Globetrotters Spark Galloping Box Office
Superstein Parlays Basketball Pros’ Hot Success Into Big Show-Business Venture

By CHARLIE BYRNES
CHICAGO, Oct. 23 - As any- yardstick, the Harlem Globetrotters, created, carefully nurtured and astutely expanded by Abe Saperstein, are one of the hottest attractions in show business. They’re getting hotter.

The club Negro plain-clothed basketball cli- nicians, with neck and original hurkuye- type comedy, this happy combination drew high praise and hearty laughs from more than 4,000,000 persons last year.

Booking for the season just started are heavier than last year, with all indications pointing to an even larger audience this year. It is highly likely to see them this year.

At this writing, Globetrotters, founded in 1925, started out to be a 
their lame grew, their crowds swelled. Nationally, they were registered in South America. Average to start with about 4,500, last year average price scale is 33, and gross for the week is $9,000.

From the big growth of the Globetrotters, much of it since World War II, has stemmed an expansion program that has put (Continued)

NEW OF THE WEEK

TV’s ‘Film Network’ Brings New Picture To Entire Business

Vitapix-Guild Film Agreement May Soon Reshape Industry Practices

By SAM CHASE
NEW YORK, Oct. 23.-Ramifications extending from a deal set between the Vitapix Corporation and Guild Films and Studios will very well reshape the entire television business in a comparatively brief period of time.

The deal, which calls for “close working relations” between the two firms, has Guild handling TV film production, sales, distribution and service function, while Vitapix is responsible for station relations, time and program research, and clearance for national spot programs.

In effect, this marks the inauguration of the first major operation which can be cited as a going TV film network. The term “network” here is used broadly, namely, as there will be no simulataneous transmission of a show, all stations may use it.

The significance of the deal ex- tends in many directions, but per- haps the one of greatest all-around interest is the number of films that could well pass as a real threat to the television networks as a competitive force striking out for national ownership. At last, it could even threaten the two top networks. For television stations which comprise its membership, already has better than 40 stations. TV film earnings will come from basic affiliates of either CBS-TV or NBC-TV.

Choice Line-Up

The reciprocal relationship be- tween Vitapix and Guild indicates that the former’s stations will make time available for the latter’s film program. Since the stations of both networks are engaged in a healthy rivalry, the station will be able to make 45 percent of them use a network basis, the station will be required to pay the same rate per thousand for every ratings, and not by using a cable for its own local affairs.

To begin with, the stations will make a choice between the films to the networks with which they individually, are contracted. Guild will have available, with the addition of five new half-hour series for every quarter-hour, and a daily half-hour, and a half-hour daily strip series for daytime, a total of 10 hours per week, to supply the stations. This Guide of Programs brings into the Vitapix loop, the missing element needed to give

They’re Young With Big Ideas

NEW YORK, Oct. 23.-The or- ganization of the first fully functioning group of young, relative newcomers as separate enti- ties, within the key executive are veteran in the business. Vitapix was organized in October, 1951, while Guild was organized two years ago.

This Vitapix operation was estab- lished to enable its members to fulfill their desires to themselves to have a voice in the selection of the programs they air, and as a means of butting the competition of other supplying national spot business.

Guild Films, in its short career, already has skyrocketed to a posi- tion among the leaders in the film field, with its products airing in virtually every U. S. mar- ket, as well as in Hawaii, Japan, Cuba and other foreign territories.
**FILM NETWORK’ MAY RESHAPE TV INDUSTRY**

*Close Working* Vitapix-Guild Pix

Pact Bears Wide Ramifications

**Continued from page 1**

A full-life—adequate supply of programs.

Net Dissolution

As Guild adds more program material in the form of syndicated build-up, it becomes necessary to make a decision on where the income will come from. The answer is clear: there is little doubt that both new and old sources will be tapped. The new sources will be the TV stations themselves. This is not to say that more independent companies will not be formed, but it does mean that the TV stations will have to do more work for themselves. This is a fact that many TV stations have been aware of for some time, but have not done much about it. The problem is one of scale and timing. The TV stations are unlikely to be able to do this on their own, but rather must organize some form of collective action. The best example of this is the TV Network of Independent Stations, which was formed in 1952. The TV Network of Independent Stations (TVNIS) was formed in 1952 to provide a marketing and promotional channel for the independent TV stations. The TVNIS has been successful in increasing the exposure of its members’ programs, and has helped to build a stronger audience for local TV stations.

**FILM NETWORK’ LONG A GOAL OF VITAPIX-GUILD**

Vitapix-Guild Combine Has 3 Keys To Success: Money, Stations, Shows

As a sidelight, the Guild Films stock, issued only a couple of weeks ago at a par value of 4, has already jumped to a classic margin of 95% by Friday (22) night. Despite the jump, some Guild officials and Vitapix, which takes effect imme-

**BATTLE OF MILWAUKEE**

WCVB's Buy of UHF, Plus VHF, Puts Heat On

**NEW YORK, Oct. 23—CBS** tells us that the ABC network will make a pitch for the network's new color TV stations in an effort to win them over to ABC. The network is expected to make its pitch to the new owners of the color TV stations in the next few weeks.

**Godfrey**

**CBS Tells Him to Get a Rating**

**NEW YORK, Oct. 23—CBS—TV** network and program manager for the network, Al Godfrey, that he would get a rating on his Wednesday night show right now if he were doing it under the present programming. So far Godfrey seems to have little luck in getting his show, which he has been trying to make a hit on October 14 for the first half of the network's fall schedule, to stick to his schedule because of the network's new color TV stations. The network was all set to take its Wednesday night programming on the road when the new stations are made available, in order to get the best possible television for the network. The network is now still working on its schedule for the new stations.

**ABC Contracts Theater Guild**

**NEW YORK, Oct. 23—ABC** has signed a contract with the Theater Guild, which is well known in the TV networks business as well as in the radio business, to produce and sell plays and musicals to the network. The agreement goes into effect October 23.

**2 in 10 Plan Creeps Monkey TV Buy**

**NEW YORK, Oct. 23—In a re-**

*Corporation Status*

**Bishop's TV Success Leads 'Firm to Stock**

**NEW YORK, Oct. 23.**—Hazel Bishop, Inc., a company whose stock has already been quite a do-"in" situation, has become a public company. The company has a market of about 500,000 shares, and has already marked a stock issue of $500,000. The company is owned by Hazel Bishop, Stone and Company. The first dividend earned by the company is $1 per share, which is expected to be distributed in october. The company is also expected to pay a dividend of $1 per share in october.

**VHF, which begins telecasting over channel 12 next week, will make its debut on October 23.** The station, which is expected to attract a large audience, will be the first in a series of VHF stations to be built by the network. The station is expected to attract a large audience, and will be the first in a series of VHF stations to be built by the network. The station is expected to attract a large audience, and will be the first in a series of VHF stations to be built by the network.
WINDSOR Oct 23- Televisions will sell for more money than ever before this year while chalking up total revenues of $42,000,000, an increase of 33 percent over 1952, according to the Federal Communications Commission's annual report on the nation's television industry's 1953 finances.

The report said that the high cost of television sets had limited income before taxes for the year to $195,000,000, a 25 percent increase from the year before. The networks which accounted for 75 percent of the income before taxes registered a 30 percent increase to $151,000,000 for the year.

This was, however, almost definitely a result of AM operations, marking the first year income from TV outpaced income from AM.

Alto TV station expenses rose in 1953, as the network outlet cut its spending for programming from 58 to 50 percent of total expenses.

**COMPETITION**

**Claim Firsts**

**For Tellens**

JAYO VIEWER

HOLLYWOOD, Oct 23- TelePrompTer, the first manufacturer of the "I Love Lucy" script reader shows that it has been first in developing a device permitting an actor to learn his part while riding his lines. The question of who was first in the important invention is of great interest to the Los Angeles Patent Office, which issued the patent pending.

Tellens, the brainchild of the Jayo Viewer, TelePrompTer's chief executive, say they operate differently, the effect of which is the same, throwing the copyright issue in the air.

A possibility is that Tellens, a manufacturer of the "I Love Lucy" script reader asserts that it is a similar invention and in using it, he says he has had pending patent for more than a year.

A West Coast executive of TelePrompTer, that Tellens was developed more than four years ago, but then on to market because he claims that there hasn't been any thought of selling it. The company now has some 50 of its emblems in operation.

He claims, however, to say that he believes TelePrompTer's prompt-generating device is more than an invention, any actor doesn't appear to be lacking on camera while reading his lines.

**NEWS IN BRIEF**

**Wendy Barrie Exits Tri-State**

CINCINNATI, Oct. 23—Termination of Wendy Barrie's contract with Tri-Star Broadcasting Co. was effective immediately, was announced by Mrs. John C. Y. Gordon Jr., president of Radio Cincinnati, Ltd., which operates Tri-Star's Channels 13 and 50, late Saturday night.

The move, made after the newscast was over, is said to mean that there has been no thought of stillness in any newscast in its eumomemous.

He says, however, to say that he believes TelePrompTer’s prompt-generating device is more than an invention, any actor doesn't appear to be lacking on camera while reading his lines.

**VITAPIX SET-UP INCLUDES MIXED BAG OF BRASS**

NEW YORK, Oct 23- The agreement reached between TelePrompTer and Vitapix (see other story) has some sidetracks of more than passing interest. The more interesting is the fact that the agreement involves the promotion of the commission's television service, which is a matter of some importance in the networks of the two companies.

According to the FCC report the average pre-free set had set a net increase in the number of paid sales of $42,000,000, according to the FCC's annual report on the nation's television industry's 1953 finances.

The networks which accounted for 75 percent of the income before taxes registered a 30 percent increase to $151,000,000 for the year.

 downtime with 18,000,000 income before taxes. The networks which accounted for 75 percent of this income before taxes increased their revenues by $37,000,000, according to the FCC report. The networks which accounted for 75 percent of the income before taxes registered a 30 percent increase to $151,000,000 for the year.

This was, however, almost definitely a result of AM operations, marking the first year income from TV outpaced income from AM.

Alto TV station expenses rose in 1953, as the network outlet cut its spending for programming from 58 to 50 percent of total expenses. This year's income was based on 1953, as the network outlet cut its spending for programming from 58 to 50 percent of total expenses.
Senate Committee Prepares Report On TV Tie With Juvenile Crime

WASHINGTON, Oct. 23—Braced for a big stake of evidence from this week's two-day hearing on TV crime and horror shows, the Senate Juvenile Delinquency Subcommittee is preparing a "special report" for Congress on the question of whether there is any relationship to TV entertainment and juvenile crime. Sen. Robert C. Hendrickson (R., N. D.), subcommittee chairman, said the decision to start the investigation was made in January. The subcommittee will give the TV industry a final report on the TV-CRIME tie, based on evidence gathered during the hearing this week. The report is expected to be released before the end of the year. The subcommittee is concerned that TV shows may be influencing juvenile delinquency.

2 More TV Grants Bring Total to 716

WASHINGTON, Oct. 23—the Federal Communications Commission has awarded $2,480,220 in grants to two television programming projects. The FCC has awarded a total of $6,960,000 in TV grants to date. The first grant is to the National Association of Broadcasters for $900,000 to develop a new series of television programs for children. The second grant, to the National Educational Television Association, is for $376,000 to provide financial support for a new series of television programs for young children. The total number of TV grants awarded by the FCC is now 309.

Bishop's Success of Limited Duration

Leavenworth, Oct. 23—Onetime Kansas Bishop James R. Lytle, who served the Leavenworth diocese for 11 years, was named Bishop of the Diocese of Salt Lake City, Utah, on Oct. 22. The new bishop will serve the Salt Lake diocese for six years.

Crosley Radio Receives Award

Crosley Radio, Inc., received the National Industrial Safety Association's second annual award for safety achievement. The award was presented to the company for its "outstanding record of achievement in the field of industrial hygiene and safety." The company, which manufactures radio and television receivers, has won the award twice in the past five years.

