800 strips)	36.00
50 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

Chi Ops See AMI Model

CHICAGO, Oct. 9.—Preparations for operator showings of the new AMI Model F were completed this week at the headquarters of Automatic Music, Mike Spagnola, general manager of the distributing firm, reported.

The showing will get under way at noon tomorrow (10) and continue thru the following day, Spagnola said.

Wallace Forms Disk Distrib in 3 States

RICHMOND, Va., Oct. 9.—A new independent record distributorship to serve Virginia and the Carolinas is being formed here by Sabel Wallace, former vice-president and traffic manager of Colonial Record Service, Inc., which handled Disc, Vox, Manor, Savoy, Regis, Bibletone, Four Star, Parade and the Musicraft lines.

The firm, Wallace Music Corporation, has not yet secured a warehouse location nor has it divulged which labels it will handle.

AMI Distribs

added to the tone arm. Uses single stylus—available in sapphire and diamond points.

The front of the cabinet swings open, exposing the entire inside mechanism. Service on location can be done in front of the machine. Side windows swing out, front window up, for service on record mechanism.

Push button credit take-off sound. Customers hear audible click when pressing selection.

"AMI Music" illuminated across the top of the machine. Star studded silver and gold effect, peak trim.

Push in casters. Casters are enclosed in molded aluminum legs to protect against bending of the caster shank.

Distributors will also have a complete line of auxiliary equipment on hand for the showings. The AMI speakers are available in the same colors as the phonograph.

There are three speakers. The corner speaker, measuring 19½ inches high, 16 wide and 17 deep (net weight is 20 pounds); the wall loudspeaker, measuring 18¾ inches high, 17½ wide and 9¾ deep (net weight, 17 pounds); and the ceiling speaker, measuring 21 13/16 inches high, 18¾ wide and 7½ deep (net weight, 17 pounds).

The AMI hideaway will also be displayed by distributors. The hideaway features all the advancements of the Model F in sound.

Phono Export

Continued from page 75

Rapidly, second-hand equipment into these export markets is becoming a minor factor.

As can be expected, because of high, tariffs and heavy government restrictions in some of the smaller countries, a handful of European and South American countries represent the bulk of the business.

According to figures released by the U. S. Department of Commerce, eight countries bought nearly two-thirds of the total volume.

Leading countries and their purchases for the first five months of this year were as follows: Western Germany (\$750,057), Venezuela (\$498,872), Mexico (\$460,265), Colombia (\$396,339), Canada (\$373,591), Belgium (\$304,402), Cuba (\$190,715) and Netherlands (\$134,665).

Editor's note: Official U. S. Department of Commerce figures have been compiled only thru May, 1954. Conservative trade estimates were made for June. (See accompanying chart.)

The past few years show the direction of the automatic phonograph export business. And linked with additional foreign distributor appointments and new and improved machines, every indication points to a continued growth.

AMOA Elections

Continued from page 75

Willie Levey. Keith Nelson is opposed for another term as secretary-treasurer, as is sergeant-at-arms Sammy Marino.

In the race for six places on the executive board and two seats as alternates are Maury Horwitz, Jack Kauffman, X. Zeveryly, Harry Zimand, David Friedman, Ray Hermitage, Cliff Deale, Al Miller, Harold Carson, Todd Mahoney and Murray Gross.

At the September 30 meeting, a progress report was made by Joe Mangone and Willie Blatt concerning plans for the forthcoming annual AMOA banquet and dance to be held December 11 at the Saxony Hotel, Miami Beach. It was announced that a cocktail party would be held in the Saxony's Cardinal Room from 6:30 to 7:30, immediately preceding the banquet and dance in the hotel's Pagoda Room. The tariff per couple for the entire evening will be \$30, Blatt said.

Who's Who

Continued from page 75

Dade County. He said that the route had been formerly called Commercial Music, owned by Jimmy Lowrance.

Another entering the coin machine business here this week was Joe Conley. Conley, Muncie, Ind., music operator, bought a 50-piece music route from Jay Hart, Broward County operator.

Art Gearhard, service manager of Advance Music, acquired a half interest in the Lauderdale Amusement Company, Fort Lauderdale, and thus became a partner of Dick Adams in the latter's route consisting of approximately 50 games.

Adding to the tempo of the brisk trading among local coinmen was Raoul Shapiro, formerly of Supreme Distributors, who purchased a number of music pieces from Willie Blatt and Lucky Skolnick, partners in Music Makers, Inc. The deal with Music Makers enabled Shapiro to establish his own route called Ray's Music.

Bender Group

Continued from page 75

were investigating the problem.

At the Cleveland hearing one music machine distributor, George George, testified that it was difficult to break into the field of music machine operation there since no one could buy fewer than five machines unless they already were operators in the business. Other witnesses testified that the Juke Box Operators' Association and the AFL Vending Machine Service Employees' Union tend to pinch out independents or to restrict the growth of their businesses.

Music TV Bo '55 Rock-Old

BOSTON, Oct. 9.—Music Television Corporation, New England Distributors of Rock-Old introduces the 1955 models to operators of New England at Sheraton-Plaza Hotel, Sunday.

Jerry Columbo, Music and vision president, said that Ola's new Tone-a-ramic High fidelity Phonographs will be played and made available at restaurants, cafes, ice cream shops and other locations in this area.

Healthy Outlook

Continued from page 75

Van Dusen operates a music consisting of about 135 local most of them located right in Edmonton.

Van Dusen explains one of the main differences between operation in the States and in Canada is type of location served. "In the States," he said, "the biggest of locations are taverns, in Canada they're restaurants."

Van Dusen believes in strong public relations and good will. He does something about both. He runs ads in the local papers, putting out the advantages of juke music. Every day he sponsors a local radio program of record music, informing listeners that same music is featured on the city's juke boxes.

To put automatic music where people want it is not always an easy job, Allan Pullmer, head of A. Pullmer & Company, Winnipeg, Man., Seeburg distributor, explained. He recently arranged to have machines flown 750 miles for Follett, Winnipeg operator. Seeburg on the machines is handled by a radio repairman located near town.

A big boon to the Canadian juke box business has been the reopening of new coal, iron and other mineral mines. Van Dusen said that population increase about 40 per cent because of these new settlements.

Surprisingly, Van Dusen said the increase in population has changed the operators' business habits considerably. The new operators, he explained, are mostly from the Western States and consequently prefer country and western music. "As a matter of fact," he added, "about 75 per cent of the music played now falls into the country category."

Another development aiding the coin machine business in Canada was the recent reduction in import duties on vending equipment. Van Dusen said that although the duties were not lowered, it is felt by operators that the action does the way for future reductions.

Certainly, the juke box business in Canada has climbed rapidly. And, from all indications, appears to be on its way to an even healthier growth.

13 Cities to See

Continued from page 75

Howard W. Robinson; S & K Distributing Company, Philadelphia; Al Katz; Seacoast Distributing Company, Elizabeth, N. J.; E. Stern, and Huey Distributing Company, New Orleans, Vincent M. Cello.

The introduction of the 120-selection now completes Rock-Old's 1955 line. Last August the firm introduced the 50-selection '55 model to operators throughout the country.

The new showings, although getting under way tomorrow (10) in some of the cities, will not really get rolling until next Tuesday, Wednesday (13-14), Kleuver said.

The new model features the same high fidelity sound improvements introduced in the 50-selection including a seven-inch tangential "Tweeter" speaker reproducing the high notes and a 12-inch circular speaker for bass tones. The 120 plays 45 r.p.m. discs exclusively.

Other distributor showings are expected to follow in the coming weeks. Many distributors show the new model this week are expected to hold similar events in neighboring cities next week well.

Troit Ops Meet, Plan Switch to Dime Play

TROIT, Oct. 9.—Members of the United Music Operators of Michigan may soon switch from nickel to dime play as a result of a vote taken Monday (4) in a meeting at the Fort Wayne Hotel. Discussion was held earlier in an executive board meeting. At a membership meeting, only six affirmative votes were cast. Formalizing of procedure for a changeover is to be made at a meeting of the UMO October 17. Contributors were asked about buying new model machines at nickel chutes. Those present included Joseph Brilliant, Brilliant Music Company; Tony S. Miller-Newmark Distributing Company; Carl Angott, Angott Vending Company, and Lou Sh, Music Systems, Inc. Distributors promised an early check of their respective favorites on the problem. Detailed plans for working out necessary costs of the changeover and for a publicity program to acquaint the public with the change are to be presented in the next 18 meeting by conciliator Roy Small. Guests present at the meeting included the father and son team of Burgundy Records—Fred Sutcliffe, representative of the company, and his son Art, general manager. "Sunshine Committee" for a publicity project was appointed, with Harvey Gilbert as chairman. Committee members appointed were Tony Vance, Frank All-Sam Sapienza, and Jim S. Announcements were made of the buying of new model phonographs on Sunday (10) by Tony S. Miller-Newmark Distributing Company, AMI and by Joseph Angott, Brilliant Music Company, Okla. Irving Ackerman, former coin machine operator and legal counsel, a number of music and coin machine organizations, gave a short talk on intra-industry co-operation.

He praised Roy Small for his extensive background of knowledge of the music business and his ability to give the new organization the leadership which it needs. Plans for a Junior Achievement program to tie in with the long-range public service objectives of the music business were presented by Conciliator Small and unanimously adopted by the UMO members. Based upon an original suggestion by Jim Jeffrey, head of Jeff's Music and vice-president of the organization, the UMO plans to give juke boxes, plus record service, to clubs, recreation centers, schools, churches and similar institutions for the benefit of teen-agers. The entire expense of both furnishing and maintaining the boxes is to be supported by the UMO. Carl Angott, Lou Nemesh, Joseph Brilliant, Tony Sanders and Art Sauve, volunteered to provide the phonographs. The total juke box Junior Achievement program planned is an ambitious one, including: 1. The organization of talent programs for teen-agers to encourage the development of new talent. Admission is to be free, with voluntary contributions donated by the audience. To present the programs properly, a joint committee including newspaper, radio, school and club representatives is to be organized. Proceeds of the collection will be used to provide local recreational facilities for teen-agers. 2. An elimination contest, with winners decided by audience applause. Winners in the individual group or neighborhood contest will compete on a planned program, with two runoff finalists selected at these events. 3. Interviews of winners on radio and television by disk jockeys. Winning talent will provide entertainment in veterans' hospitals. Radio broadcasts for these shows are planned, with an appeal to listeners to send donations direct to the hospital committee. 4. Some of the better talent un-