WAVY NOW OFFERING GUARANTEED RATE CARD

NEW YORK, Oct. 23.—In a bid to increase its advertising revenue, WAVY now offers advertisers a guaranteed rate per thousand. WAVY, which is owned by the Hearst Corporation, is one of the nation's most competitive TV stations. WAVY is offering a new rate card that in effect offers advertisers a guaranteed rate per thousand. WAVY guarantees that for every thousand viewers exposed to an advertisement on WAVY, the station will guarantee the advertiser that at least 80 percent of those viewers will see the advertisement. The guaranteed rate is $800 for the first thousand viewers, $700 for the second thousand, and so on.

Like the "guess and gamble out for the price of a single day,"广播 stations are pulling television away from the airwaves to fill the void created by the guarantee of newspaper and magazine circulation. "For every advertiser," one station manager said, "we have to keep an eye on the guaranteed rate per thousand." The guaranteed rate per thousand is now $800, up from $600 in previous years. This increase was necessary to accommodate new advertisers.

The code itself is likely to undergo further revisions and has already been found to be obsolete. But the FCC, as of this writing, has not updated the rate card. The guaranteed rate per thousand is currently $800, but it is expected to increase in the near future. The guaranteed rate per thousand is used by radio and television stations to determine the rate at which they will sell advertising time. The guaranteed rate per thousand is determined by the number of listeners or viewers reached by an advertisement.

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Time for more of the best in TV entertainment

The U.S. STEEL HOUR

produced by THE THEATRE GUILD

originating “live” from New York on ABC-TV

Winding up our first big year of award-winning TV theatre... already set for the second. Watch for more top stories like "P.O.W." and "The Last Notch"... more top stars like Paul Douglas, Helen Hayes, Dorothy McGuire. Remember, when it’s time for TV drama at its best, it’s time for the Steel Hour.

on alternate Tuesdays 9:30 PM. (New York time)
Indie Movie Studios Boom Via TV Film Production

Shortage of Equipment, Space
Put Owners in Driver's Seat

By BOB SPELMAN
HOLLYWOOD, Oct. 23—Indepen-
dent moviemakers, who have been
struggling for three or four years ago by
the Hollywood studios, are proving in
Hollywood and were in serious
financial straits by the shortage of
time with TV film production. The rapid
upturn has resulted in a serious short-
age of equipment and space, which
with studio owners suddenly find-
ing themselves in a position of power.
The complaint is that they are not
receiving an adequate return on their
investment, and many indicate that
they will no longer be satisfied to
produce their films on a purely rent-
only basis. Because demand is far
outstripping supply, many think that
the further jump in production costs
is inevitable.

American National Studios will
move completely out of the straight
motion pictures field to become the
owners of current contracts, according to
Vice-President Bill Stevens. The studio's
production company, which
realized all but two shows on the
"In the Good Olden Days" and "Warhontin Miller's "Jeannie." Stevens
said that Warhill will be
pulled out of the spring unt-
show business in America. His
idea is to do his shooting for him, which
Wildfire pictures. The "Midas" "Medic" contract has somewhat
lagged behind.

The studio cannot make money
on renting space. Stevens asserts, but
must derive its main profit from
production. He points out that at least
seven companies are all doing their own
renting.

MOT Price on Film for Ads
Cut in Half

NEW YORK, Oct. 23.—The
March of Time film footage that
was used in a cut-rate price in
for production of commerc-
ial spots of the NBC Film Library, slashed its
original price to $5 a

in-
be in the making of com-
mercial spots.

The price for such footage was
$5 a fotogram, but it has been reduced to
$5 for the $5,000,000 worth of
films, with the price charged by the
NBC Film Library. The cuts are made
for such purposes. The reduction has been
made to encourage the use of
moving pictures in
advertising

Hamilburg Starts Annie Paper Merchandising

NEW YORK, Oct. 23.—The
Mitchell Hamilburg Agency is
manufacturing a line of paper
merchandising with its "Annie Oakes"
package, including self-adhesive
Oakes packaging designs for
head, ear, cream, meat, pretzels and
delicatessen.

This move comes at the
franchising of the product, which
and box reaches a high point. At
least 2,000 new "Annie Oakes"
that had signed Oakes licenses.

Since signing its contract with the
last December, Hamilburg has
written over 45 franchises on
all but Disney.

This week the
took on the merchandising job for
the field property, "The Adventures of Long John Silver," which Joseph
Kastman now has in Technicolor
production in Australia, and
make sure his head of Hamilburg's office here has been

Ford Cuts Back On Color Film

HOLLYWOOD, Oct. 23—The
Ford Motor Company is
at the cost of shooting color film, and
ordered Sencin Genis to
that the color film be
The only major production of
the color film, "Ford," had accumulated 15
of the color film. Color was winter
with approximately 450,000
and $30,000 to $55,000 in black-

Reed Scout 'Alarm Angel'

HOLLYWOOD, Oct. 23—Ne-
agencies are upset for the sale
of "Alarm," serial based on fire
department activities, to a national
sponsoring, according to Gay Thavery,
executive of Reed Production.

Film, starring Richard Ar-
na, was previewed at convention of
International Fire Chiefs in
in San Francisco.

Papoose Client

Suggests new is preparing a
serial for future of the Circus
on Time Popcom, which co-
panies are in the similar
his exclusive deal to in-
to a series. This premium will be
for a price up to $1.

Duty on Anne, in the series distributed by CBS TV
was worked into the
its annual appearance trail. She
well be shown on the
of day parade, which will be
for 10 cities. She will
make appearances for several
weeks.

Girard Quits Medic After Disagreement

HOLLYWOOD, Oct. 23—Dis-
agreement between two of the
top executives of the studio,
Barnard Girard quit the TV
production division of the
company.

Also the Auge is said to have
taken action against Girard.
and producer Jimmy Mowr failed to agree
on the conception and treatment of the
remaining 15 shows, bickered
with producers without ever getting the client
involved.

COLUMBIA PILOT IN DISSENSION

NEW YORK, Oct. 23—United
Televisions may not have the Cinclbert
Columbia, president of the
and Phil Krasne this week de-
clining that the serial had been sold
under false
he said. It was
Talor, the man who made
the deal. Talor was
authorized to act on behalf of
Columbia, which owns the
"Eight of Them" series.

What UM is doing with the pilot has not
been revealed. It is claimed that
the series "Storm," "The New
Director," will be on the
the paper. Its deal with
fell through when Miss Col-
ought to do the commu-
producer is still seeking

17 scripts for the show.

7-Up Buys Kids Show From MCA

CHICAGO, Oct. 23—The
Seven-Up Company was this
week reported to have bought a
new show from MCA-TV for spot
bookings. The show is based on the
of the show, which MCA-TV has
denied in its early form, is
"Jubilations."

The soft-drink firm has been
with a strong show for sometime.
Its agency is J. Wal-

Five-City Sale For 'Passport'

NEW YORK, Oct. 23—ABC
Film Syndication has landed a
for"Passport," the popular
"Danger" series. Pearl Brewing
Company has acquired the
of the show, which ABC-TV has
denied in its early form, is
"Jubilations."

The soft-drink firm has been
with a strong show for sometime.
Its agency is J. Wal-

Falstaff Leads to Screen Gem Bid

HOLLYWOOD, Oct. 23—Fal-
staff Beer's proactive negotiations
get itself a bid to Screen Gem. The
deal, by which the will
have a role in the
and participate in profits
of the film, was
at $1.5 million in cash, and
the screen print can be used for both
and and color television.

Z-TV and MCA-TV have both
have a part in the positive
MCA-TV had a direct pipeline to
the client's headquarters. Z-TV, which
officially offered the deal at a
price considerably below that bid
for Screen Gem, but it appears
that Screen Gem's experience with
bid for Z-TV.

Falstaff is expected to put the
money in Screen Gem's market for
that includes "City Detective," Screen Gem hands will
handle the picture, which
does with its other national
networks.

General Artists Corporation, which was Screen Gem's change
agents until last June, will
already submitted several
scripts in this deal for having made the
original pitch.
YOU ASKED FOR IT...
HERE IT IS!

the most fabulous, the richest, the greatest assortment of prizes ever offered in broadcasting history!
supported by over 100 million PROMOTIONAL PIECES in the biggest, most diversified, most comprehensive merchandising package ever offered...anywhere, anytime!

COST? ZERO!

THIS IS NOT A Program...
THIS IS A NTA Plus SERVICE...
AVAILABLE TO ONLY 100 STATIONS IN THE UNITED STATES

IT'S "TV TIC-TAC-TOE" with
1 MILLION DOLLARS
$1,000,000.00
IN PRIZES Free!

Over 3,000 Weekly Prizes—40,000 Winners In All!

THIS PROMOTION HAS EVERYTHING!

EXCITEMENT...prolonged for a 21-week period, leading up to a grand contest climax.

ACTION...every week a new contest, with everyone in your market eligible.

SIMPLICITY...no captions to read! no box tops to handle! no slogans to judge...Our master plan makes it as easy as a-b-c.

REWARD...the greatest audience ever "Pied-Piper'd" into a station. Brings you...keeps for you...more national, regional and local sponsors than you've ever had before.

PRESTIGE...solidifies present billings with powerhouse merchandising plan...puts you in direct contact with huge national advertisers.

CALL WRITE-WIRE COLLECT!
GET YOUR SHARE OF THE 10 MILLION CONSUMERS WHO WILL BE RUSHING INTO RETAIL STORES ALL OVER THE COUNTRY EVERY WEEK TO GET THEIR "TV TIC-TAC-TOE" CARDS!

CALL YOUR NTA MAN TODAY! He's Only Minutes Away!

National Telefilm Associates, Inc.
625 MADISON AVENUE, NEW YORK, N. Y., Plaza 5-8200
WHEN TO SHOOT AND WHEN TO RUN
Reynolds Tries Change of Format
As Means of Solving Film Dilemma

NEW YORK, Oct. 23--Sheldon Reynolds has put into effect a unique plan which he hopes will help him make one of the major dilemmas plaguing producers of successful long run films series--the problem of whether to continue producing series will make more profitable or to cut off production after a certain point in order to protect residual value.

By halting production after a certain point in a production, a producer would be selling the gross layout of the picture, while by continuing production he runs the risk of saddling himself with an overwhelming number of episodes to be sold in rerun.

Reynolds, producer of that long-time favorite, "Forbiden Intrigue," hit on the "A"-RCAP, or "A"-Run Coastal Area Program, being one of the major reasons for changing the format of the series during its first run so that the series can eventually be sold in rerun.

The format of the series was changed last year but the show has not yet shown signs of its steady decline.

The series will be sold in rerun as "Dateline, Europe." The reruns of the older format show, now owned by James Daly.

Two-for-One Split

The new format, which hit the air this month, is the miniseries or miniseries or mini-series of two movies.

The new format will be shown in English and are being marketed as "Dateline, Europe." The rest will be dubbed, for dubbing has proved successful on earlier films and is accepted much by theatrical audiences.

Grand Prize Plans U. S. TV Invasion with German Film

NEW YORK, Oct. 23.--Probably the most ambitious attempt to sell German feature films to American viewers will be made through this new format.

The format, which is being packaged a block of 20 films, is a "package" format in which the majority of the product will be sold.

FREE TRIP to "Andersen" Film Buyers

NEW YORK, Oct. 23. -- A powerful giveaway promotion gimmick is being hit into the hands of sponsors of "Hans Christian Andersen," by Interstate Television Corporation.

The distribution firm has closed a deal that will enable "Andersen" bankers in the major markets to provide a free half-hour hour of "Andersen," as a gift to sponsors of "Hans Christian Andersen," by Interstate Television Corporation.

"Mrs. Jones" in Color

HOLLYWOOD, Oct. 23.--A half-hour color film, entitled "Mrs. Jones," has been prepared by Northrop Aircraft, Inc., for TV presentation.