COINMEN YOU KNOW

Continued from page 78

Harry Jacobs Sr., the bustling appearance is due to the increasing number of music operators who are placing orders for the new Wurlitzer 1700 machine. Stopins this week, to look and place orders, included: Otto Hadrian, Carl Klein, George Schroeder, Danny Cisco, Milton Wudtke, Bert Leisch and Sam Hastings, all of Milwaukee. More United, Inc., visitors were out-of-towners: Ben Ludwig, and Val Andreas, Oshkosh; Lou Albafonte, of Kenosha, and James Hubbell, of Manistique, Mich. James Hubbell informs that he is currently installing a nice line-up of new music and games equipment in one of the outstanding lounge-restaurants in Manistique, Mich. **Richmond, Va.** Communications to: Ban Eddington 3-7290 Music Takes Up With Fall Trade . . . Music business in this section is picking up, according to most operators, due to the end of the resort and beach season. Other ops say the pick-up is due to the return to school of the teen-agers, while a number of the boys report a vast upsurge in rentals. Whatever the real reason, coin box take is way ahead of last month. Sandy Martin, Corley Music Company, is back on the job after covered thru this program will be used on television and radio shows. At least two of the winners, carefully selected, are to be given special training in preparation for an appearance on one of the national amateur hours. "Many representatives of big business, such as the Ford Motor Company and the J. L. Hudson Company, are sponsors of programs of Junior Achievement," Small said. This unique organization for youth co-operation now has 12 club buildings in Southeastern Michigan. Co-operation from radio has been assured by Larry Gentile of WJBK and Austin Grant of CKLW. Active planning for UMO is being handled by Frank Antaya and Tony Vance.

a brief hospitalization. Keith Wilkinson subbed during his absence. Van Ferguson has reopened his establishment, now located at 14th and Main. Jack Lourie, Lourie Music Company, weekended for a much needed rest. Victor Popcorn Company, celebrating its first local anniversary, reports vending biz up. E. L. Simmons, Danville operator, was in to inspect new music and shuffles. Says "Annie Had a Baby" (Federal) is getting plenty of plays. Calamos Vending Company, Fredricksburg, has a large expansion program for the fall, according to proxy George Calamos. Abraham Deep, long-time Richmond real estate dealer and restaurant owner, mulling the idea of buying a well established route of all types of machines. Visitor along coin machine row was Owen Hillman, Norfolk, locking over equipment for his new location. Jimmy Haney, Haney Music, Fredricksburg, reports grosses higher than the first eight months last year. E. L. Simmons, of Danville, inspecting new phono models and shuffles. Major Pardue, Virginia Beach operator, was visited recently by his sister, Sarah Millner. Gary Harris, also of the Beach, is busy moving his equipment from resort locations to inland spots for winter operations. Philip Sakein will be general manager of the newly renovated and redecorated Richmond Inn in the Richmond Hotel and has already installed new Rock-Ola music, including 24 wallboxes. Spot was once owned by Jack Dempsey and Walter Kirsh. E. W. Harvey, of Kilmahock on Virginia's Northern Neck, is revamping his vending and music routes. Sam Pillman, Ahsokie, N. C., operator, was in town picking up new equipment he purchased after a trade showing in Norfolk recently. Word was received of the death

of George Stath in Washington on September 16. Stath was a former operator at Hopewell. Mike Calabrese, formerly with George's Music, is now connected with the Earl Hotel. Eddie Dabash is opening in his new location on West Grace Street. Richard Poreau visited from Hopewell. Margaret Tagney was in Fort Lee General Hospital for a check-up. Visitors along Richmond's coin row included O. L. Etheridge and Charlottesville's W. C. Connell. R. C. Slate, of Electric Phonograph Company, Emporia, was in town on a record-buying trip. Reports say McGuire Sisters' "Muskrat Ramble" (Coral) already on the upswing. E. R. Bassett, Mathews operator, says the season was fine in the "fishing" part of Virginia and that he looks for no let-up in fall collections. Carter Northington, of F & N Novelty Company, South Hill, in on a buying trip. Pete Corry is continually expanding his already large music route. Bill Eddington returned to Blue Ridge School, Charlottesville. C. E. Morse reports collections up over this period a year ago. **Pittsburgh** Communications to: Leon Leffingwell Walnut 1-0102 Gum Vending Hit by Strike . . . Truckers' strike reportedly is badly hampering shipments of chewing gum for vending machines. One vending operator reported that because of lack of shipments from the East he was practically without inventory. **EXPERIENCED MUSIC SALESMEN WANTED** Very large distributor of leading music manufacturer wants experienced man. Must travel. Excellent opportunity. Write in confidence to BOX #955, The Billboard 1564 Broadway New York 36

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the occurrence is indicated in parentheses. Where quantity discounts are advertised, as in case of bulk vendors, only the single machine price is listed. Any price obviously based on condition of the equipment, age, time on location, territory and other factors.

	Issue of Oct. 9	Issue of Oct. 2	Issue of Sept. 25	Issue of Sept. 18
A	\$129.00 225.00	\$129.00 225.00	\$129.00 150.00	\$129.00 150.00
C	275.00		225.00	
D-40	329.00	329.00	329.00 475.00	329.00
D-80	469.00 475.00	469.00	469.00	
IS				
ation	240.00	240.00	240.00	240.00
S				
ation	150.00 175.00	150.00 175.00	150.00 175.00	175.00
K-OLA				
la Fireball	345.00	395.00		
.....			75.00	
.....			75.00	
.....	175.00	175.00		
.....	325.00	325.00	325.00	325.00
Fireball 45 RPM	395.00	375.00 395.00	395.00	395.00
URG				
D-A (78 RPM)			475.00	
D-B			495.00	
D-C			695.00	
.....	99.00	99.00	69.50 99.00	99.00
Hideaway			69.50	
Hideaway	119.00	119.00	69.50 119.00	119.00
.....			69.50	
.....	79.50			55.00
.....	149.00	149.00	149.00	149.00
ML	169.00	169.00	169.00	169.00
LITZER				
.....	49.50			
.....	49.50		59.00	
.....	74.50 89.50	89.50 125.00	79.50 110.00	125.00
.....	125.00		125.00	
Hideaway			89.50	
.....	94.50 99.00	99.00	99.00	99.00
.....	175.00 209.50	225.00	175.00(2)	180.00 225.00
.....	225.00		225.00	
.....	159.00	159.00	159.00	159.00
.....	234.50 265.00	265.00	249.00 265.00	265.00
.....	175.00			150.00
Hideaway				
.....	375.00 384.50		395.00	



Coin Exports Near \$6 Million In First 5 Months, Hit New \$ High

CHICAGO, Oct. 9.—Exports of coin-operated amusement games, automatic phonographs, and vending machines has doubled in two years, reaching a total of nearly \$6 million for the first five months of 1954.

U. S. Department of Commerce figures show that in 1952 coin machine exports did not reach that high mark until the first 10 months of the year. The total in 1953

hit \$11,370,188, setting a new record.

This year the total promises to reach \$14 million.

In the first five months of this year 26,377 units were shipped to more than 45 different foreign markets for a volume of \$5,920,198.

Music machine exports led the field, hitting a new high of 7,955 units for a \$3,938,677 volume.

Amusement game shipments

dropped off from last year's total of \$1,671,373 in the first five months, to \$1,392,954 this year. The number of games dropped from 12,345 to 10,200, but are still well ahead of 1952, when 7,675 games were shipped for a \$878,128 volume.

Vending machine exports jumped to \$588,387, on a total number of 8,224 units.

(Continued on page 85)

Sees Ripe Export Future in Europe

Game Demand High in France, Italy, Spain, Tho Restrictions Hobble Growth

NEW YORK, Oct. 9.—The future looks bright for operators and U. S. firms looking ahead to coin-operated amusement game export business in Western Europe, but current trade restrictions in France, Italy and Spain has hampered present growth in these countries. That's the opinion of Suren Fesdjian, head of the Mondial Commercial Corporation, a local firm specializing in importing European games to the U. S. and exporting American games to Europe.

Fesdjian, who returned recently from a six-week trip to his native France, with side tour to Italy and Spain, based this appraisal on the current trade restrictions which have curtailed sharply the U. S. coin machine exports to these countries, and the immense demand at the consumer and operator level for American games—a demand which, he believes will eventually be fulfilled.

The export situation is tightest in France, where virtually no U. S. coin machines have been shipped this year. Last year it was possible for U. S. manufacturers and exporters to sell machines in that

country by means of a complete trade agreement, whereby surpluses in French sales to U. S. could be used for the purchase of the equipment. Now agreements are illegal.

Special Licenses

The only way U. S. coin machine manufacturers can now sell (Continued on page 85)

Coin Machine Exports

January-May, 1954*

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	791	\$ 382,381	3,611	\$ 664,576	4,606	\$484,123	9,038	\$1,531,080
West Germany	1,040	750,057	101	8,631	25	5,300	1,136	763,988
Venezuela	748	498,872	477	116,857	582	28,780	1,707	644,509
Mexico	1,003	471,635	348	46,806	717	12,951	2,068	531,392
Belgium	1,007	384,402	1,137	65,638	1,300	10,680	3,441	460,720
Colombia	1,049	396,339	911	51,439	2	1,180	1,962	448,958
Cuba	436	190,715	184	18,460	231	2,997	851	212,172
France	272	162,028	149	46,980	421	209,008
Netherlands	470	134,665	466	28,719	936	163,384
Japan	84	52,266	344	102,976	428	155,242
Salvador	154	91,613	7	2,884	14	7,403	175	101,900
Panama	74	47,628	435	32,441	4	2,034	513	82,133
Switzerland	108	68,955	57	10,740	165	79,695
Fr. Morocco	43	20,279	172	41,303	215	61,582
Philippine Republic	76	40,414	44	11,301	120	51,715
Nicaragua	73	44,356	73	44,356
Peru	104	36,438	41	3,716	145	40,154
Guatemala	60	38,425	60	38,425
Dominican Republic	37	23,301	20	6,456	57	29,757
Honduras	44	19,343	17	4,359	61	23,702
Italy	7	3,011	106	11,565	4	6,140	117	20,716
United Kingdom	9	10,469	23	3,351	32	13,823
Sweden	1	555	309	13,810	306	13,020
New Zealand	250	11,687	250	11,687
Costa Rica	16	11,100	2	882	2	768	20	12,759
Korean Rep.	16	5,670	357	7,655	373	13,325
Br. Malaya	90	11,125	90	11,125
Panama Canal Zone	23	8,105	23	8,105
Tangier	70	15,444	70	15,444
Netherlands Antilles	6	4,033	2	1,500	8	5,533
Hong Kong	18	2,997	18	2,997
Kuwait	10	2,697	10	2,697
Norway	3	1,966	3	1,966
Saudi Arabia	1	900	3	999	4	1,899
Ireland	3	1,020	3	1,020
Angola	5	1,015	5	1,015
Lebanon	22	2,255	22	2,255
Portugal	91	2,619	91	2,619
Iceland	2	1,150	2	1,150
Libya	3	1,725	3	1,725
Mozambique	4	1,800	8	1,580	12	3,380
Ecuador	2	845	2	845
Denmark	5	700	5	700
Belgian Congo	1	585	1	585
Other Countries	30	18,900	171	19,865	680	18,210	981	56,975
TOTALS	7,955	\$3,938,677	10,200	\$1,392,954	8,224	\$588,387	26,377	\$5,920,198

* Official U. S. Department of Commerce figures released to date for first five months of 1954 only.

Amusement Games Exports

Leading Countries

January-May*

1952-1954

Country	1954		1953		1952	
	No.	Value	No.	Value	No.	Value
Canada	3,611	\$ 664,576	4,092	\$ 737,315	3,125	\$437,379
Venezuela	477	116,857	458	124,730	17	6,155
Japan	344	102,976	619	205,616	430	108,307
Belgium	1,137	65,638	1,611	46,777	604	50,172
France	149	46,980	2,744	235,925	690	53,162
Mexico	348	46,806	58	6,855	16	6,697
Fr. Morocco	172	41,303	77	11,692
Panama	435	32,441	13	1,119
Netherlands	466	28,719	302	15,971	226	17,456
Cuba	184	18,460	334	47,865	26	3,080
Sweden	305	12,465	100	4,000
New Zealand	250	11,687	435	20,010
Italy	106	11,565	37	4,544
Phil. Rep.	44	11,301	79	13,295	6	516
Br. Malaya	90	11,125
Switzerland	57	10,740	606	114,202	255	47,833
Canal Zone	16	5,965	29	8,505
Honduras	17	4,359
Other Countries	1,947	349,266	751	72,951	1,680	147,371
TOTALS	10,200	\$1,392,954	12,345	\$1,671,373	7,075	\$878,128

* Official United States Department of Commerce figures released to date on first five months of 1954, only.

Rumor New Genco Gun

CHICAGO, Oct. 9.—There are rumors within the trade that Genco Manufacturing & Sales Co. may be preparing a new version of the coin-operated rifle game.

Reports that a new gun completely different features will hit the market soon were not corroborated by Genco officials.

Genco has been in production of the Rifle Gallery, a rifle unit featuring a .22 rifle and moving targets, since June.

A YOUNG MARKET

Canadian Coin Exports Boom

By HARRY ALLEN JR.

TORONTO, Oct. 9.—The coin machine business in Canada is growing by leaps and bounds. This despite the sour taste left in the mouths of many by blue-sky promoters who saw here a virgin territory to exploit.

There are many new entrants in the coin machine field, despite the aftermaths of the blue-sky business. They are sincere business people seeking an honest way of making a living, and their numbers are increasing.

Most of the sales of coin machines in this country are those manufactured south of the border. A limited amount of domestic production has begun in the coin machine field, and more is planned.

Local Output

Little of the local production is a duplication of American-produced machines; rather it is home-grown. The designs naturally enough are adapted from other machines already in the field.

The vending field has reflected the strongest increase. Riding in on the wave of vending machine growth have been operators in the games and juke box field. (For report on vending growth in Canada, see vending section.)

Who are in the line-up seeking a share of the Canadian coin ma-

chine dollar? The sources in U. S. are wide and varied. There are distributors in Canada, as well as in the following:

Juke boxes: There are several major distributing companies in Eastern Canada. R. C. Gilchrist Company, Ltd., Toronto, handles the Seeburg line, while Siegel Distributing Company, Ltd., Toronto, is responsible for the Wurlitzer line, and Laniel Amusement Company, Montreal, picks up most of the AMI product. Other distributors come into Eastern Canada.

Four Vender Firms Sign For IPA Meet

CHICAGO, Oct. 9.—At its annual convention, International Popcorn Association—which succeeded the National Association of Popcorn Manufacturers last October—will host at least four vendors at the Conrad Hotel October 31-November 4.

The vending firms scheduled to exhibit at the IPA show are American Inc.; Cole Products Corporation; Jo-Lo Perfumatic Dispenser, Inc.

Bally Schools Tour Nation During Month

CHICAGO, Oct. 9.—Bally Manufacturing Company announced this week that service schools would be conducted for operators and servicemen in five cities in the next two weeks.

The schools, under the direction of Paul Calamari, Bob Breither and Henry (Brownie) Brown, of the Bally engineering staff, will be held in Great Falls, Mont.; Spokane and Seattle, Wash.; Portland, Ore., and New Orleans.

Since mid-September, Bally schools have been conducted in nine other cities, and the new schedule will complete a nation-

wide service for operators and servicemen.

School Sessions

Schools have been conducted recently in Baltimore, Mont.; Quebec, Springfield, Mass.; Burlington, Vt.; Hartford, Conn.; Cleveland; Erie, Pa.; East St. Louis, Ill., and Louisville.

Calamari and Breither will be heading to the Pacific Northwest to conduct schools sponsored by Dunis Distributing Company.

die Morrison and Johnny Michalski of the Dunis organization, will be hosts at the schools to be held in (Continued on page 85)

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Table listing amusement games with columns for Issue of Oct. 9, Issue of Oct. 2, Issue of Sept. 25, and Issue of Sept. 18. Includes titles like Sally (Chicago Coin), Stardust (United), and various other models.

Table listing coin machines with columns for Issue of Oct. 9, Issue of Oct. 2, Issue of Sept. 25, and Issue of Sept. 18. Includes titles like Sally (Chicago Coin), Stardust (United), and various other models.

NEW-RECONDITIONED METAL TYPER MACHINES. We Carry a Complete Line of Parts in Stock. WRITE FOR PRICES. NOW! Buy Your Aluminum Discs in Rolls of 100. STANDARD METAL TYPER CO. 1318 N. Western Ave., Chicago 22, Ill.

PARTS FOR JUKE BOXES and SHUFFLE ALLEYS. WRITE FOR YOUR FREE COPY OF OUR PARTS CATALOG. AACON INDUSTRIES, INC. 2303 Coney Island Avenue Brooklyn 23, New York. GIVE TO DAMON RUNYON CANCER FUND

THE MARKET PLACE for the COIN MACHINE INDUSTRY. The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING. ADVERTISING RATES. REGULAR CLASSIFIED ADS. DISPLAY CLASSIFIED ADS. IMPORTANT INFORMATION. ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J.

Help Wanted

WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill.

Parts, Supplies & Services

CLOSE OUT! 1300 COIN DEVICES. Brand New: Adaptable for Washing Machines, Radios, Television and many other uses. Original cost \$12.00. Make us an offer. Sample \$3.00. MACKLEY 524 West Broadway, New York 12, N. Y.

COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City.

PANEL LAMPS AND TUBES—TO 80% off; made in U. S. A. Panel Lamps, types 44, 47 and 46, \$5.25 per 100, \$49.50 per 1000; types 51 and 55, \$4.50 per 100, \$42.50 per 1000. Popular types tubes: 5U4, 6X4, 6X5, 6X6, 6X7, 6X8, 6V6, 7B7, 6L6GA, \$1.25; 6SK7, 75; 8SQ7, 65. All items top brand, fully guaranteed. We ship c.o.d., f.o.b. Providence. Free catalog, Radio-TV parts. Duro Electronics, 78 Atwell Ave., Providence, R. I.

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOCUS 7-1448.

STAMP MACHINE FOLDERS DIRECT from our factory; low prices. Braun Mfg., 171 E. 92d St., New York, N. Y. oc16

Routes for Sale

BALL GUM-CHARM ROUTE-SALE—OVER 600 Victor, Acorn, Northwestern, 60 stands, Augusta, Savannah and Charleston area. Price \$16,000 1/2 down. For more information contact Box M88, The Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL 2952 Milwaukee Ave. Chicago 18, Ill.

ADVANCE 25¢ MACHINE, \$15—ROCK BOTTOM; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. oc16

CIGARETTE MACHINES — COUNTER model, \$22.50 each. Floor models: \$35 each. All quarter operation. Candy Bar Machines, U-Select-It, 72 bar, \$20 each; 74 bar, \$25 each. Staller Cookie Machines, \$15 each. For real low prices, Harris Vending, 2717 N. Park Ave., Phila, Pa.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders, 21F's, Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES Dept. B-10, 4307 W. Lawrence Av., Chicago 30

CLOSE OUT—1¢ MASTER BALL GUM AND Confection Vendors: 1 thru 10, \$5.99; 11 thru 20, \$5.25; 21 up, \$5. One-third deposit, balance c.o.d. Paul Thomas, P. O. Box 1771, Jackson, Miss.

MADAM ZUELLA DISPENSES GRAND-mother cards. Attractive action, \$375. One Panoram sound movie, \$175; perfect condition. Chester Mathes, 119 South Broadway, White Plains, N. Y.

WILL TRADE OR SELL

GENCO TWO-PLAYER BASKETBALLS (with or without free play) GENCO SKY GUNNERS GENCO SKEE BALLS, 9 & 12 FT. All equipment brand new, will trade for late shuffle alleys or will sell outright. MILLER NEWMARK DIST. CO. 5743 Grand River Ave., Detroit 8, Mich. Phone Ty. 8-2230

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. ct

COIN OPERATED PIANOS AND OTHER coin operated musical devices wanted; top prices paid. Music rolls, catalogues, and instruction books for above also purchased. Write B. Shirar, 1450 Van Ness Avenue, San Francisco, Calif. no6

WANTED—JUKE BOX-GAME ROUTE located in or near New England section of country. Box M-87, c/o Billboard, Cincinnati 22, Ohio. oc23

USE THIS HANDY FORM TODAY. Forms close Thursday for the following week's issue. Please use pencil when filling in this form. 1. Clip your ad to this form. 2. Check classification you want your ad to appear under. 3. Check whether you want Regular or Display Classified. 4. Count all words, then enclose check or money order. The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio. Please insert my ad in "Market Place" and run as indicated below: Next 6 issues, Next 4 issues, Next 3 issues, Next issue only. Payment enclosed. Name, Address, City, Zone, State.

NEW golden-palomino horse
NEW rigid steel base
NEW flashy colorful cabinet

THE CHAMPION



- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

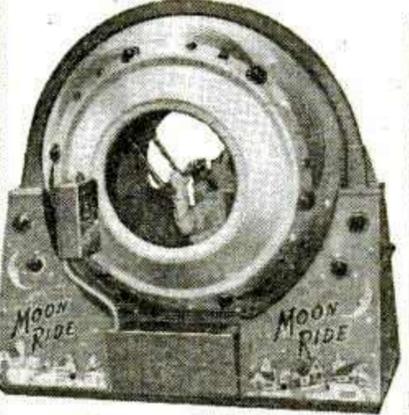
10¢
A RIDE

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT
A. C.

RIDE
THE CHAMPION
10¢

Bally MOON-RIDE FASTEST MONEY-MAKER EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round
Cockpit Swings Back and Forth, Up and Down



- FLASHY EYE-APPEAL**
Silver metal, blue base, flashing lights, fast and correct play by coin operation.
- SPACE-GUN SOUND-EFFECTS**
- POSITIVELY SAFE**
ADJUSTABLE RIDE-TIME
- ALL-METAL CONSTRUCTION**
- NATIONAL COIN-MECHANISM**
16 IN. BY 27 IN. BY 22 IN. HIGH
RETRACTABLE CASTERS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

SERVING THE FOUR POINTS OF THE COMPASS Neighbory World-Renowned Experienced Specialized

FEATURED SPECIALS

BRAND NEW at Close-Out Prices	BIG FAVORITES in the Foreign Fields
Exhibit Shooting Gallery \$450.00	Shoot-the-Bear \$195.00
Genco Winner 325.00	Exhibit Dale Gun 95.00
Exhibit Western Gun 185.00	Genco Sky Gunner 195.00
Exhibit Space Gun 195.00	Chico Pistol 95.00
Air Football 395.00	Seeburg Chicken Sam 110.00
Air Hockey 395.00	Muto, Skyfighter 145.00
Photomatic Motion Picture	Exhibit Jet Shooter 145.00
Fortune Telling	Exhibit Gun Patrol 145.00
Strength Testing	Bally Rapid Fire 125.00
Ball Games, automatic & manual	Keeney Submarine 95.00
Music Voice-o-Graph	Keeney Anti-Aircraft 75.00
Still Viewers	Periscope 95.00
Character Reading	Pokerlino, new \$329.50; used 125.00
Athletic	Midget Movies, new \$295.00; used 195.00
Kiddie Rides	Scientific Q-Ball 175.00

Catalog illustrating and pricing these, along with a couple hundred other coin-operated machines and parts & supplies—free on request.

MIREMUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
42 YEARS SERVICE • EST. 1912

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Commerce Secretary Hails Even Venders

Continued from page 69

"I am told that the volume of sales of your industry during the past eight years has increased twice as rapidly as has the total of retail sales. Certainly with this record you can look forward to a much greater achievement.

Recent increases in the production of basic raw materials, expansion in industrial capacity, and rapid developments in scientific and technological processes—stimulated by defense production—all have helped make possible levels of output that were inconceivable a decade ago. But much of this increased productivity has of necessity been directed into war and defense activities, rather than toward the peacetime market.

"If in the years which lie ahead we can help to create a world in which the bulk of all productive power can be directed toward the peacetime needs of all people, we can achieve a standard of living

with dimensions we cannot now even visualize.

"Some conversion of defense production facilities is already under way. Today a larger share of our total output is going into the civilian market than was true a year ago. In achieving the full utilization of present productivity, and in developing future expansion of capacity, distribution must play an increasingly significant role. Perhaps it is not too much to say that distribution holds the key to this great future. I, for one, believe that the achievements of distribution in the past indicate that we will fully meet this challenge in the future.

"The American market, with its diverse institutions, functions and processes is truly a unique and phenomenal development. The multitude of channels and outlets, as well as the variety and complexity of methods and techniques, could only evolve as a result of the ingenuities of the many millions of men and women who serve it, motivated primarily by the incentives of gain in a competitive endeavor. No individual or group of men, however brilliant, could ever devise on paper a system so expansive, so flexible and so effective in reacting to the desires of consumers whose choice and action guide this evolution.

"In the development and growth of our economy the distribution function has steadily become a proportionately larger segment with a correspondingly greater significance. The continuous expansion of the market, necessary to absorb large-scale output, the ever increasing variety of products and brands, made possible by a rising standard of living, and the addition of more and more related services and conveniences, demanded by consumers, all have added to the costs incurred and the values added by distribution. As a result distribution has today become the largest single segment of our economy, whether measured in terms of gross national product created, employment provided, or the per cent of retail price represented. This means that both the opportunity and the responsibility for reducing costs thru increased efficiency in distribution are greater than ever before."

NEW TREND

Ore. Coffee Ops Turn to Gas Stations

PORTLAND, Ore., Oct. 9.—Coffee operators, in their quest for new locations, have turned to the automobile service-station field here. Success of the experiment, however, has been spotty.

Jack Bennion, of Kwik-Kafe Service, reports that locations in all-night service stations gross well but that volume is slow in building up in run-of-the-mill stations. Bennion said also results of coffee vending in motels had been only fair.

Business less than expected in service stations has been a little surprising to the trade, as many motorists prefer to break their travel with coffee rather than with a cold drink. "Where's the closest coffee?" is a frequent question of the driver pulling up for a tankful of gas.

Feeling in the trade is that it is the motorist on a long trip most interested in a hot drink rather than the city driver. These relatively remote locations also give rise to a problem in servicing that can not be met as efficiently as in more populous areas.

"We are still trying to develop the field, tho," said Bennion.

Penny King Sets Bracelet Charms

PITTSBURGH, Oct. 9.—A new bracelet section charm is being marketed by Penny King Company. Designed to stimulate repeat purchases, the individual sections of a jewel bracelet set in plated frames are packaged in separate capsules. Two jump rings are included so that the customer can assemble a complete bracelet to size. Generally, eight sections make a complete bracelet.

The bracelet comes in three series: 3-D, alphabet and clear or opaque jewels in various colors.

The series is available for capsule vending only at present.

NATD Western

Continued from page 69

dresses by Arthur Kofsky, president of the Standard Cigar Company, Los Angeles, and Richard C. Pinney, former NATD president, of the H. E. Shaw Company, Worcester, Mass. An address by Joseph Kolodny, managing director of NATD, with comments by nine industry leaders, is also planned.

Sales Training

Kolodny will speak at the young executives breakfast the final day, followed by a sales training seminar, with Frank E. Gilman, G&H Distributors, Seattle, presiding, and four top industry figures participating, with Kolodny acting as moderator.

The meet winds up with a grand banquet.

No. American Offers Two Coffee Models

CHICAGO, Oct. 9.—A new 700-cup coffee vender, announced last month by a newly organized firm, North American Vending Sales Corporation, will be made available in two models, one for coffee and one for coffee and hot chocolate, it was learned this week.

The coffee unit only lists at \$650 f.o.b. Detroit, the coffee and hot chocolate unit, \$525.

Called the Koffee Klub, the machine is equipped with a National coin changer and cup dispenser. It uses dry ingredients, can vend either hot or cold cups.

The firm plans to premiere the unit at the National Automatic Merchandising Association convention next month.

North American is headed by Howard B. Kirk, president, and Charles F. Anspach, secretary-treasurer, partners in the A & K Coffee Vending Company.

Calif. Joins ADA, 44th State In

MODESTO, Calif., Oct. 9.—California became the 44th State to join the American Dairy Association.

The American Dairy Association of California was formed, when 250 State dairymen met here September 16. The State-wide meeting was called by a steering committee headed by Carl Swanson, Turlock dairy farmer.

A 17-member temporary board of directors, all active dairy farmers, was elected. This board will

Even Venders Won't Accept Wooden Nick

Continued from page 1

method of slugging occurred in Chicago back in the days of operated gas meters. Old time the coin machine business st about the case of the va slugs.

A gas company collector reported that altho there had no noticeable decline in the of gas being used in one stops, the collection box ways empty—not even slugs to be found.

Month after month, the collector would enter the basement, find gas flowing thru the meter and collection box empty. Still the collector finally asked the home owner how he did it.

"Simple," said the owner, "I made a mold the size of a quarter, filled it with water, put it in an ice box, and used the ice to freeze the meter."

With the introduction of a new, efficient, low-priced rejector in the mid-30's, however, the slugging business ran into trouble. Collectors began returning their slugs to the sluggers, complaining that they were no good.

Then in 1942, the federal government took a hand, making it a criminal offense to manufacture or advertise any token, disk similar in size to that of an existing United States coin.

Thru the years, two manufacturers—ABT Manufacturing Company, Chicago, and National Coin Vendors, Inc., St. Louis—improved advanced policing to a point it is now next to foolproof.

A modern slug rejector can catch pennies, nickels, dimes and quarters in the same chute, test them individually, total the amount, and change when necessary.

Compared to the first rejector which were as complicated as a handmade watch, modern rejectors are simple, with few moving parts, yet nearly as informative as an X-ray machine. The cost of a unit? Somewhere between \$5 and \$8.

All juke boxes, cigarette machines, hot and cold drink machines and a hundred other modern pieces of vending equipment roll off assembly lines equipped with 24-hour coin policing systems.

But the best is yet to come. Several months ago Thomas Products, Cleveland, began making tests on a rejector capable of detecting counterfeit dollar bills. Wellington, of the firm's research division, explained that interest in the device sprang from the possibilities of such a unit in automatic selling.

The "currency analyzer," as it is called, can spot the difference between ones, fives and tens, and tell the good from the bad in less than three seconds.

The unit is still in its early stage, however, and there has yet been no solution to the problem of how to hook it up to an automatic machine. In its present stage, its most interested user is the federal government.

Conceivably, the rejector, with a few improvements, may soon be in service on machines vending fuel, hardware supplies and other less items. The day of signing, "Deposit \$1—Receive coffee below," could easily be just around the corner.

serve until at least eight of the proposed districts are organized in the State. Each district will name two dairy farmers to serve on the permanent 22-member board of directors.

At the meeting, the group approved a membership agreement with the national ADA, calling for 80 per cent of the set-aside to be used in the American Dairy Association's sales promotion program and 20 per cent to remain in the State.

A September 30 meeting scheduled for the election of an executive committee member and three board members for the national ADA.

SHUFFLE GAMES

	Issue of Oct. 9	Issue of Oct. 2	Issue of Sept. 25	Issue of Sept. 18
Chicago Coin	\$310.00	\$325.00	\$325.00(2)	\$299.00
Bowler, 4 player	65.00w/p	65.00w/p	65.00w/p	65.00w/p
(Keeney)	300.00(2)	300.00(2)	300.00(2)	300.00
Chicago Coin	63.00	100.00	100.00(2)	100.00
(Universal)	325.00	325.00	325.00	325.00
(Chicago Coin)	39.50	39.50	39.50	39.50
(Keeney)	195.00(2)	195.00(2)	195.00(2)	195.00
Alley	175.00	190.00	190.00	175.00(2)
(United)	195.00(2)	195.00(2)	195.00(2)	200.00
	210.00	229.50	210.00	225.00
	250.00		210.00	225.00
Bowler (Bally)	475.00	475.00		
Alley, 6	225.00	255.00	225.00	250.00
(United)	269.50	265.00	269.50	265.00
			250.00(2)	265.00
			265.00	269.50
Alley, 6	185.00	195.00	185.00	189.00
(United)	209.00	225.00	200.00	225.00
	249.50	235.00	249.50	235.00
			225.00(2)	235.00
			235.00	249.50
10 player	145.00	145.00	145.00	145.00
Bowler	365.00	365.00	355.00	365.00
(Chicago Coin)	174.50	225.00	225.00	179.00
	250.00	265.00	265.00(2)	230.00
			225.00(2)	250.00
			230.00	275.00
			265.00(2)	
Bowler	80.00			
(Keeney)	210.00	215.00	215.00	215.00
Bowler	175.00	185.00	175.00	185.00
(Chicago Coin)	195.00(2)	195.00(2)	185.00	190.00
	225.00		195.00(2)	210.00
			220.00	220.00
Shuffle Alley	49.00w/p	50.00(3)	65.00	39.50
(Keeney)	50.00(3)	60.00	60.00(2)	60.00(2)
	79.50	79.50	65.00(2)	79.50
	75.00	75.00	45.00	125.00
Shuffle Alley	40.00	69.50	40.00	69.50
(Keeney)			50.00	69.50
Bowler	285.00	295.00	285.00	295.00
(Chicago Coin)			269.00	285.00
			300.00	300.00
Bowler (Universal)		45.00		45.00
Shuffle Alley	325.00	335.00	325.00	345.00
(Keeney)	349.50	350.00	349.50	350.00
Bowler (United)	365.00	375.00	365.00	375.00
Shuffle Alley (United)	395.00	395.00(2)	395.00(2)	395.00(2)
Bowler, 6 player				60.00
Bowler, 6 player	125.00	125.00	125.00	125.00
(Chicago Coin)	120.00			
(Chicago Coin)	139.50	165.00	165.00	154.00
Shuffle Alley	90.00	90.00	95.00	100.00
(United)	100.00(2)	100.00	115.00	115.00
Shuffle Alley	200.00	200.00	200.00	225.00(2)
	225.00(3)	225.00(3)	225.00(2)	249.00
	230.00	245.00	230.00	249.50
	249.50	249.50	249.00	259.00w/p
		259.00w/p	260.00	260.00
Bowler (Keeney)	250.00	250.00	250.00	250.00
Shuffle Alley (United)	285.00	315.00	325.00	329.00
	325.00(2)	329.50	329.00	329.50
	329.50		329.00	329.50
Deluxe	95.00	95.00	100.00	100.00
(Chicago Coin)				
Bowler, 6 player	50.00	60.00	50.00	60.00
(Chicago Coin)	85.00	95.00(2)	85.00	95.00(2)
Deluxe, 6 player	59.00	65.00	65.00	75.00(2)
	69.00	75.00(2)	80.00	95.00(2)
	80.00	85.00	99.50	90.00
	95.00	99.50	90.00	95.00(3)
			99.50	99.50
Bowler, 6 player	69.50w/p	75.00	69.50w/p	75.00
	75.00w/p	75.00w/p	69.50w/p	75.00
	85.00w/p	85.00w/p		85.00w/p
Bowler, 6 player	50.00	60.00	50.00	60.00
	65.00	70.00	75.00	75.00w/p
	89.50	89.50	85.00	85.00w/p
			89.50	89.50
Bowler, 10 player	140.00	140.00	95.00	140.00
10th Frame	99.00	125.00	125.00	140.00
(United)	125.00	125.00	125.00	125.00
	135.00(2)	135.00(2)	135.00(2)	135.00(2)
	145.00	145.00	145.00	145.00
Bowler, 6 player	135.00	149.00	135.00	175.00
	175.00	189.50	189.50	150.00
			189.50	189.50
Bowler	395.00(2)	395.00	395.00(2)	395.00
(Chicago Coin)	425.00			
Shuffle Alley	145.00	145.00	124.00	145.00
(United)	95.00	95.00	110.00(2)	110.00(2)
	110.00(2)	110.00(2)	115.00	125.00
	125.00	129.50	129.50	129.50
Bowler (United)	325.00	375.00	375.00	385.00
	395.00	425.00	395.00	425.00
			410.00	425.00
			425.00	425.00
Bowler, 10 player	135.00	145.00	135.00	145.00
			135.00	145.00
Special Bowler	160.00	165.00	160.00	185.00
(Chicago Coin)	215.00	225.00		225.00
Super Shuffle	120.00	140.00	120.00	125.00
(United)	168.50	168.50	168.50	168.50
Bowler	118.50	150.00	175.00	140.00
(Chicago Coin)	175.00			140.00
Bowler	225.00	235.00(2)	235.00	245.00
(Chicago Coin)	245.00	245.00	250.00(2)	245.00
	250.00(2)	250.00(2)	280.00	280.00
Bowler (Bally)	450.00			