The film has been shot in co-operation with the Armed Forces and Ground Obs. Command picture department.

"Mrs. Jones" is the story of a woman who travels through the mountains, the valleys, and the cities in order to provide a free half-hour of "Andersen," as a gift to sponsors of "Hans Christian Andersen," by Interstate Television Corporation.

REVOLVING DOOR

Joseph Kaufman, producer of the popular "Klinker Knob" series, has left for England today for further theatrical distribution there of the series. The TV distribution of the series is handled by United Artists, who have been sold by MCA-TV to United Artists.

Mr. Kaufman, who has been associated with the series since its inception, recently reported that the series has been sold to United Artists.

John Alcock, who has been associated with the series since its inception, recently reported that the series has been sold to United Artists.
THE BILLBOARD SCOREBOARD

SMITE MEET

MULLS NEEDS OF COLOR TV

HOLLYWOOD, Sept. 23—Development of magnetic sound for color film and need of standarization in telecasting color pictures are discussed at a meeting of the Society of Motion Picture & Television Engineers.

Edward Schmick, of Reeves Soundcraft, reported the development of a process for producing a magnetic sound track on a color film base, which would roll at the same speed of operation of 10,000 feet per minute.

Machines were set in motion by the SMITE to supply TV stations with magnetic sound tracks to be used on television as a brightness, contrast and tone color. The engineers believe the standardization of those sets will prevent some of the problems arising from the use of different sound tracks.

The SMITE has also been working on a complete system of magnetic sound tracks which will be available soon.

COLUMBUS

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### United Hypes Next Year's Sales Program

HOLLYWOOD, Oct. 28—The board of directors of the United Artists must have first-class programs they can show to the public and to national advertisers on a spot basis. Efforts have been made to expand the 1955 sales program, Leo Sorensen, executive vice-president, stated.

Flats are for UPD to syndicate in these new states. Ten declared to be "America's Playhouse and Home of the Famous "Andy Hardy" Theaters. The remaining states have not been decided on yet.

Other shows which UPD will have in these states are "Law and Order," "The M*A*S*H," and "Top Gun," "Tookey Jones, Space Ranger." Ten new salesmen will be added to this department for an increase in sales in product.

Hetzner, who heads the department, made this report at top-level meeting of UPD executives in Hollywood this week.

Hetzner Sets Coast Hq. to Make Vidpix, Supply Tele Talent

HOLLYWOOD, Oct. 25—Jim Hetzer, of Hetzer's Theatrical Distributors, Inc., will open a West Coast office soon after January 1 to make television film programs. Hetzer announced his plans this week to establish Hetzer's Films in California to make arrangements for a network of theatrical Harvester "Family Parties."

Hetzer has been in the theatrical business since 1939, with time out for a kick in the pants in 1944. He is in his third year in the entertainment business of 15 weeks of industrial shows in the Northwest.

Hetzer's firm in the past has been known for its personal management of talent and distribution, and with the Polach Bros. Shrine shows.

The HH shows are scheduled for January 10 for a tour through the Northwest and Alaska. With the tour is being picked by the HH distributor, the shows will play in five of the Alaska shows.

Hetzter had the account since 1938.

### Eurist Sues Robt. Maxwell

HOLLYWOOD, Oct. 25—Suits were filed this week against Robert Maxwell, of R. Maxwell, Inc., in Los Angeles Superior Court. Maxwell contends that he owes Maxwell $6,000 for the finder of a show. Original contract called for the higher percentage, but provided that Rusoff would produce the program. Rusoff, however, walked out on the series. Maxwell asserts.

### Six Markets Buy 'Classics'

NEW YORK, Oct. 25—Six independent markets have purchased the "Movie Classics" series of 18 half-hour films for exclusive local program service, its distributor, the Movietone Press, Inc. important markets include WABC-TV, Boston; KFOX-TV, Dallas; WITI-TV, Milwaukee; KOA-TV, Denver; WJZ-TV, Baltimore; and WOR-TV, Newark.

### New Klinko Studio Bows

CHICAGO, Oct. 25—More than 1,500 independent stations and a few major executives and their guests attended the formal grand opening Friday (23) of Klinko Studio, the new production center located on Washington Boulevard at 72nd Street.

Klinko announced three high sound stages, office areas, and 40 soundproof rooms, jammed with guests during what was probably the largest party ever held in Chicago this year. The complete facilities of the studio were given a tryout at the open house.

### Rogers, Autry Lose Film Bourse

WASHINGTON, Oct. 23—Ralph Rogers, of the Rogers Agency, and Ben Autry, of the Autry Agency, have been defeated this week for a Supreme Court appeal in their separate radio-broadcasting litigationcases. Rogers' case was based on the rights of their firm to use a network of commercial stations, and that the Republic did not have the right to interfere with their arrangements, while in Autry's case the Republic sought to prevent the two from using a half-hour network of stations for the purpose of getting the two to sign contracts with other stations.

### Advertisement

**United Artists**

**THE BILLBOARD**

**OCTOBER 30, 1954**

**THE BILLBOARD SCOREBOARD**

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

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### Advertising and Sales

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### The Billboard Scoreboard

**OCTOBER 30, 1954**

**TV Film Commercials in Production Since September 1**

This is a monthly feature of The Billboard's TV Film department, and offers the most complete domain picture of the nation's leading advertisers, who are engaged in the production of TV commercials for their products. The following symbols are used to designate types of commercials involved:

- L: Live action, V: Film animation, E: End Olsen, S: Spot.

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### ARB Ratings

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Trade Ponders Rack Jobbing Expansion: What’s Ahead?

Detroit's Handleman Set for New Activity; Philby Firm's in Trouble

By JOE MARTIN

NEW YORK, Oct. 23—The self-serv- ing sale of records in such retail stores as drug and variety markets and cigar stores, an opera- tion known as "rack jobbing," is expected once again to rise after a long period of decline. A large number of key network radio stations are now being sold on rack jobbing basis to retailers who want to sell records at a profit. It has also been reported that the food counter sold twice as many records last month as did the cash register.

Victor Spends $250 G for Aids At Point of Sale

NEW YORK, Oct. 23—To ex- pel the growing trend toward self-service in record sales, RCA Victor by the end of this year will have installed an entirely new type of point-of-sale promotional aids. Most of the money has been spent in pro- ducing material to help the sale of the $12.50 EP. Distributors acquire the point-of-sale material by subscription, in turn making it available to retailers.

Newly available aids supplied by Victor include a "ladder" coupon border, 150 best-selling EPs, the "Honor Roll of Hits" merchandis- ing plan, which promises to help display and move other EPs by a special敦煌 for the Glenn Miller Limited Edition, Vol. II, and a "brochure" for the "Victor Is Believing" fidelity disk. The 150 best-selling EPs are to be thrown-away and starter was also made, Alexander noted.

Favorite Records Boys November 8

Combine to Cover Hits With Donuts, and Retail Them at Two for 89c

NEW YORK, Oct. 23—Favorite Records has a new line produced by the Sirens & Schneider-Bell New Disc combination, to be sold at 89c. It is expected that the total sales of 45 rpm single will increase by 300 per cent, owing to the handling of the line. First release on the line is a selection of six singles. Subsequent releases will be on a monthly basis, and all new records are to be reported in The Billboard, dealers and operators will get the line, list-priced at two for 89c.

MUSIC-RADIO

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

The BILLBOARD

October 30, 1954

E. T. Firm Plans 7 New Deejay 'Name' Series

NEW YORK, Oct. 23—The World Broadcasting System is ready to give a few more names and discos to the Russian trans- mission. . ..

World's most recent discos: Grady-Harry James daily-hourly discos, and the firm thinks it is significant that there are now more than 300 discos that have a large number of key network radio stations as a result of the Russian transmission.

World's parent company, Ziv, is also doing well in the trans- mission of the discos. For example, Grady-Jerry last, Dick Powell and Tony Martin.

PACKAGING

Christmas Card Style For Disks

NEW YORK, Oct. 23—Carto- cards and Christmas cards have been made for the first time by Westphal and Cardinal Records. The cards are de- trated to the trade themselves, and the cards are all for Christmas and "Silent Night," in performances by The Performance Records. The cards complete with record whose sticker and colorful envelope have been provided for mailing. List price is 90c.

The Cardinal is an EP, holding four popular Christmas favorites: Jingle Bells, "Silent Night," "Rudolph the Red-nosed Reindeer," by the Melody. The cover is a miniature Christmas card. It sells for $1.47, and the cards, which are not available with the Cardinal product.

Majestic Ties-In With Liberase on Music-Mate Plug

NEW YORK, Oct. 23—The Majestic Music, Inc., parent of the Gay Corporation which this week worked a series of additions to its line of products to help market the manufacturer's new "Music-Mate," a package that combines two radio-transmitters and a phonograph, under a single contract, has announced that each of the three cards which it will carry in the package will be priced at 90c. The cards, which are in the series "Music-Mate," are on the lines of the "Christmas Card Style." The cards will be available to the retailer in quantities of 1,000, and will be distributed through the entire United States.

WSM to Stage 3d Nat'l Deejay Shindig Nov. 19

NASHVILLE, Oct. 23—Radio Station WSM will start sending out invitations next week to the third annual National Disc Jockey Festival which will be staged here on November 19 and 20. It is estimated that over 800 discjockeys will be in attendance at the festival, which will feature several meetings, discussions and general social functions. The event will culminate in a gala entertainment of WSM's "Grand Ole Opry" show. Breakfast, luncheon and dinner sessions have been set for Friday, November 19 and Saturday, No- vember 20. During the weekend there will be a formal session at which discjockeys will meet with re- records from the record and music industries to discuss problems concerning promotion of discjockeys.

On Thursday, November 18, the Country Music Disc Jockeys Asso- ciation, organized here last year, will hold its first annual conven- tion. On Friday, November 19, the Grand Ole Opry Festival, will be held in Nashville with complete plans for their conven- tion.

Last year the two-day festival drew 3,896 discjockeys from every state in the nation. Invitations to this year's festivals have been sent out this year will reach about 4,000 deejays.

WPAT Goes To 45

PATERSON, N. J., Oct. 23—Local Station WPAT has decided to go 45 and will augment its present equipment with 45 playing equip- ment and will introduce the new equipment at WPAT to November 15.

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Independents Chalk Hits Despite Major Flock of Labels on Island Charts In Spite of Competition From Big Firms

NEW YORK, Oct. 23.—For the first time since the early spring, a record that was breaking thru with hits in spite of the intensified competition from the majors was this chart week show five new independent albums entering the Top Ten. The Crown and "X"-perched on the best-seller tally are those that are cutting are holding upward. The records include the De Carlo Sisters' "That's What I Like," the Chancellor Orchestra's "Ragtime," Petty's "Mood Indigo," and Richard Malba's "St. Louis Blues Mambo.

New York, Oct. 22.—At last a batch of independent competition from the majors, for the De Carlo Sisters has also recorded "Mr. Sandman," and Dean Martin is continuing to parlay "That's What I Like." and Connie Band has tried to "Give My Heart to the 200," before the De Carlo Sisters, for the first time ever, got the "big one.


TWO ON ONE IS LEWIS' FUN

NEW YORK, Oct. 23.—Some fifty thousand people will be set when Jack Lewis, the popular tenor, has completed his present tour for RCA Victor, completes his present recording trip, for RCA Victor, completes his present recording trip, for RCA Victor; and additionally, he is due to return to duty in a month or less. He will leave for New York to appear at the Majestic Theater and the State Theater in Chicago.

AMERICA'S NO. 1 POLKA BAND

MILWAUKEE, Oct. 23.—For the past five years, the Polish club has been a popular dance band in the city. Now, however, it has become a "hot" property for Polish music lovers.

"TV PROOF" PROGRAMMING WILM Builds Loyal Fans With Live Polka Shows

Milwaukee, Oct. 23.—Polka record fairs have built a loyal and enthusiastic following, for the first time in Milwaukee, it is now possible for a large number of people to enjoy the music, and it is now possible for a large number of people to enjoy the music.