FUN IN STORE

Kiddie Depts. Top Location For Coin Ride

DENVER, Oct. 9.—The children's departments of major stores are an ideal location for kiddie rides, Modern Music Company of this city has found.

Modern's take from kiddie rides on department store locations has been from 50 to 60 per cent better per month than in "neighborhood" locations such as variety stores, sidewalks in front of haberdasheries shoe stores and other spots.

The company recently placed a Bucking Bronco kiddie ride in the May Company, a leading Denver department store. Located in the second floor boy's department, the ride has been a big success.

One of the reasons for the success, according to a company spokesman, is that the shopping mother usually has more time on her hands when visiting downtown department stores than when doing her neighborhood food marketing and other shopping. She is happy to spend an extra dime or two to keep junior entertained while she selects his clothing.

National Named Williams Distrib

NEW YORK, Oct. 9.—The National Amusement Company, headed by Bob Jacobs, has been appointed exclusive distributor here by the Williams Manufacturing Company, Chicago. National currently is handling the Williams Super Jet Fighter.

National is also busy with its new four-wheel conversion, a device which allows six players to participate in shuffleboard play with the insertion of two dimes. The conversion sells for \$109.50.

Meanwhile, Jacobs has expanded his staff by adding two girls to the office and hiring a full-time truckman.

Coin Exports

Continued from page 82

Canada, as usual, stands head and shoulders above the other coin machine export markets, importing 9,083 units for a \$1,531,080 total—better than 25 per cent of the total market in the first five months of 1954.

Amusement games were responsible for the largest share of the Canadian market, altho more vending machines were shipped to Canada than to any other country; and phonograph shipments were also comparatively high.

West Germany, Venezuela, Mexico, Belgium and Colombia followed Canada respectively in export totals. All six countries racked up totals of more than \$450,000 each.

Individual countries importing \$40,000 totals or higher reached 17. West Germany stood out as the top market for phonographs, hitting a \$750,000 total for the first five months, and also ranked second in total export volume.

Japan, while ranking 10th in total exports, was a \$102,976 amusement game market, the third highest of all countries in this category.

Amusement game exports to most countries show a leveling off from last year's high totals, which jumped tremendously from the 1952 volume for the five-month period. Increases in game exports were made, however, to Belgium, Sweden, Panama, Italy, Mexico, British Malaya and Honduras.

During the five-month period of 1954, phonographs were exported at an average price of \$495, amusement games \$136, and vending machines \$71. (Department of Commerce figures are not available for later months, due to the preparation required on each monthly report.)



EXPORT BUYERS!

Depend on FIRST'S strong experience in Export sales! Complete reconditioning, special packing and quick service mean profitable business for you!

QUALITY EQUIPMENT—LARGE SELECTION

SHUFFLE GAMES

NEW
Chicago Coin HOLIDAY
Chicago Coin PLAYTIME
Chicago Coin STARLITE
"First-Conditioned"
UNITED—MATCH

ACE \$445
TEAM, 10/25c 375
IMPERIAL 335
CLASSIC 255
STAR 10th FRAME 165
STAR 6 PLAYER 135

UNITED—REGULAR HIGH SCORE
ROYAL \$315
OLYMPIC 245
CASCADE 195
SUPER 6 PLAYER 125
DELUXE 6 PLAYER 85
6 PLAYER w/torm 65

CHICAGO COIN
SUPER FRAME BOWLER, 10/25c... \$395
CROWN (Match) 265
TRIPLE SCORE 235
DOUBLE SCORE 195
SIX PLAYER 85

KEENEY
BONUS (Match), 10/25c... \$350
DOMINO (Match) 210
CARNIVAL 195
CLUB 10 PLAYER 145
TEAM 10 PLAYER 135

6 PLAYER, Jumbo Pins with Form... 85
6 PLAYER, Jumbo Pins 75
BIG LEAGUE BOWLER, Jumbo Pins... 65
KEENEY SHUFFLEBOARD CONVERSION, 4-WAY BOWLER \$95

5 BALLS

GOTTLIEB
Poker Face .. \$155
Topsy-Dolls .. 135
Flying High .. 129
Queen of Hearts 119
Quintette 115
Crossroads 110
Cyclone 79
Double Shuffle 49

GENCO
Harvest Time... \$95
Tri-Score 85
South Pacific... 85
Camel Caravan... 55
Screwball 45
1-2-3 45

UNITED
Baby Face \$45
Carolina 45
Aquacade 45
Stardust 45

Many Others!
Write for List!

ARCADE

NEW
Exhibit STAR SHOOTING GALLERY
United CARNIVAL GUN
Chicago Coin HOME RUN
Genco 2-PLAYER BASKETBALL
Genco RIFLE GALLERY

"First-Conditioned"
Genco SKY GUNNER \$245
Roovers METAL TYPER, tape model... 195
Exhibit JET GUN 175
Seeburg SHOOT THE BEAR 155
Exhibit SIX SHOOTER 135
TELEQUIZ with FILM 125
Mercury 13-WAY ATHLETIC SCALE... 85
Chicago Coin PISTOL PETE 85
Chicago Coin GOALEE 75
RIFLE RANGE RAY GUN 65
Seeburg CHICKEN SAM 65
ZINGO 65
Exhibit DALE GUN 65
Exhibit CARD VENDOR 49

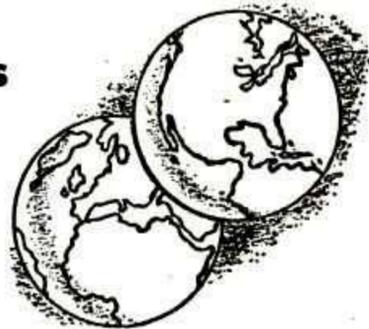
FIRST

COIN MACHINE EXCHANGE

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

wherever
phonographs
are used,
the BEST in
music is
supplied by
ATLAS!



Secure your investment with equipment reconditioned and refinished throughout by Atlas' modern factory procedures... pre-tested by Atlas' Constant Operation methods... crated and routed for quick delivery to you, in perfect operating condition!

SEEBURG M-100 A \$495
SEEBURG 46 95
SEEBURG 47 130
SEEBURG 48 175
ROCK-OLA 1422 95
ROCK-OLA 1426 130
ROCK-OLA 1428 175
ROCK-OLA 1436 (120) .. 385

WURLITZER 1015 \$130
WURLITZER 1100 225
WURLITZER 1250 265
WURLITZER 1400 445
WURLITZER 1500 550
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Palm Springs 395	United Ace—Match ... 425	
Frolics 225	United Classic—Match 225	
	United & Pl. Star	
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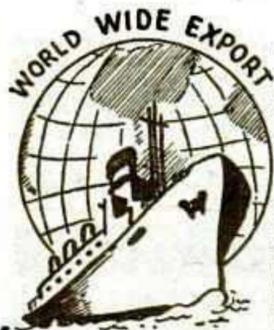
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FLASH

Chicago Coin Ships New Shuffle Game

CHICAGO, Oct. 9.—Flash Bowler, a new shuffle game featuring a new type of scoring—Flash-o-Matic—was shipped to distributors this week by Chicago Coin Machine Company.

The Flash-o-Matic scoring feature is located on the score glass, just below the score drums, and includes a series of potential strike and spare scores that flash progressively from left to right and continue to travel until the first puck is shot.

The object of the game is to shoot the puck skillfully to stop the strike and spare count on the highest possible score.

The highest strike-spare score a player can make is 150-100, achieved when the puck is delivered at the time this scoring bracket flashes on the backglass. Five different brackets flashing on the backglass range from 30-20 to the 150-100 top score.

As soon as the player finishes his shot and after his score is tallied in any particular frame, the Flash-o-Matic score light again begins to travel from left to right for his next frame or for the next player. The game is equipped for up to six players per game.

Design of the Flash Bowler features large slanting legs and wide grooved side moldings on the eight-foot-long cabinet, and a newly designed and decorated formica board.

The game is available for 10-cent or 10-cent and three-for-quarter play. Flash Bowler is a regular play model without match scoring. Because the game requires player timing as well as a skillfully directed shot into the strike zone, the strike zone contact switches have been wired to permit strikes much easier than on previous Chicago Coin bowling games.

Federal Tax Take on Games In July Dips

WASHINGTON, Oct. 9.—Collections of federal taxes on coin-operated amusement and gaming devices in July showed a sharp drop from a year ago, the Internal Revenue Service reported this week.

The federal tax on coin-operated amusement devices in July yielded \$2,419,000 compared with \$2,623,000 a year ago, while taxes from coin-operated gaming devices totaled \$2,820,000 compared with \$3,603,000 in the previous July.

The yield from the federal tax on cigarettes in July was \$117,728,000 compared with \$119,828,000 a year ago. The yield from the federal tax on cigars was \$3,345,000, a drop of \$299,000 from July last year.

Lorillard Gets Trade Award

NEW YORK, Oct. 9.—The 1953 annual report of the P. Lorillard Company Wednesday (6) was announced as the winner of the Financial World's Oscar of the Industry for the best report produced in the tobacco field for the year. The award will be presented William J. Halley, Lorillard president, at the Financial World Annual Awards banquet in the Grand Ballroom of the Hotel Statler, October 25.

The report was judged on editorial content; design and typography; public relations impact and interest to readers; completeness of accounting and financial data, and inclusion of material necessary for security analysts.

1954 NAMA Convention

Continued from page 69

- 2 p.m. Grand opening of the exhibit
- 2 p.m. to 6 p.m. Exhibit Hall open

MONDAY, OCTOBER 11

9 a.m. to 9:30 a.m. Coffee and roll breakfast, sponsored by R. J. Reynolds Company.

Tickets for the attendance prize will be distributed at the entrance of the meeting room before 9:30 a.m.

9:30 a.m. Workshop Session: "Blueprinting Key Management" Moderator: John W. Mock, management consultant

Panel: Henry Davidson, Davidson Brothers, Los Angeles; Dewey A. Estey, D. A. Estey & Company, Ore.; Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee; John J. Mahoney III, Caroling, Inc., Charleston, S. C.; James W. Vipond, Distributors, Inc., Scranton, Pa.

10:30 a.m. Discussion "Blueprint for 'Designed' Selling Habits." Ralph D. Myrick, Ralph D. Myrick & Associates, Buffalo, N. Y.

Introduction: Frank J. Bradley, Automatic Merchandising, Buffalo, general program chairman, NAMA Convention

11:30 a.m. Discussion "McNulty's Nightmare"—presented thru the courtesy of Coca-Cola Company.

A dramatic fantasy highlighting in swift review some of the most pressing day-to-day problems of the vending industry.

Introduction: Mel Rapp, Apco, Inc., New York, general program chairman, NAMA Convention and Exhibit.

Prolog: Harold Sharp, vice-president, the Coca-Cola Company, Atlanta.

12:30 p.m. Introduction of new NAMA officers and directors.

12:30 p.m. to 5:30 p.m. Exhibit open

8 p.m. Brass Tack Idea Exchange Clinic: "Blueprinting the Profitable Food and Beverage Vending."

Section I—Federal Room, Hotel Statler. Candy, gum, pastry, sandwiches and other food items. Chairmen: Howard I. Olsen, Transit Sales Service, Chicago; Gerald McClosky, the Vendime Company, New York; Sal Quaranta, Forty Vendors, Mount Vernon, N. Y.; Norman Shapiro, Paramount Vending Company, Rochester, N. Y.; T. F. Nance, Nance Wholesale Vending, Inc., Sanford, N. C.

Section II—South American Room, Hotel Statler. Cup beverage, coffee, hot chocolate, soup, juice, etc. Chairmen: Joseph Dobson, Dobson Vending Company, Dallas; C. V. Anderson, County Beverage Company, San Diego, Calif.; Charles H. Ashley, Chinese Service Corporation, Philadelphia; Naomwell, National Cigarette Service Company, Boston; Robert A. Metzger, Metzger Enterprises, Inc., Chicago.

8 p.m. Special Discussion Session—Ohio Room, Hotel Statler. "Problems and Opportunities for Penny Venders." Discussion Leader: Vernon Fox, Vernon Fox Company, Chicago.

9 p.m. Open house by exhibitors at Statler, Lafayette, Sheraton and Ambassador hotels.

TUESDAY, OCTOBER 12

9 a.m. to 9:30 a.m. Coffee and roll breakfast, sponsored by R. J. Reynolds Company.

Tickets for the attendance prize will be distributed at the entrance of the meeting room before 9:30 a.m.

9:30 a.m. Workshop Session: "Blueprint for Full-Line Vending." Moderator: John W. Mock, management consultant

Panel: Marcus Kaplan, Virginia Cigarette Service Company, Raleigh, N. C.; Bernard J. Kiley, Airport Vending, Inc., Cicero, Ill.; William C. McConnell, J. Matic Merchandising Corporation, Medford, Mass.; J. Newcomer, City Milk Vending Corporation, N. Y.; Martin O'Shaughnessy, Radio Corporation of America, Camden, N. J.

10:50 a.m. Discussion "What's Ahead in Cigarettes?" George Weissman, vice-president, Philip Morris & Co. Ltd., Inc., New York.

Introduction: Meyer Gelfand, the G. B. Macke Company, Washington, business program chairman, NAMA.

11:30 a.m. Discussion "The Problem of Direct Sales to Locations." Alfred Sharenow Cigarette Service Company, Inc., Bridge, Mass.; R. J. Spaulding, R. W. Spaulding Meadville, Pa.; A. H. Weymouth, Weymouth Company, Hollywood, Calif.

12:15 p.m. Discussion "In-Plant Food Specialists and Vending Specialists Can Close Harmony to Mutual Advantage." H. A. Montague, president, Fred B. Prophet Company, Detroit.

Introduction Frank J. Bradley, general program chairman, NAMA Convention.

12:45 p.m. Presentation of Bernard W. Scheuer Memorial Award. M. L. Heffer, Johnson Tobacco Company, Chicago, chairman, NAMA Membership Committee.

1:30 p.m. to 5:30 p.m. Exhibit open

Tack Idea Exchange Clinics
 Section I—Cigarettes, North Room, Hotel Mayflower.
 Chairmen: Arthur F. Schultz, Arthur F. Schultz Company, Erie, Pa.; Oscar Bregman, Keystone Vending Company, Philadelphia; Robert H. Goldsmith, National Cigarette Service Company, Baltimore; Sidney Lotenberg, Westway Vending Company, Washington; Louis B. Risman, Mystic Automatic Sales Company, Medford, Mass.

Section II—Milk and Ice Cream—Cabinet Room, Hotel Mayflower.
 Chairmen: Melvin H. Wainer, Pony Boy Ice Cream Company, Lancaster, Pa.; S. Charles Bennett Jr., the G. B. Macke Corporation, Washington; Alfred Cutter, Automatic Ice Cream Sales, Dorchester, Mass.; M. L. McNaghten, Norfolk; Michael N. Mallis, City Vending Company, Baltimore.

Section III—Management Problems—Pan American Room, Hotel Mayflower.
 Chairmen: Sidney Kronenberg, Alamat Company, Birmingham; David D. Dayton, Tennessee Service Company, Inc., Knoxville; George H. Duckett, G. B. Macke Corporation, Washington; Frank Chinelli, Capital Vending, Inc., Lansing, Mich.; Victor B. Neiswanger, Elgin, Ill.

Discussion Session—Jefferson Room, Hotel Mayflower.
 "Problems and Opportunities for Bottlers in Vending."
 Discussion leader: C. D. Clarke, Charles E. Hires Company, Inc., Philadelphia.

House by exhibitors at Du Pont Plaza, Hamilton, Lee House Mayflower hotels.

WEDNESDAY, OCTOBER 13

9:30 a.m.
 Breakfast and roll breakfast, sponsored by R. J. Reynolds Tobacco Company.
 Tickets for the attendance prize will be distributed inside the entrance to the meeting room before 9:30 a.m.

Workshop Session: "Blueprinting the Best Ideas."
 Moderator: John W. Mock, management consultant, Chicago.
 Panel:

- Joseph Dobson, Dobson Vending Service, Inc., Dallas;
- Howard L. Olsen, Transit Sales Service, Inc., Chicago;
- Sidney Kronenberg, Alamat Company, Birmingham;
- Arthur F. Schultz, Arthur F. Schultz Company, Erie, Pa.;
- Melvin H. Wainer, Pony Boy Ice Cream Company, Lancaster, Pa.

Protecting Your Business: Sound Operational Insurance."
 C. Weghorn, president, John C. Weghorn Agency, Inc., New York.
 Introduction: Raymond J. Scheuer, Vendomat Corporation of America, Baltimore, activities program chairman, NAMA Convention.

"The Drop of a Coin"—Premiere of NAMA Public Relations Motion Picture.
 Introduction: William S. Fishman, Automatic Merchandising Company, Chicago, chairman, NAMA Motion Picture Script Committee.

"U" in BUiness."
 Dr. Kenneth McFarland, educational director, General Motors Corporation, Detroit.
 Introduction: Frank J. Bradley, general program chairman, NAMA Convention.

10:30 a.m. to 4 p.m.
 Exhibit Hall open
 Luncheon Banquet—Presidential Ballroom, Hotel Statler.
 Featuring Metropolitan Opera coloratura soprano Mimi Benzell Felix Knight, recording artist.
 (An ala carte bar will open at 6:30 p.m. in the Federal and South American rooms, Hotel Statler.)

Ladies' Program

Hospitality Center in the Hotel Statler is information headquarters for women attending the convention.

SUNDAY, OCTOBER 10

Courtesy of Pepsi-Cola Company.
 10 a.m.—Registration opens; Hospitality Center. Coffee and rolls will be served during the morning.
 11 a.m.—Ribbon Cutting Ceremony: National Guard Armory. Buses will leave the Hotel Statler (16th Street exit) for the opening of the exhibit, scheduled for 2 p.m.
 1 p.m.—Tea—Hospitality Center.

MONDAY, OCTOBER 11

Courtesy of Pepsi-Cola Company.
 10 a.m.—Hospitality Center open.
 11 a.m.—Mount Vernon-Alexandria-Arlington National Cemetery. Tour: A five-hour tour, including a visit to the Tomb of the Unknown Soldier at the time of the changing of the guard, and a stop for luncheon at the famed Hogate's Sea Food Restaurant on Washington's waterfront.
 1 p.m.—Tea—Hospitality Center.

TUESDAY, OCTOBER 12

Courtesy of Pepsi-Cola Company.
 10 a.m.—Monastery and Shrine Tour. An unusually interesting tour of the Franciscan Monastery and the Shrine of the Immaculate Conception.
 11 a.m.—Gala luncheon, Williamsburg Room, Hotel Mayflower. Courtesy of Apco, Inc. Entertainment, music, prizes. Patricia Stevens presents "Magic Modes," featuring custom planned wardrobes by JoRo, clever Washington designer.

WEDNESDAY, OCTOBER 13

Courtesy of Pepsi-Cola Company.
 10 a.m.—Hospitality Center open.
 11 a.m.—Washington City tour. A two-hour tour thru Washington's business and residential sections, viewing the embassies and many important government buildings and memorials. Afternoon free for shopping, more sight-seeing, visiting, or just relaxing.

Road Test Gets Heavy Adult Play at Chains

NEW YORK, Oct. 9. — Herb Klein, sales manager of the International Mutoscope Corporation, announced this week that the firm's Drive-Yourself Road Test is getting heavy adult play in chain stores and drug supermarkets.

National chains serving as locations for the ride include McClellan, Newberry and Grant stores. Regionally, the Katz drug chain in the Midwest and the Jacobs chain in Georgia are proving strong stops, he said. Bowling alleys, too, said Klein, are racking up heavy grosses.

Mutoscope will occupy Booth 656 at the NAMA show in Washington, October 10-13 and will display the Mutoscope Photomat and pocket book and magazine venders. Bill Rabkin, Mutoscope president, and Klein will be at the booth.