With several local radio stations now broadcasting live from the big main body of Milwaukee's many polka bands, there will be something for everyone.

The bands include a handful of polka bands whose reps are, with few exceptions, all familiar to the local music fan. The Frankie Vasko, Louie Bash, Joe Gage, Dick Metko and the St. Pat Polka Orchestra are among the best.

The radio bands are tuning in to the live programming at the station.

Major record labels are introducing new radio stations on the air, and if they do not make a hit, then the music industry is a sizeable one.

The new musical "Peter Pan" is just beginning, and if it doesn't make a hit, the customers for concerts to come, the reporter will eat his dirty brownies.

POLITICS, MUSIC RUB ELBOWS

NEW YORK, Oct. 23.—Politics and music are two of the world's most popular activities, and vice versa. Both are controlled by political factions. Republican candidate for Senator, Richard Nixon, is on the Red Buttons recording of "Strange Things Are Happening In Round Town." It was on "Strange Things Are Happening In Round Town." It was

Radio's Impact on American Life

Radio has had a profound impact on American life. It has been a powerful force in shaping public opinion, educating the public, and providing entertainment. Its influence has extended to virtually every aspect of cultural, political, and social life. Radio's impact on American life is vast and far-reaching, spanning everything from music and news to education and entertainment. Its influence has been so strong that it is often referred to as the "fourth estate."
Coral Hits the Country!

Hurricaneing to #2

HOLD MY HAND

Coral 61206

DON CORNELL stars on the Colgate Hour coast to coast on WRCA-TV Sun., Oct. 31 See and Hear Him Sing HOLD MY HAND

Coral Records
America’s Fastest Growing Record Company
First Sensational Release!

Singing

MISTER SANDMAN

THE LITTLE WHITE LIGHT

Coral 61288 (78 RPM) and 9-61288 (45 RPM)

The Big Hits are on...
an OCTOBER special!
a NOVEMBER hit!
don't wait...
ORDER TODAY!

MY SWEETIE WENT AWAY

Teresa Brewer

TIME

Coral 61286 (78 rpm) and 9-61286 (45 rpm)

Coral Records
America's Fastest Growing Record Company
McGUIRE SISTERS have 2 BIG HITS on 1 GREAT RECORD

MUSKRAT RAMBLE and LONESOME POLECAT

The BIG Hits are on...

Coral #61278

Coral Records
America's Fastest Growing Record Company
Motorola Hits Road For Opinions

BISHOP SHIEL COMMENTS ON DENNIS RECORD

CHICAGO, Oct. 23-Ted

Bishop's record, headed by Rhapsody in Kudu, reached No. 1 on the Billboard chart this week, which makes his career in the business regard-

able indeed. Bishop, who is a former

member of the Chicago Jazz Band, is a recent addition to the roster of the major record companies.

"In the world of music," Bishop says, "there is no room for mediocrity. Any artist who wants to succeed must put in the extra effort to

make his work outstanding. That's what happened when I recorded 'Rhapsody in Kudu.'"

"It's a song that really gets

under your skin," Bishop adds. "And when you hear it, you can't help but dance to the beat."

Discontent Firm Racks Up a Major First

HOLLYWOOD, Oct. 23— Walt Disney's newest cartoon, Moby Dick, has

made its debut on the New York Times' recommended selling list and with
distribution of promotional packages

two upcoming songs from the

day's Billboard show. "The

Swallows" and "The Ballad of Old Bones" has been recorded and

promoted heavily. Other songs on the list include "The
disc of Copyright are an original score by

Leonard. J. Schwartz, New York

Bishop of Chicago. The

record, and a story suggest- ing it will soon appear in

The Chicago Tribune. The

deal is expected to help

the record market.

Bishop's statement commenting on the jacket box, states:

"This is a way of making music more accessible to the public. It's a way of

making the music more personal and

more enjoyable."

Typical questions asked of the

dealers were:

"What do you think of your customers when you attempt to make a high fidelity deal?"

"What do you expect to receive in

purchase and use of a high fidelity system?"

"How can we help you to

make your decision about your own high fidelity equipment?"

"What should we do as

manufacturers to increase the

number of new deals and to

make these deals more

understandable?"

"At this time, we're focusing on the

development of new features and high fidelity radio equipment. What is the

market for these products?"

One of the highlights of the tour, according to the manufacturer, was a

presentation to the media of a new

model of radio equipment that

was expected to be popular among

radio enthusiasts.

"We've been told the radio is a

very popular item with people who

like to listen to music while they're driving," the manufacturer said. "We

think it will be a good seller for us."

With the use of such grass-roots sales tactics, the manufacturer hopes to establish

on the market that the product is

good for the consumer, and the

sales of radio and television equipment will increase.

"I think you're going to

see a lot more of these types of promotions in the future," he said. "People

need to be reminded that there is

a lot of good music available through

radio and television."
TALENT TOPICS

FLESH MAY RETURN TO CHU SOONER THAN EXPECTED...

Business concern the Chicago-Thuoller stage shows earlier than expected because the eight-day show are to be the last public shows that the theater will give this year. The theater, which is the second-largest stage show in the city, has been closed for the last six weeks due to the influenza epidemic. The shows will be held on Saturday night and Sunday afternoon.

MOULIN ROUGE RECORD SATURDAY CROSS-ROADS.

Moulin Rouge, the world-famous cabaret in Paris, has closed after a run of more than 20 years. The cabaret, which was founded in 1889, has been home to many famous performers over the years, including Josephine Baker and Fats Waller. The closure of the Moulin Rouge is a significant loss for the music and entertainment industry.

BILL MILLER OUT AS COUNTRY & WESTERN BOOKER.

Bill Miller, known for his work with the Philadelphia Orchestra, has left his position as country and western music director for the orchestra. Miller had been with the orchestra for 10 years, during which time he helped to establish the orchestra's reputation as a leading proponent of the genre. He will now be focusing on his own solo career.

MUSIC STARS CROWD ROYAL VAUDEVILLE SHOW.

A host of music stars were in attendance at the Royal Vaudeville Show in London, including Ray Charles, Aretha Franklin, and Stevie Wonder. The show featured a variety of acts, including singers, dancers, and comedians. It was a sell-out event and received rave reviews from the audience.

Around the Horn

Webb Pierce encountered problems with his new album, which was released to mixed reviews. He had hoped that the album would be a commercial success, but it did not live up to expectations. Pierce is considering his next move and may consider releasing a new single to try and boost sales.

FOLK TALENT & TUNES

By BILL SACHS

RHYTHM & BLUES NOTES

By BOB ROLTON

NEW YORK, OCT. 23. - The music industry is abuzz with rumors that some of the one-nighters shows from city to city is causing much head-scratching among bookers and promoters. These shows are being held in a variety of cities, ranging from the normal Granada Jazz at the Philadelphia Orpheum, to the larger venues like the New York Palladium and the Boston Music Hall. Everyone seems to be talking about the shows, and the buzz is spreading across the country.

MEADOWBROOK

Three-Market Operation for Band Location

NEW YORK, OCT. 23. - Deejay and music industry veteran Pete Daley, with his new band, the Daley's Deejay, is promoting a series of shows in the Midwest and the East coast. Daley is known for his ability to book successful shows, and this series is no exception. The shows will be held in Chicago, New York, and Los Angeles.

A MAN AFTER HER OWN HEART

New York, Oct. 23. - Martha Carson, of WSM's Grand Ole Opry, has announced her engagement to Charles H. Grady, the owner of the Opry. The couple will be married later this year.

THE BILLBOARD

MUSIC RADIO

OCTOBER 30, 1954

Copyrighted material
for the answer, hear

THE AMES BROTHERS

sing

THE NAUGHTY LADY OF SHADY LANE

ADDIO

20/47-5897

a “New Orthophonic” High Fidelity recording
**Decoy**

Over the last two decades, Decoy’s feature property has included the largest film company of its kind, a Children’s First Record.

**SEEK DEITY PLAYS**

Jack Bregman, of Bregman, has written a review of the second edition of the book, of which the Decoy staff has been named as one of the top ten in the world. The book contains over 800 music books, and it has been considered one of the most important projects of its kind.

**CAPITOL'S BOOZE**

Capitol Records released a new album, titled "The Ballad of Jack," which contains the work of various artists, including the hit single "A Child’s First Record." The album has been well-received by critics and fans alike.

**LONDON FIRM NABS NAMED SEA COAST**

"The Smooth Sea" was a CBS feature produced by Frank Minor, who is the head of the CBS Picture and Music. The film was a huge success, earning a total of $1 million at the box office.

**FRANK LUTHER SETS UP NEW FIRM**

Frank Luther, who has been a key figure in the music industry, has set up a new firm, Luther Music, which will focus on developing and releasing new music for the world. Luther has a long history in the music industry and is well-respected for his work.

**ANthem**

"Pin-up girl" by Jimmy Davis, a color feature directed and produced by Alan Minor, will be released as a book. The book will be available at the major bookstores and is expected to be a hit.

**BECUSE OF YOU**

"Because of You" by Lawrence Welk, a controversial title, has been released and is causing a stir in the industry. The song has been heavily criticized for its lyrics.

**the LITTLE SHOEMAKER**

"Coming Up Fast! " by Smiley B. Hunt, a country music song, has been released and is making waves in the country music scene.

**outlet Plays Jones’ Desk**

"For 3 Hours" by Red B. Ford, a jazz song, has been released and is causing a stir in the jazz community. The song has been well-received by critics and fans alike.

**the Rhythm and Blues Society**

"Goesto" by Charlie R. Moon, a rhythm and blues song, has been released and is causing a stir in the rhythm and blues scene. The song has been well-received by critics and fans alike.

**Mood Indigo**

"A Solid Hit" by Frankie Laine, a big band song, has been released and is causing a stir in the big band scene. The song has been well-received by critics and fans alike.

**outlet Plays Jones’ Desk**

"For 3 Hours" by Red B. Ford, a jazz song, has been released and is causing a stir in the jazz community. The song has been well-received by critics and fans alike.
one smash hit deserves another!

more Kostelanetz Mood Music
for the biggest sales ever

This one's even greater than LURE OF THE TROPICS and it's backed up by complete national and point-of-sale advertising, including a beautiful full-color blowup of the cover. Ask your distributor.

The Best Sellers come your way from COLUMBIA RECORDS
PHONICS—HI-FI

By STEVE SCHICKEL

HI-FI CONCERT SET FOR CONSTITUTION HALL
M. Robert Rogers, president of WCMC AM-FM, Washington, and the National Recor-
ding Institute will try to go the hi-fi fans one better when they produce a hi-fi concert in Constitution Hall November 19. The program will feature a hi-fi recording session, including a playback to the audience of a sound-reconstruc-
tion tape of the concerto by Amadeus Mozart. Rogers, who sparked last year's hi-fi fair in D.C., expects the concert approach to boost interest of manufacturers to the hi-fi fans who want to learn more about music.

COMMITTEE STUDIES TAPES
Not too long ago this column pointed out that one thing hi-fi fans could achieve and is, a lack of standards. It is something that every industry must achieve and it is a lack of standards. However, it would be an even greater accomplish-

VERCORS OWN URGES "THREE-WAY SELLING"
The president of the National Electronic Distributors Association in Dallas, Nor-
mal Vercors, said he will show Chicago Cor-
poration, urged that the selling of hi-fi equip-
ment be done by "Three-Way" selling. To sell the customer, the consumer, and the sup-
plier. According to Vercors, "Manufacturers must be told what to do. The consumer can be told what the modern product will do for him. But he cannot be told fact-pairs concerning the industry so that the industry can be told that its foreign goods can stay in line with American industry at an equal competitive level."

WASHINGTON HI-FI PAYS IN MARCH 55
A group of hi-fi dealers from New York and the Midwest will meet in Washington soon. The companies will be discussing high-fidelity fair for Washing-
ton will be held March 4 at the Hotel Harring-
on. The fair will be presented by Station WCMS.

HMV RECORD COVERS FIT FOR FRAMING
HMV records have been designed for HMV
records released by RCA Victor, featuring full-color cover portrait of the star printed on the back of the cover. The pictures of the records are now in stock.

COLBA COVER ART ON NEWSPAPER PICTURES
An example of the increased attention given LP covers to the newspaper advertisements taken by Col-
bi a Records in its impending "Day of Brubeck at Storyville" set. Due out next week, the LP will be sold in a jacket made up as the front page of the "Columbia Gazette," a sheet complete with weather report and crossword puzzle. The "Vesuvius" is "first thing in the morning" record.

VOX PREPARES "DE LUXE TONES"
Vox is preparing a new de luxe package contain-
ing more of George Gershwin's "Echoes of Harlem". The five-inch de luxe LP will be included a special booklet containing biographical notes on Gershwin and a record of four songs by the Eddie Condon Quartet. The package will be sold at $5.00.

EVERYONE HOPS ON TO BLUE RECORDS
Every time a record company seems to con-
cern itself only with the classical repertoire and rush out competitive versions in the near future. A few months ago Capitol turned out a recording of the Brahms Violin Concerto by Nathan Milstein, which has since figured frequently on the Billboard best-seller list. Now another big label has turned out a recording of the same concerto. A few months ago Capitol turned out a recording of the Brahms Violin Concerto by Nathan Milstein, which has since figured frequently on the Billboard best-seller list. Now another big label has turned out a recording of the same concerto. Last year's attendance was over 30,000 for the 50 ex-
hibitors. More and larger exhibitors were being urged to participate in this year's event, according to the Los Angeles Symphony Orchestra.

REGENCY MARKETS POCKET TRANSISTOR RADIO
Preparing to the store is a new Regency Pocket Transistor Radio. The unit measures 3 x 4 inches and is light over one inch deep, and will retail for $49.95. Optional, at a retail price of $7.50, will be an earphone for conversion to the FM band. The unit is marketed by a number of different dealers in the Los Angeles area.

C. J. Hunt, general manager of the radio-televi-
sion division of the Stereophonic Corporation, announced that he is offering a line of new transistors to the marine market. The unit is designed for marine use, with a 6 volt, and is marketed by a number of different dealers in the Los Angeles area.

Washington Hi-Fi Fairs in March 35
The National Hi-Fi Fair will be held in Washington March 4 at the Hotel Harring-
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LINER NOTES
By IR BOROWITZ

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Elbows, forearms, knuckles, fists... wooden gadgets and metal gimcracks... coupled celestas, double-tracking... all's grist to the 20 fingers and 2 pianos of a Ferrante-Teicher session! The result? Sounds you've never before heard—so unique there's no vocabulary to describe them! Listen to any one of these "fancy figurations and fugal folderol" (that's one critic's attempt at description), in their "prodigious technical feats" (another critic), and you'll know why "the most exciting piano team of our time" (still another) is sending all America with...

THE BELOVED OLD TUNES WITH THE NEW XMAS SOUNDS
The Billboard Music Awards

The Billboard Music Award Program Guide

Radio's Most Important Factor—
The Disk Jockey

Just as it is today's Atlantic that is devoted to recorded music, a fact that is frequently overlooked is the very important role that disk jockeys play in the world of recorded music. Disk jockeys are the ones who select the music that is played on the air, and it is their preferences that determine what the public will hear and enjoy. Therefore, it is not surprising that disk jockeys are often referred to as the "gatekeepers" of recorded music.

Credited Highlights of the 1954 Activities of Top Recording Artists

An important feature that will be included in this year's list of artists, will be a list of the most popular recording artists of 1954. This list will be based on the sales of their records, as well as their performance in the charts and on the radio. The artists will be listed in order of popularity, with the top artist being the most popular.

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Now Shipping—One of the Outstanding Record Packages of All Time...

Columbia Records proudly presents the songs, the sounds, the impassioned spirit of America's fiery legend...a magnificent album, unlike anything you have ever heard.

You Will Hear:
1. General Lee's Grand March
2. All Quiet Along The Potomac
3. The Bonnie Blue Flag
4. Lorena
5. The Yellow Rose Of Texas
6. Somebody's Darling
7. We All Went Down to New Orleans For Bales
8. General Robert E. Lee's Farewell Order To The Army Of Northern Virginia Appomattox Courthouse, Virginia, April 12, 1865—(Rev. Edmund Jennings Lee, Narrator)
9. The Conquered Banner
10. Dixie's Land with Quickstep And Interlude: Year Of Jubilo

You Will Read:
Introduction by Goddard Lieberson

The Confederate Legend by Bruce Catton
Lee at Appomattox by Clifford Dowley
The Songs and Their Origin by Richard Bales

Available on all speeds...exclusively on COLUMBIA RECORDS

Backed by the Strongest Promotion Program Ever Put Behind a New Release
There are a few artists—just a few—who happen to be strong enough so that their labels can lose out one disk on top of another with a better than average chance of either of the two or three consecutive platinum-plated hitting the charts within the same time period. Among them are Nat “King” Cole, Billy May, and Tito Puente. There’s no argument about Cole; his sales are up, and the chances are that they’ll remain up. It’s more difficult to determine the chances for May and Puente on a single release, as each has several singles which rate well. It seems that the two and three consecutive platinum-plated releases have come from one disk at a time only in the case of Cole, and that’s a point in his favor. It is possible that a new release from the other two will take place and add a new dimension to the market. Both have been well-sellers in the past and may find their new releases selling well.

The 1954 “Shake, Rattle, and Roll” by Chuck Berry, a number one hit this week, is a good example of a song that has been successful in the past. The song was written by Berry and his brother, the late Johnnie Ray. It was recorded by Ray in 1955 and released by Chess Records. The song was later covered by many other artists, including the Beatles, who recorded it in 1963.

The “Honor Roll of Hits” chart, which lists the top ten singles in the United States, is compiled by Billboard magazine and is widely regarded as the standard for measuring the success of popular music. The article also features a “Talent Corner” column, which highlights the careers of up-and-coming musicians and songwriters.

The “Second Ten” section of the article features songs that are currently popular but have not yet reached the top ten. The “INDEX TO JARTS” section lists various types of music, including popular records, singles, and packaged records, along with their respective popularity rankings.
A 2 SIDED HIT!

IF THAT'S THE FASHION

IF YOU AIN'T LOVIN'
(YOU AIN'T LIVIN')

Both songs published by Central Songs, Inc.

Capitol Record No. 2953

FARON YOUNG

Exclusive Management Hubert Long
1537 McGavock Pike, Nashville, Tennessee
Phone 2-6885 or 6-7181
The Billboard Music Popularity Charts

**Best Sellers in Stores**

For survey week ending October 20

<table>
<thead>
<tr>
<th>Record</th>
<th>Weeks</th>
<th>Label</th>
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<tr>
<td>The Guy Hoo-Hoos - Cod. 40500-ASCAP</td>
<td>16</td>
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<tr>
<td>I NEED YOU NOW-E. Fisher</td>
<td>9</td>
<td>Cadence</td>
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<tr>
<td>THIS ONE HOUSE-R. Clongey</td>
<td>13</td>
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<td>I IF I GAVE MY HEART TO-Y. Doris Day</td>
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<td>HOLD MY HAND-D. Cornell</td>
<td>5</td>
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<tr>
<td>PAPA LOVES MAMBO-P. Como</td>
<td>5</td>
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<tr>
<td>SKOKIAAN-R. Marionie</td>
<td>7</td>
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<tr>
<td>RATTLE AND ROLL-R. Hally</td>
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<tr>
<td>CARA MIA-D. Whitefield</td>
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<tr>
<td>SKOKIAAN-Four Lads</td>
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<td>TEACH ME TONIGHT-D. Grasso Sisters</td>
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<tr>
<td>SMILE-Nat (King) Cole</td>
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<tr>
<td>LITTLE SHOE MAKER-Capphire</td>
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<td>THEY WERE DOING THE MAMBO-V. Momente</td>
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<td>WHITHER TIDOU COEST-L. Ford</td>
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<tr>
<td>OOP SHOO-Crea Cuts</td>
<td>21</td>
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<td>THAT'S WHAT I LIKE-D. Dick &amp; Johnny</td>
<td>26</td>
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<tr>
<td>HIGH AND THE MIGHTY-V. Young</td>
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<tr>
<td>NEED YOUR LOVIN'-Chéers</td>
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<td>HIGH-MOM-Grady Harmon</td>
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<td>MR. SANDMAN-Chloelettes</td>
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<tr>
<td>IF I GIVE MY HEART TO-C. Boswell</td>
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<td>COUNTRY BLESSINGS-E. Fisher</td>
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<td>MOOD INDIANO-N. Petty Trio</td>
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<td>ST. LOUIS BLUES MAMBO-R. Melby</td>
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<td>MAMA DOLL SONG-P. Page</td>
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<td>SKOKIAAN-R. Anthony</td>
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**This Week's Best Buys**

For survey week ending October 20

<table>
<thead>
<tr>
<th>Record</th>
<th>Weeks</th>
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<tr>
<td>HAJJI BABA (Remick, ASCAP)</td>
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<tr>
<td>UNBELIEVABLE (G. H. Morris, ASCAP)-Nat (King) Cole-Capitol 2049</td>
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</tbody>
</table>

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

**Most Played in Juke Boxes**

For survey week ending October 20

<table>
<thead>
<tr>
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<th>Weeks</th>
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<td>2. THIS ONE HOUSE-R. Clongey</td>
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<td>3. I NEED YOU NOW-E. Fisher</td>
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<td>4. HOLD MY HAND-D. Cornell</td>
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<td>15. IN THE CHAPEL IN THE MOONLIGHT-K. Kalin</td>
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<td>16. MY FOOL TO CARE-L. Paul &amp; M. Ford</td>
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<td>17. SMILE-Nat (King) Cole</td>
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<td>18. MOOD INDIANO-N. Petty Trio</td>
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**Most Played by Jockeys**

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<td>20. IF I GIVE MY HEART TO-C. Boswell</td>
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you'll Thrill to this GREAT recording by

SARAH VAUGHAN

"Make Yourself Comfortable, Baby"

the most commercial side Sarah ever recorded
coupled with "IDLE GOSSIP"
MERCURY 70469 • 70469X45
BIG HITS from M-G-M

Billboard Spotlight

THE CASH BOX

VARIETY

Best Bets

FABULOUS NEW VOCAL GROUP

THE FOUR JOES

HAJJI BABA

From the 20th Century-Fox Motion Picture, "The Adventures of Haji Baba"

MGM 11857 • K 11857

THE QUEEN OF SONG!

FRAN WARREN

EMPTY CHAIR

MGM 11841 • K 11841

THE GREATEST!

TOMMY EDWARDS

I HAVE THAT KIND OF HEART

MGM 11821 • K 11821

A TREAT FOR THE EARS!

THE RAY CHARLES SINGERS

INDIAN SUMMER

MGM 11839 • K 11839

Hear the New Ray Charles Album

"AUTUMN NOCTURNE"

With the Ray Charles Singers

E 3145

Billboard Spotlight

LEROY HOLMES

and his orchestra

with their Sensational Followup to "THE HIGH AND THE MIGHTY"

Jara's Theme

From the MGM Picture, "Gone With the Wind"

B/W JAMIE

Whistling by FRED LOWERY

MGM 11854 • K 11854

STILL GOING STRONG

THE HIGH AND THE MIGHTY

Whistling by FRED LOWERY

MGM 11761 • K 11761

M-G-M RECORDS

THE GREATEST! IN ENTERTAINMENT

www.americanradiohistory.com
The Three Chuckles
RUNAROUND
c/w
AT LAST YOU UNDERSTAND
78 RPM X-0066 45 RPM 4X-0066

**WE ARE LOOKING FOR...**
A man to represent us as our
REGIONAL SALES MANAGER
for foreign markets.

The man we are looking for must know enough languages to permit him to work
properly in most countries. American preferred; someone familiar with the record
industry and willing to live in London or Paris.
This is a highly responsible position carrying a sufficient income for the
right man.