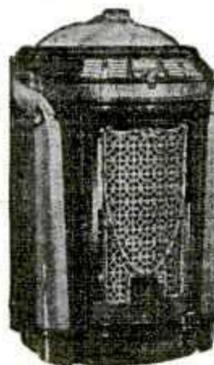
League Play Sparks Detroit Shuffle Play

DETROIT, Oct. 9.—Local shuffleboard operators have united in a program of support for the new season of league play.

Martin (Barney) Burke is president of the Detroit Shuffleboard Association, the organization sponsoring the league, which is under the direction of John C. Westerdale.

"Teamwork pays off for all," said Burke, noting that many citizens of the area are becoming "more acutely aware than they have ever been of the fact that the shuffleboard league season is again in progress." Burke added that every operator, whether or not he has teams in the league, is taking an energetic part in this year's campaign, slated to be a record one for shuffleboard play.

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146 \$ 99	1080 \$ 99
147 119	1015 125
148M 149	1100 225
148ML 169	H1217 159
AMI	
D-40 \$329	D-80 \$469
"A" \$129	

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 - Wurlitzer 2140, 5¢ 3.95
 - Wurlitzer 3031 3.95
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ONEY ISLAND 115	YACHT CLUB 195	ICE FROLIC 365
SPOT LITE 100	BEAUTY 245	PALM SPRING 375
FROLIC 195	HI FI WRITE	SURF CLUB 435
UNITED BINGO GAMES		
A. B. C. \$ 75	COUNTY FAIR \$ 95	TROPIC \$275
ZINGO 95	LEADER 125	RIO 345
BOLERO 95	CABANA 175	HAWAII 445
MEXICO 395	TAHITI 175	HAVANA 375

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HAWAIIAN BEAUTY \$210
DRAGONETTE 225
MYSTIC MARVEL 195
QUEEN OF HEARTS 110
SHINDIG 145
DAISY MAE 225
JOCKEY CLUB 215
PIN WHEEL 145
POKER FACE 145
SKILL POOL 95
GUYS-DOLLS 95
MERMAID 75

WILLIAMS

FAIRWAY \$ 95
SILVER SKATES 75
TWENTY GRAND 85
OLYMPIC 45
DISC JOCKEY 75
STRUGGLE BUGGY 135
GUN CLUB 215
9 SISTERS 175
ARMY & NAVY 125
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CARAVAN 75
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ACE \$450
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JET GUN 175
DALE GUN 55
NITE FIGHTER 225
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BALLY VARIETY	Atlantic City ..	175
Palm Springs ..	Bright Spot ..	95
Dude Ranch ..	Coney Island ..	95
Yacht Club ..	Spot Lite	95
Beach Club ..	Bright Lights ..	90
Beauty	Long Beach ..	95
Palm Beach ..	Havana	395
	Rio	345

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Flying High ..	\$129.50
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Knockout	79.50
Double Deal ..	79.50
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Buffalo Bill ..	59.50
Double Shuffle ..	59.50

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Screamo, New Call	
Rag Mop	\$89.50
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Boston	69.50
Dallas	69.50
Lucky Inning ..	59.50
Virginia	49.50
Dev-Wo-Ditty ..	49.50
Saratoga	49.50
Tennessee	49.50
Gizmo	49.50

GENCO

Puddin' Head ..	\$54.50
Screwball	49.50
Floating Pwr. ..	49.50
Canasta	59.50
3 Feathers	54.40

UNITED

Utah	\$74.50
Tampico	69.50
Oklahoma	69.50
Monterrey	49.50
Paradise	49.50
Rondeevoo	49.50
Star Dust	49.50
Summerfime ..	49.50
Blue Skies	49.50

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Baseball	345.00
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Genco Night Fighter ..	275.00
Genco Sky Gunner ..	250.00
Ev. Bat-a-Score	250.00
Ch. Basketball Champ ..	250.00
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Shoot the Bear	195.00
Exh. Jet Gun	195.00
Telequiz & Film	169.00
Mute. Flying Saucer ..	159.00
Undersea Raider	150.00
Exh. Foot Ease, Late ..	129.50
Gealee	119.50
Wms. Star Series	109.50
Chi. Pistol	99.50
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Exh. Dale Gun	94.50
Batting Practice	89.50
Mer. 13-Way Ath. Scale ..	89.50
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UNITED 11th FRAME, DE LUXE, MATCH	
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United League S.A., High Score	369.50
United Imperial, Match Score	355.00
United Royal, High Score	345.00
United Classic, Match Score	239.50
United Olympic, High Score	229.50
United Clover, Match Score	219.50
United Cascade, High Score	209.50
United Star, 10th Frame	149.50
United Super 10th Frame, 6 Pl.	139.50
United Star 4 Player	129.50
United Super 6 Player, S.A.	119.50
United De Luxe S. A., 6 Player	99.50
United 6 Player w/Formica, 7-10	89.50
United 5 Player w/Formica, 7-10	79.50
United 4 Player w/Formica, 7-10	69.50
Chicoin Triple Score Bowler	275.00
Keeney 4 Player, Big Lighted Pins	69.50
Universal 18' Bow-a-Matic	325.00
Genco Shuffle Pool	250.00

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ACORN VENDER, 1c or 5c	\$14.95
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Mills 8 Col. Candy	\$198.50
Mills Tab Gum ..	15.00
25¢ Ball Point Pen Vender ..	49.50
Silver King	13.50
25¢ Razor Blade ..	19.50
N.W. 49, 1¢, 5¢ ..	17.35
S.K. Hot Nut	29.95
U Select It	49.50
N.W. Tab Gum ..	25.95
U-Pop-It	Write
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Champion	89.50
Citation	79.50
Gold Cup	59.50
Special Entry	49.50
Jockey Special ..	54.50

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FACTORY REBUILT, 25c, KING SIZE COLS.	
Rowe President, 10 Col. or 8 Col.	\$155
National Model 950, 9 Col.	145
National 950, 9 Col.	130
Unedapak Model 500, 9 Col.	135
DuGrenier Model "W," 9 Col.	125

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Pre-War Mute. Photomatics, Any Condition!

Ripe Export

Continued from page 82

equipment to France is by special license—and the government is niggardly in the granting of these licenses. Fesdjian said that just enough U. S. machines are exported to France to keep the business alive.

Strangely enough, French operators are doing well, tho, of course, there is little expansion. Juke box and pinball play is still 20 francs (about 5 cents), as the spending power of the Frenchmen is low and the operators don't dare raise the tab.

But commissions to locations are low—10 per cent in rural areas and 20 per cent in the cities—and play is heavy. There is little location ownership.

15,000 Pinballs

Fesdjian estimated there are 3,000 to 4,000 juke boxes and about 15,000 pinball machines currently operating in France.

In Italy, the picture is clouded by local ordinances in many of the metropolitan areas against pinballs. Most games are of European manufacture, and few juke are seen. The demand for American games there is great, but few have the money to invest in them, and restrictive local legislation doesn't help matters much either. Most games are in small towns.

The prospects in Spain are similar—licenses are virtually impossible to get, yet the demand is strong for U. S. games and music machines.

Fesdjian holds out hope that the current trade restrictions will end, but that will depend on how soon the European economy is on an even enough keel to provide for dollars to buy U. S. games. When that day will come, he didn't want to predict.

4 Vender Fir

Continued from page 82

and Rowe Manufacturing Company, Inc. Apco plans to a six-drink automatic Soda cup drink machine; the eight theater model automatic Shoppe and the three-drink Shoppe Junior.

Cole Products will es new low-cost (three-figure) line of "Cola-Spa Special" its standard cup drink m Jo-Lo will show its perfu chines. Rowe plans to at least its candy and ice cre chines.

Vending suppliers who show include Canada Dry Ale, Inc.; Coca-Cola, Atlanta Candy Company; W Johnson Candy Company Inc.; Pepsi-Cola Company Van Houten & Zoon, Inc. Manufacturing Company w its line of coin-operated machines.

Discussion leaders for ater-concession program convention include Mel R ecutive vice-president, Ap and Rollin Stonebrook, Co ucts.

Bert Nathan and Nat B co-chairmen, the a t e r-co program, announced the scheduled sessions of two a half hours each covering p candy, ice cream, soft dri drive-in operations.

At least 31 subjects will cussed by theater and co operators.

The theater-concession are scheduled from 9:30 a noon and 2:20 p.m. to November 1 thru Novembe