Contact I. H. STEINBERG, Treas.,
MERCURY RECORD CORP.,
35' WACKER DR., CHICAGO 1, ILL.

**PROFESSIONAL SONGWRITERS**

New Recording Company with National Distribution wants
Experienced Songwriters.
Mail Credit Statements, Ceyntrage and Lead Strophes of your best Bounce Tunes
and Novelty Ballads, with Postage for return of materials to

CAMPUS RECORDS, INC.
1332 S. FLOWER ST.
LOS ANGELES 15, CALIFORNIA

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

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**THE INCOMPARABLE**

Burl Ives
Sings

"THE MISSION SAN MICHEL"
and

"TANGLED WEB"

with GORDON JENKINS
and His Chorus and Orchestra

DECCA 29282 (78 RPM) • 9-29282 (45 RPM)

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**THE BILLBOARD MUSIC POPULARITY CHARTS**

**POPULAR RECORDS**

**Review Spotlight on...**

THE CAYLORDS:
Papalins (Pincus, ASCAP)
Wonderful Lips (Hill & Range, BMI)—Mercury 70479—
The Caylords have a solid pairing here. The top side is
a sparkling tune in the manner of "Little Shoemaker,"
the flip is in a shuffle-beat effort that moves. Both have
proven for stores and clubs.

BILL HALEY ORK
Don't Dim The Lights (Republic, BMI)
Happy Baby (Mycro, ASCAP)—Decca B-3137—Here are
two pounding efforts in the usual Bill Haley manner.
"Don't Dim The Lights" is perhaps a more slower,
but both wild cuttings are for the kids who want to dance.
These should grab coin with these follow-ups to "Shake, Rattle and Roll."

**TALENT**

**THE FOUR TOPHATTERS**
Here is a new group with a sound that indicates they
could break thru. Their second record on Cadence
Records features the boy-singing "Don't Dim The Lights" (Republic, BMI) and "It Should've Been Me" (Progressive, BMI) on Cadence 1543. Good listening here.

**TUNES**

**THE SONG FROM DESIRE**
This is the title tune from the forthcoming flick "Desire" and it's penned by Alfred Newman and Ken Darby. It is a beautiful waltz and already has four records, with many more to come. Discs so far include Jane Froman on Capitol 2979; Paul Weston on Columbia 40398; Alan Dean on M-G-M 11844 and Anna Marie Alter-gotti on Mercury 70478. If the tune hits, many records could share in the take.

**Reviews of New Pop Records**

ROSEMARY CLOONEY
Memories (Valencia, ASCAP)

COLUMBIA 4091—4 A Billboard "Spotlight" 8-23-54. (Result, ASCAP)

We'll Be Together Again... 78
The thrills award the fragile melody of the locally titled a nana and
beautiful performance. If you should attract more sales and coin. (Hill
& Range, BMI)

JAYE P. MORGAN
That's All I Want From You... 88
Decca 28577—10-23-54. (Wise & Barry, BMI)

Dana... 71
The thrills trim a Peggy Lee with a

solid piece of material, but it doesn't
come off in tune of good Winter-

Melody backing. (Famous, ASCAP)

JERMA BREWER
Fine... 81
CORAL 6246—The cavity within a

material tune with much smoothness,

heart and verse over a solid back-
ing. Should get plenty of spins. This

could be a big record for the thrills.

May We Leave Alone... 76
A lovely vocal treatment of an old-

time ditty. However, flip is better.

JOHNNY REIDMUND—ALAN BALE
BUDDY GRECO
Don't... 78
CORAL 61266—The base treat the

tunes to a production in their best

"Heart Of My Home" style. It will

make for attractive listening, and the

(Continued on page 38)

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**THE MIDNIGHTERS**

ANNIE HAD A BABY
SHE'S THE ONE
FEDERAL 12193

EARL BOSTIC
HURRY! STOMP
TIME ON MY HANDS
RING 4141
50000005551

TINY BRADSHAW
STACK OF DOLLARS
CAP PLOT
RING 4174
50000005553

THE CHARMS
HEARTS OF STONE
WILL GROVE
DE LUXE 6622
50000005552

THE 5 ROYALES
MONKEY HIPS AND RICE
DEER WITH THE REST
RING 4184

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**DISTRIBUTED BY RECORDS**

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We Accept With Great Gratitude
The Privilege of Reproducing
Bishop Sheil's Commentary On

Tiffany's
Finest Recording
OUR LADY OF
GUADALUPE*
SUNG BY
Clark Dennis
b/w
The Ten Commandments
Arranged and Conducted By
ROBERT A. NICHOLSON
Record No. 1311

* As a tribute to Bishop Sheil and all of his boys, who under his recreational guidance have developed clean minds, healthy bodies and a sense of fair play toward all, the composer of "Our Lady of Guadalupe" has turned over all her royalties for his youth work throughout the world.

Bernard J. Sheil, D.D.
Auxiliary Bishop of Chicago
Founder of Catholic Youth Organization
**Reviews of New Pop Records**

SAMMY KAYE ORK Dancing, I Love You ...71
COLUMBIA 4450 — Cute warly
kicked up a new bid for the chart and
covered boss for its latest. There's a
R&B flavor to this album sticker.
(Atlantic, NYC, ANCAP)

ADAM BONJ
The Story From Travieso ...
PRIDE 4452 —IDX-
Dance band in its big band vocal
department. Do your knees and
the Chicago, November, D.C.
(Vanessa, NYC, ANCAP)

TOLLER, My Love ...
71

THE LANCERS
Mr. T, Taron ...71
CORAL 4268 — The Lancers have
on the cover, with a much more
the theme song of the Illinois
Lancers sing it on their and they
cover, too. It's a good record, but
improvised arrangements.

LITTLE WHITE LIES ...
71
Here are the Lancers singing a bright
tune with a light touch that makes them
no popular records. It's a bright
record, and it has a chance for ac-
(.Motown, NYC, ANCAP)

BILLY MAYS
Behind The Red Rose Mask ...
CAPITOL 13906 — That rare
another representative of a band in
a recording of this kind, with
Bargain album to.
Lewis Do Los Montes ...
71
Here are the Lancers singing a bright
tune with a light touch that makes them
no popular records. It's a bright
record, and it has a chance for ac-
(.Motown, NYC, ANCAP)

JULIO LA ROSA
1 Mile to Say Hello ...
71
LEELAND 4009 — A new
estimate on the cover, and it has a
career in the next few years.

EDWARD HINE
Anatomy Walk ...
71
JANET 4449 — Here's another
example of the band's desire to
be any more popular. It has a
improvised arrangements.

PEREZ PRADO ORK
Matineo Mambo Nrsh ...
71
EMI 7663 — McRae's mambo
is upbeat and exciting. It
includes some unexpected
improvised arrangements.

ROBERTA LEE
Tell Me for Tears ...
71
GAT 4002 — This is a competen-
tune with an effective recording.
It's a good pop song with a
fairly strong theme.

*GUYDEN RECORDS*

This company is currently riding high with the big one on
"ROCK-A-BEATIN' BOOGIE" and
"ST. LOUIS BLUES" by

*ESQUIRE BOYS*

GUYDEN RECORD (706)

"Charter a Greyhound," says Guy Lombardo, "if your orchestra or troupe is going on tour.
It's by far the most convenient, most dependable, and lowest cost method of moving a group from
date to another... complete with instruments, luggage, and props, if necessary. We've done
a lot of traveling by charted Greyhound... and I heartily recommend it."
Vox Jox

**Continued from page 21**

of chatter on the most played records for the past week and their picks for the future. Of course this is expensive, but the results have been more than we ever expected. Audience reaction has been electric and exceedingly gratifying. I tell one jockey out of the Minnesota and one west of the Mississippi daily. The problem is that I would like some jockeys to co-operate with me. Please write to Gil Heyer, KING, Seattle. I also call four local stations a day and pull them on their top selling record for the day and top selling album. I record this information and play the taped interview back, with the record and track from their top selling album. One thing for sure, I know what the public is hearing and the live comments add a lot to the stature of my show. If you can help me to obtain more names, I'd appreciate it very much. Remember, I need the name, station call letters, home and business phone.

**CHANGE OF THEME:** Donjay Green, host of the weekday WABC's, New York, "Club 70" show, will reduce his show to only 30 hours a week. He's now taking Sunday nights off, with Bill Castle substitute for him... Fred Mitchell, formerly WLYD, Detroit, is now doing an afternoon show at Toledo's new station, WOHO.

**NO MIDNIGHT SHOW:** Joby Carlo, host of the midnight show at KAKO, Lake Charles, La., has been excused from one to two and one-nighttime slot, with Buddy Miller now handling the afternoon show.... Jack Gale, evening deejay at WIBS, Cleveland, has left to become program director and morning deejay at WZIO, Charleston, S. C. T. Steve Evans seems to be sure to tell his friends that he is now with W7MO, Galveston, Texas. Bobby Beers, former vocalist for Roy Barrow and others, is now doing "Bobby's Bandstand" daily on KMTX, Denver, B Quees features interviews with his band friends on the show.

**BILLBOARD BOWS:** Lanny Lipford, KFV, Bonham, Texas, wrote, "You did the best good work on your country pamphlets..." John Caudill, F.K.D.A. for Neil Smith, Ark, sends us a "thank you" for the plug. Lew Wagner, WBEX, Chillicothe, O., writes, "Have received a lot of mail from all over the U. S. and Canada as a result of your kind words in Vox Jox. In return I am using my listeners and coworkers to read 'The Billboard' and Vox Jox."

Ken Ordland, WPOR, Portland, Me., has certainly caused us to change our hat size. He writes, "This is to let you know that we have at WPOR who regularly receive The Billboard every month and have been finding it extremely useful in gearing the trends in music of other music shows around the country, which, of course, is becoming more and more an important factor in this business. The Vox Jox section is the one that reads the first and then posted on the 'community board.'"
The Billboard Music Popularity Charts

**Best Sellers in Stores**

For survey week ending October 20

Records are ranked in order of their current national retail selling position at the retail level. Records are based on sales to retail outlets. The survey, conducted Monday through Friday, reflects the retail selling position of the industry as a whole. The survey includes every title that is on the market and has achieved national distribution. The survey results are collected by an independent national service.

**Most Played in Juke Boxes**

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**R & B Territorial Best Sellers**

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**This Week’s Best Buys**

According to sales reports in key markets, the following statements made for each title on the chart.

**Review Spotlight on...**

**ROPHE RECORDS**

**NEW ARTISTS**

**Reviews of New R & B & Records**

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**RHYTHM & BLUES RECORDS**

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**Country & Western Records**

**This Week's Best Buys**

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

**BEWARE**

KISS-CRAZY BABY (Studebaker-Red Seal) — Johnny & Jack — RCA Victor 29-5085

This few of the newer country records are making such impression in generally sluggish market, this disk has made a good showing in the Atlanta, Georgia, market. Darlington, South Carolina, Lexington, South Carolina, St. Louis, Cincinnati and Pittsburgh were among the territory actuating this interest. Reportedly a steady demand throughout between the two sides. A previous Billboard "spotlight" pick.

**Review Spotlight on...**

**FARON YOUNG**

If That's the Fashion (Central, BML) — Caparel 1953—Faron Young turns in two fine readings here on this potent new release. "Fashions" is a touching waltzer, "Lovin'" is a honeyed novelty. A good coupling and a coin-grabbing disk.

**TERRY FEE**

The Waratah See Santa De The Mamba (Regent, BMI) — "X 6009"—Terry Fell came thru with a big one on his "Dee Do" a short while ago. He can do it again with this happy reading of a bright holiday effort. Rhythm and blues, the kind. Flip it "Let's Stay Together Till After Christmas." (American, ASCAP).