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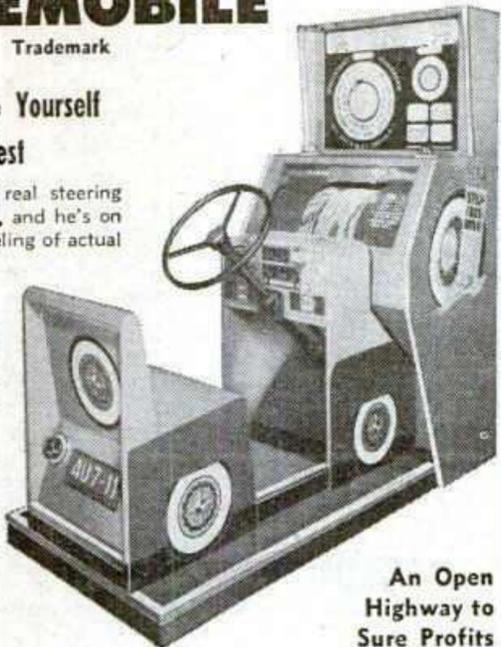
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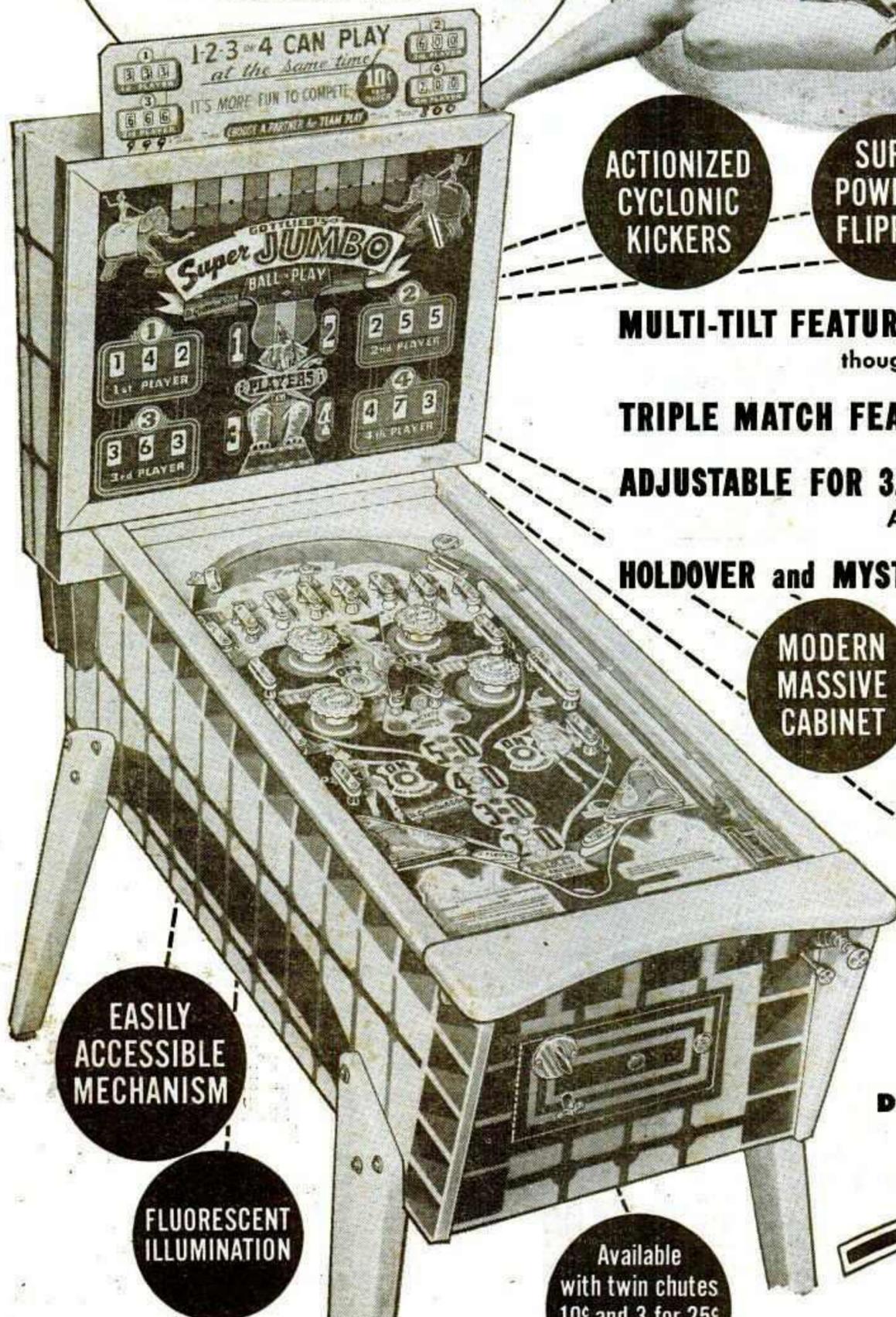
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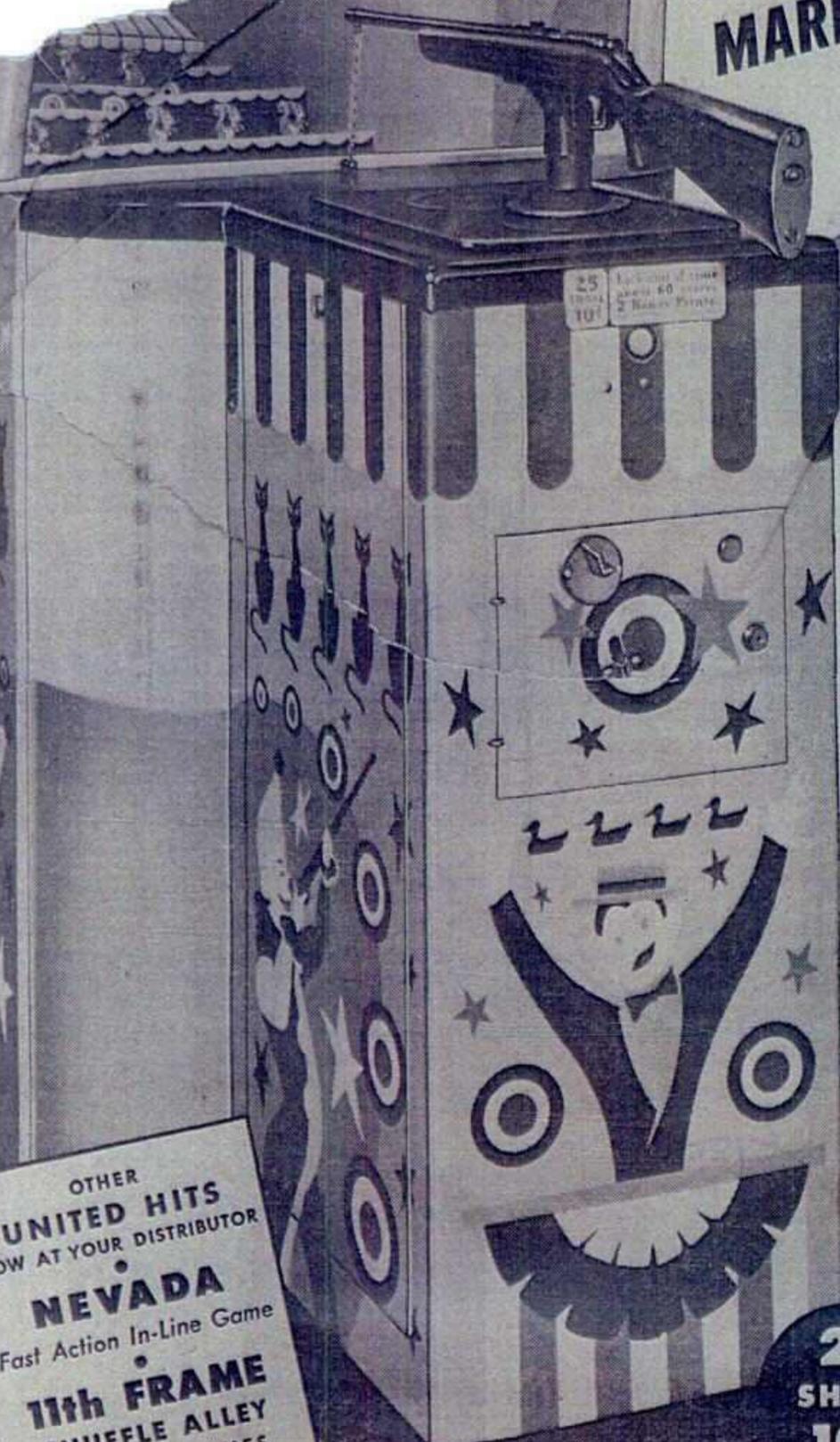
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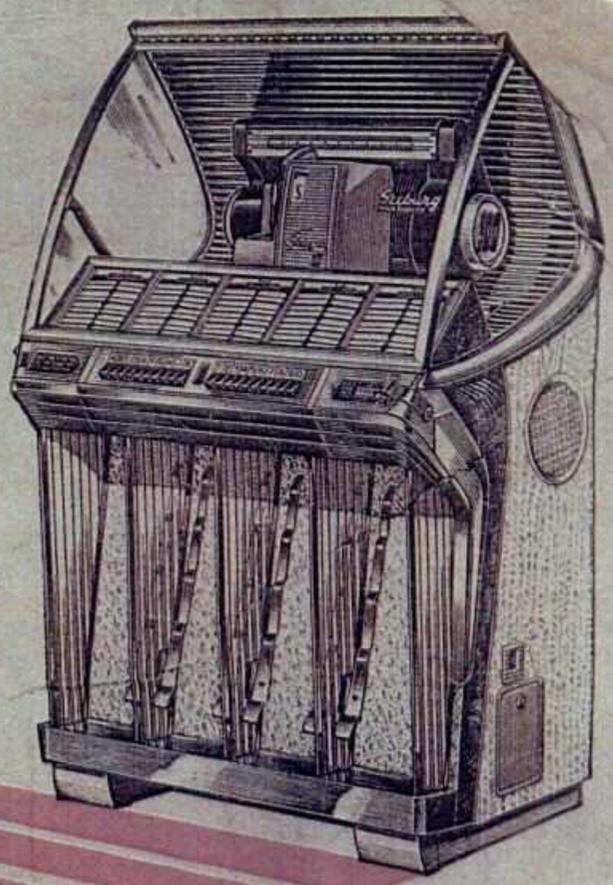
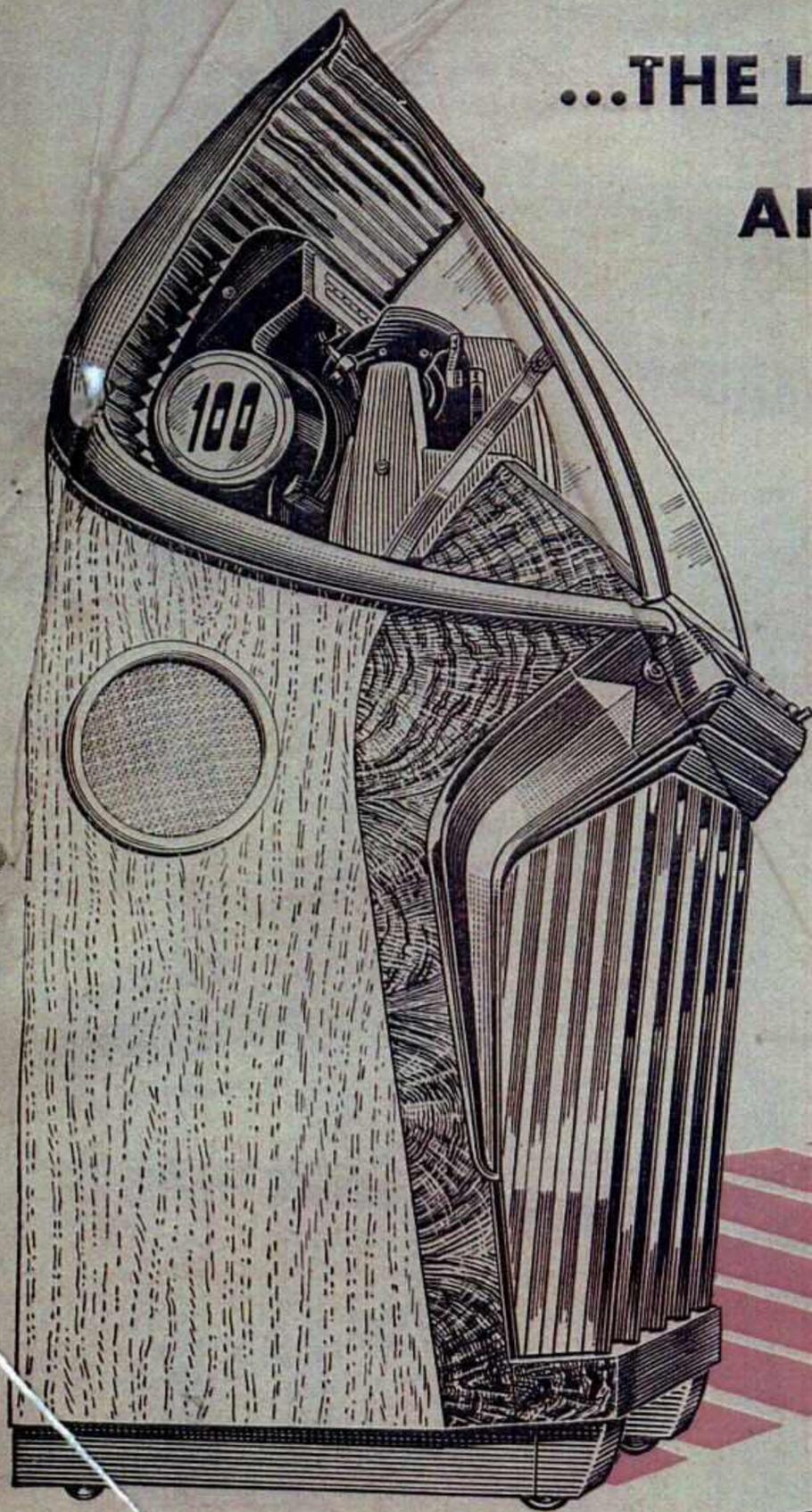


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