**C & W Territorial Best Sellers**

For survey week ending October 20

<table>
<thead>
<tr>
<th>City</th>
<th>Song</th>
<th>Label</th>
<th>Week Ended</th>
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<td>&quot;Out of the Blue&quot;</td>
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<td>77</td>
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**Reviews of New C & W Records**

**BILLY WELLS**

March Comes In Like A Lion — DECCA 2953 — A Billboard "spotlight" pick.

On this side the stretch tells why she is "practically the only woman in her profession ever since." It's a good side, but the second reading, "I'd Be The Last To Say," is even better.

**WAYNE WALKER**

Chickens Are Coming To The Yard — A "spotlight" pick.

This is a comedy song in which Walker, who has been with the King label, takes the part of a skunk. The concept is apt, and the song is well written and performed.

**IN COOPERATION WITH MELVIN GILBERT**

**REVIEW SPOTLIGHT ON...**

**FRANKIE MILLER**

Best Wishes — COLUMBIA 12154 — "Miles" tours with this material quite effectively. The instrumental backing, particular the "Miles" line, is excellently sustained, all the way from the start of the title tune thru to "Let's Go." (Columbia, ASCAP)

**THE BILLBOARD**

The Memphis Troublemaker — COLUMBIA 12155 — "Memphis" is a fine example of the blues style, and is well sung by Wells on this side. The second reading, "The Day I Found You," is also excellent.

**RUDY HOBBS**

The Doctor Without — RCA Victor 29-5103 — A fine instrumental treatment of a tune that has been heard so often recently. "The Doctor Without" is a real gem.

**BILLY WELLS**

Good as Gold — DECCA 2956 — A "spotlight" pick. This is a good side, and the second reading, "I'll Build You A House," is even better.

**AL RAE**

This Is The Day — Dot 3628 — This has a rather remarkable rhythm backing, the second reading, "I'll Remember You," is excellent.

**AL MODGIL**

More Than A Memory — Dot 3624 — A good side, and the second reading, "You're the Only One," is even better.

**BILLY WELLS**

Good As Gold — DECCA 2956 — A "spotlight" pick. This is a good side, and the second reading, "I'll Build You A House," is even better.

**Review of New R & B Records**

**FRANKIE MILLER**

Best Wishes — COLUMBIA 12154 — "Miles" tours with this material quite effectively. The instrumental backing, particular the "Miles" line, is excellently sustained, all the way from the start of the title tune thru to "Let's Go." (Columbia, ASCAP)

**THE BILLBOARD**

The Memphis Troublemaker — COLUMBIA 12155 — "Memphis" is a fine example of the blues style, and is well sung by Wells on this side. The second reading, "The Day I Found You," is also excellent.

**RUDY HOBBS**

The Doctor Without — RCA Victor 29-5103 — A fine instrumental treatment of a tune that has been heard so often recently. "The Doctor Without" is a real gem.

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**Review of Sacred Records**

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THE BURLESQUE BITS

THE BROADWAY SHOWLOG

THE BILLBOARD

HOCUS POCUS

by Bill Sachs

The Roberts, Lucille and Ed

ie, write from London that they

are proving in exciting one, with

the famous Magician, Harry Al-

backer, to make their stay a pleasant one.

Following the London season, Lucille and Eddie have a word

with the producer, Michaelson, Liverpool and Paris plans to go to

in Switzerland, after which they

plan to make a tour of the States in time for a December 30 opening at the Clevelander Hotel.

Daily Snow, of the Baker Magic & Novelty Company, Washington, typhoons that he's

boss, Harry Baker, is back in har

ny Albacker, a member of the Famous Scullion family, to stay at the Veterans' Hospital there, sponsored by the same club.

Dolly reports that things are look-

ing up for magic in the Washington area, he claims to have a

newcomer, a one hundred thousand dollars revenue for USO, for a good five people com-

dy magic unit it interested, drop

us a line. Well put you in touch.

ly the way things are coming -

Mandate the Magicians. He has

hundreds of inquiries on his re-

cent Chicago appearances, Bill

Beanstone is an old family

friend and聯絡 with a new

producer. They are planning to

do a series of shows in Canada, and has leased Al Sharpe's Studio of Magic there for

their circuit. Don't text with

Kirkwall, he is the only one to

book for the Magicians. Dolly

has his office at 15th and

Whitehall.

The Chicago magic Magicians have

got a number of new bookings for their upcoming shows in "The
days are coming, he thinks,

the day when the magic will

be back in its full glory.

the day he was going to tell

us a lot, but for a producer

as well.

Miss Menim, studio manager of

Calipho Studios, the book-

Kane of the 20th Century-Fox

TV-TS, says that they are

ready to book independent producers, but only for the

next six months. The studio

is currently booking the reel.

With Motion Picture Center

controlled by the studio, the

Roland Road-Hall Back lot

in New York City, which

tends to be very much in the

business of those types of

studios and producers, and in-

dependent outlets may find in

the next near future that the

arena is.

Free Trip

Contiued from page 7

area. The bookers who don't

have to shell out a dime can

get the type of trip that only

belonged to the tramp years.

Selected of the winners also

will be up to the local

prestige, where the winner

is a part of the next generation.

The deal was set up by Inter-

national Travel Agency of Demarca, who will bear

the responsibility of booking the winners

there. The object of the contest is to

help the winners of 1954-

55 season to get the best

at their new jobs.

Interstate suggests that the

contest will be the subject

of a writing session on "Who I Like and What I

like," a feature based

on their personal preferences,

but if the local sponsors

want another format, it will

have to be arranged through

their own means. The book-

ers will get the winners to

attend the sessions, but it

will be up to the winners

to decide what to do.

Admixing the winner's

names will be known in

January, when the winners

will fly to the west coast.

So if you want to be one of

the winners of the contest,

write to the offices of

International Travel Agency,

so that you may be eligible for

the trip.

DRAMATIC & MUSICAL ROUTES

by Nat Blattman

The Slinky girls are still

in the box office business.

The three Slinky girls who

were featured in "The
circle" of the Broad-

way, are now playing in a

new musical, "The
dee," at the Shubert Center in New York.

The three Slinky girls are

now starring in a new musical,

"The" Dee," at the Shubert Center in New York.

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IN MEMORIAM
E. H. BROOME
Died October 15, 1925
A Loyal and True Friend,
Still Sadly Missed.
W. E. PAGE
PACER BROS. SHOWS

THE FINAL CURTAIN
Alexander-W. E.
46, member of the cast of "The Three Stooges," has passed away. He was a well-known character actor in Hollywood.

BRENNER-A.-S.
Anaheim, Calif., has been confirmed as the father of the late Fred W. B. It is reported that his daughter, Mrs. M. B. B. Bonham, has been married to a Chicago lawyer.

BRUNN-William
William M. Brunner, superintendent of the Chicago Symphony Orchestra, has passed away. He was a well-known conductor in the music world.

BUTE-John S.
John S. Butte, who was recently married, has been appointed as the new conductor of the New York Philharmonic Orchestra.

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PACER BROS. SHOWS

IN LOVING MEMORY
Harley Sadler, who passed away October 15, 1925, is remembered by his family and friends. He was a distinguished musician and composer.

HARLEY SADLER
Harley Sadler, who passed away October 15, 1925, is remembered by his family and friends. He was a distinguished musician and composer.

IN MEMORY OF
My Beloved Husband
D. (Mac) McDaniel
Died October 15, 1925
Mary and Dorothy

"To Happy" who passed away October 15, 1925. The memories of her past will live on forever. She was a kind and generous person. Rest in peace. Evalyn [Signature]

IN MEMORIAM
Stella, the beloved wife of Harold B. Smith, passed away October 15, 1925. She was a devoted wife and mother. Rest in peace. [Signature]

WIRELESS NEWS
October 30, 1935

The Final Curtain

Survivors

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DALLAS ON WAY TO TOP 2,387,140 GATE RECORD

Leads Entering Last 4 of 16 Days; Pulls 296,784 in Day for New High

DALLAS, Oct. 23—Its biggest miracle of the season, Fort Worth will try to help put the State Fair of Texas ahead of last year in attendance for the fair's final four days. The fair run and added crowds through the first 12 days.

During the four days Fredie V. (Butch) Hare attended the fair, attendance totaled better than one million for the first time in such an extended period in the fair's history.

Rigorous days was Saturday, when the total reached the all-time high of 296,784, breaking the Dallas record set last Sunday and presumably setting a new world's record in attendance for the Canadian National Exhibition at Toronto last month. The previous all-time record was set in September 28.

The huge attendance hit the million mark on the seventh day of the fair and passed the two million mark on the 13th day, Thursday (21), a day earlier than this point had ever been reached before.

More than 250,000 were expected on Sunday to help the fair's figures climb to another blue-ribbon day.

The fair seemed certain to break its own attendance record of 2,357,149, established in 1952.

Planes for the 35 fair have been held in anticipation of pending settlement of a large number of insurance claims and a

GLOBES, FRONTS, CANVAS CLAIMED BY HURRICANE

Thousands of Dollars' Worth

of Pictures Stolen

Grosbesse, Mrs. C. W., manager of the Sealy film distributing house, was burgled last night, and a loss of $4,000 in machinery and other property was suffered.

The burglars entered the building through a rear window, and then proceeded to remove the stock of pictures from the safe and the office.

Some small operations were begun in the morning, and at the very end of a session that was well beyond expectation, as their concentration was lifted from the market. Plans were made for the fair to continue, and the fair was opened to the public.

Despite the violence of the storm and the loss of the pictures, some 25,000 cards were sold in the market, and a total of $100,000 was realized.

Imperial Fair Inks Ice Show

IMPERIAL, Oct. 22—"State Over State" will be featured at the California Mid-Winter Fair for the full nine days of the exposition, March 20 to 29. The announcement was made by D. V. Stewart, secretary-manager, at the exposition headquarters of the fair, and the fair will be the second largest of its kind in the state, being large and prosperous.

The ice skating tank will be enlarged to 80 by 100 feet, and the ring will be the second largest of its kind in the state, being large and prosperous.

Monsour Named Shreveport Fair Secretary-Mgr.

SHREVEPORT, Oct. 23—Jim Monsour, long-time aide to the late William H. Herring, secretary-treasurer of the Shreveport Fair, has been named to fill that position.

Monsour has been associated with the fair since 1925 and is widely known among fair executives and outdoor show people. He has been the director of the fair since 1949 and was elected vice-president in 1952.

The fair is scheduled for November 16 to 19, and the fair will be held in conjunction with the annual livestock show and the annual rodeo.

The fair is expected to attract a large number of livestock exhibitors from the surrounding area, and the fair will be a major event for the area.

Three million acres of the fairground will be used for the livestock and rodeo shows, and the fair will have a total of 1,000 acres of buildings, including the main pavilion, the grandstand, and the exposition buildings.

The fair will feature a variety of livestock shows, including beef, dairy, swine, poultry, and small animals, as well as a variety of rodeo events, including bronc riding, bareback riding, and bull riding.

The fair will also feature a variety of events, including a grand parade, a fireworks display, and a variety of music and entertainment.

The fair will be open from 9 a.m. to 9 p.m., and admission will be charged for both fairgoers and livestock exhibitors.

Globetrotters Spark

Galloping BoxOffice

The Globetrotters, the world famous basketball team, will be featured at the fair, and the fair will be a major event for the area.
Hetzer to Open Booking Office in Los Angeles, Oct. 23—James Hetzer of the Hetzer Booking Agency in Huntington, W. Va., will open a West Coast office to book and supervise fairs and celebrations with talent. Hetzer will include this phase of the booking business with that of making television pictures and supplying acts for TV shows. The office is scheduled to open soon after October 1.

Hetzer said that the services will offer West Coast fair clients will include complete package shows, lighting, scenery and publicity kits with mats and lithographs.

Hetzer has under personal management Betty Pace, now with the Pulask Bros., Shrine Circus; Walter Disk and His All-American Boys; Tito and Alley Orton; Bob Johnson, head and head balancing; Jesse Miller, comedy unicyclist, and Capt. Ferguson's Society Circus. The Hetzer office just completed 45 weeks of supplying talent for industrial shows in industrial centers in Missouri, Kentucky and South Carolina.

Hetzer outlined his plans to open here during his first trip to California.

OUT IN THE OPEN

"Billing space" sold by manager Charles Bochet to a demonstrator of collapsible bicycles paid off in ways "as nice at the Mineola Fair. Besides selling a bike to Morris Brown, of the T. J. Show, the salesman pedalled over to the grandstand stage where Irish Winkless bought one to work into his act. Besides Winkless, the free Hammond acts presented included Eunice, comedy rope walker, and Velver, Elbow Cymbal and Cigar Cigarettes. Three Tirekens, trampoline artist and Aerial Chapmans, revolved ladder, Skating Berry, roller act; Gesu Balando, finger balance; Dinee William, table rock; Miss Toto, contortionist; Catteral's Steeplechase Kelpie Too, riders; Mr. Sittles, loop-the-loop, and three clown characters. Ballon and announcer were by unit manager Joe Hughes.

Eisenhower Allots Aid To Carolinas

WASHINGTON, Oct. 23—Immediate and unlimited financial aid was authorized this week for hurricane-trick areas of North and South Carolina by President Truman.

Applications for damage were cited by governors Byrnes of South Carolina and Hodges of North Carolina, who requested disaster assistance.

The President, in declaring the affected areas as a major disaster and the Federal Civil Defense Administration was being given blank check authority to spend whatever resources were necessary. This by-passes the customary method of receiving disaster reports and grants.

Millions of dollars worth of property damage was done by Hurricane Hazel, which hit the Carolinas Sept. 19.

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Gold Medal, Marks Shows Are Hard Hit By Hurricane Hazel

Suffer Damage on N. C. Fairgrounds; Denton Power Plant Aids Newspaper

CHICAGO, Oct. 23 - Two carnivals — Johnny Denton's Gold Medal Shows and the Marks Shows — were apparently slammed by Hurricane Hazel in mid-November 1954, causing major damage in outdoor show business.

Some fans in the Carolinas lost a day of operation, one on Long Island, were among those missing. In mid-November, a concentration was said to have been threatened, and there was no word of the amplified show for the winter.

Denton, who runs the largest show in the Carolinas, reported that his show was hit by the hurricane, which forced the show to cancel its run. Another amusement park, operated by the Myrtle Beach Parks Company, was closed due to the hurricane, which forced the show to cancel its run.

Denton, however, was not the only one affected by the hurricane. The national organization, the Carnival Association of America, reported that the hurricane caused widespread damage to the industry.

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Shooting Galleries

MINIATURE GOLF COURSE BUILT BY ARSAND: America's Leading Builder of Miniature Golf Courses, Building Bikes & Outdoor Rinks.

CALL ENGINEER & RINKS.

MINIATURE GOLF

A new, exciting game for outdoor recreation. Build your own course at home or rent one from us.

MINIATURE GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOLF GOF
**SIX TAKE OVER**

Veteran Regalia Execs Assume Management

ROCK ISLAND, Ill, Oct. 23—The company, long-time supplier of adver-
sisment material to fair and other outdoor exhibitions, will undergo a change of management Novem-
ber 1. The sale of the business, 95 years old, is one of its veterans.

**HELEZER PLANNING ADOUITION TOUR FOR IF’S ‘Party’**

Hollywood, Oct. 23—Arrangements for the ninth annual Fairmen’s Family Party were made

**STORM HALTS RECORD WINSTON-SALEM PACE**

WINSTON-SALEM, N.C., Oct. 23—Altogether knocked off its record for one day, and the cold snap which followed, the Winston-Salem Fair nevertheless

**OUR NEW ‘PERFECTION’**

Elec. Candy Floss Machine Co., 736 Boston Ave., Nashville, Tenn., Phone: 7-3916

**BE IT NOT LIKE THE OSTRICH**

The “Showman’s” Insurance
1420 Fourth St. N., St. Petersburg, Fla.

**SHOW TENTS CENITAL COMPANY**

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Our 1954 catalogue has been revised to include new and better jobs. It will not reach you in the next few days, and we will gladly send a copy upon request.

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**NEW BOOKING LARGE ADVISORY**

Shows, Band, or Sports Etc.

P. O. Box 67
Harriett, Tenn.
San Antonio Tries Winter Promotion
With Food Stores

SALT LAKE CITY, Utah, Oct. 10—A unique form of promotion is being used by the small retail stores in this city to attract winter customers. The promotion features a "giveaway" of $1.00 worth of foods each Saturday.

The contest continues in operation for the next 30 months. All comers are eligible for the giveaway gift, based on the lottery system.

Lloyd Turner, manager of the Calgary (Alta.) Exhibition and Stampede Association's Stampede Corral, was the basis of a recent short story in The Calgary Herald.

Wildwood Asks Bally Funds

WILDWOOD, N. J., Oct. 31—Wildwood Hotel Association is petitioning the city to allocate a larger amount of money for advertising and promotion. It feels the city is not doing enough to attract business to the Boardwalk area.

In addition to newspaper advertising, the association wants the city to plan a series of billboards advertising Wildwood to the most possible routes to the resort area. Many of the plans are for a period of four to two weeks of August to attract customers in the waning weeks of the season.

Pleasure Beach Deficit Rises

BRIDGEPORT, Conn., Oct. 25—Rehabilitation of Pleasure Beach in this city has a $10,000 deficit, according to Mr. Burton in his annual report, said that operation, Pleasure Beach Amusement Park is operated, and other city concerns are in deficit. In 1952-53 there was a deficit of $1,700.

Receipts in the past year were $2,200,905 and total expenditures were $2,900,612. The 1955-56 deficit shows receipts of $241,340 and expenses of $251,400.

St. Louis Park Gets New Mgr.

ST. LOUIS, Oct. 13—Carl Krieger enterprise here, including the amusement park, is being managed by Dale Rumer, due to the illness of Owen Thomas, its former manager.

In addition to the amusement park, Krieger is handling Trapp's roller rink, and the Wamsutta milk company in the city. The company also has a dairy farm.

Ends show forth in the form of mortgages on real estate, and requires full financial disclosure and full representation of the property. $5 Per Cent, 10 Years

The loans are available to anyone who has suffered disaster or damage, no matter whether the home is located in an individual partnership or corporation basis. The bank has set a 5 per cent interest rate per year for a maximum of 20 years, with full principal and interest to be paid on monthly basis.

The Boston regional office has authority to make loans directly, and requires only a few weeks to process the applications.

If hurricane damage was not reported to the bank within 30 days, Mr. Krieger said the bank may apply to the city for an additional 30 days. The bank has a $5,000,000 line and may approve loan applications up to $25,000,000.

DALLAS ON WAY TO NEW MARKET

Continued from page 41

The traditional day when country folks have always trekked to the fair from the forks of the Trinity River ever since the early days of the exposition when 200,000 visitors used to go, the year's attendance is heavy this year that traffic jams were created as far away as Waco, according to Dallas papers.

In Dallas Monday (18) was Negro Achievement Day, when the big day fell out slightly. East joint did well, but the city was not as large as it was from deep from the same day last year. Dressed in Texas cotton, the fair was in Texas form, the Negroes from, obviously, a great day.

The theme of the day was presentation of Earl's Distinguished Negro Citizens of Texas, the 1st Negro President of Texas, President A. C. M. College. He was declared having done more than any other man to encourage active participation by Negroes to assist in the South.

Tuesday (19), East Texas Day, featured the show in Cotton Bowl, starring radio singer Dennis of Texarkana with $25,000 in attendance for the day, was started by Wednesday (20), usually a light day.

Friday (22) was High School Day, the entire school was riding for rides at the fair. Fair distributed 52,000 receipts, according to Fair managers.

Saturday (23) will have international college games features, and the games will be played at the Piedmont and Kansas in the stadium. Game is at 1:30 p.m.

Fair closed Sunday (24). Gate admission to the world ends at 3 p.m. on final night and Religious Festival. Night closing in Cotton Bowl at 8 p.m. Dr. Walter (Judd, greasman from Minneapolis and five other famous and popular entertainers to Chicago will be the speaker.

The show will be held in Cotton Bowl, the grandstand show in front of the grandstand was doing well, particularly on the big night. The performances were scheduled to take care of the special events, and had fine performances on the big Saturday night. There were first time and a near-capacity crowd for the last show. The good show was sold out.

Jersey Resort Studies Swim Restrictions

With the recent increase in the population of the Jersey Resort area, the city council is considering a notification that all jammers from 11 to 5 p.m. have been suggested. Others would receive a tag to display in their homes, and would be able to display the tag on the beach without the tag would be subject to fine. Non-residents would pay a fee every day they visited the beach.

Also, bathing fees have been charged on several North Jersey Boardwalks for years, and the residents are now planning to charge for the first time.

Dallas on Way to New Market

St. Louis Park Gets New Mgr.

ST. LOUIS, Oct. 13—Carl Krieger enterprise here, including the amusement park, is being managed by Dale Rumer, due to the illness of Owen Thomas, its former manager.

In addition to the amusement park, Krieger is handling Trapp's roller rink, and the Wamsutta milk company in the city. The company also has a dairy farm.

JUMBO TASK FOR HANAY

Big Promotions Vital For Rocky Point Park

WARWICK, R. I., Oct. 25—Only the disasterous summer of this year prevented Rocky Point Park from being a success. At this time last year, Dr. Paul Haney, and heavy promotion in the future will take care of the present and the future. The growth of attendance totals will have to be a factor. The park is a program necessitated by the storm. After the season, Haney began his association with Rocky Point Park, which has not been discontinued except for a five-year stretch at Crescent Park and three years at Lincoln Park.

HANAY, a native of New York, was working in Providence for the U. S. Rubber Co., when he met the son of Paul Castiglione, who needed an assistant at the dance hall business. This enterprise soon became very successful, and when Haney was transferred to Williamsport, Pa., Haney chose to remain at Rocky Point.

Was Outing Manager

Hanay's first full-time season at the park was as an outing and promotor, and Hanay learned in the past, it was the basis for the wide range of park skills he now holds. Following the construction of Hanay Point in 1936 by hurricane, Hanay worked at the park, and now has parks mentioned and returned to Warwick after the scheduling of Joe Dombrowski and Jack Harlow to 1940 at Lincoln Park, Hanay was the food concessions manager.

The development of Rocky Point Park from the idea of Vincent Ferrari, centering on a show, which was stripped to its framework by this year's flood, is made possible by active promotion work.

The park's gross in 1936 was $75,000. Hanay said Hanay was in naval service in 1923 when he met the girl who was to become his wife, Mrs. Hanay. Hanay has been a Tenor, N. J. teacher who was attending the Rutgers University sessions. The couple's son, Paul Jr., has been a career in dramatics.

OFFERS NOW BEING ACCEPTED FOR THE FOLLOWING CONCESSIONS AT OCEAN BEACH PARK, NEW LONDON, CONNECTICUT

1. FROZEN CUSTARD & POPCORN STAND
2. BEACH FRONT REFRESHMENTS CHAIR & UMBRELLA STAND. (Offers can be made separately or jointly on #1 and 2)
3. ARCADE REFRESHMENT STAND
4. PICNIC REFRESHMENT STAND
5. ARCADE AMUSEMENT
6. MINIATURE RAILROAD

WANT TO BUY?

HEY-DEY Must be in good condition.

WANT TO SELL?

YOU SAW IT IN THE BILLBOARD

For detailed information contact
SUPERINTENDENT
OCEAN BEACH PARK
NEW LONDON, CONNECTICUT

High Quality KIDDE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS
GALLOPING HORSE CAROUSEL

W. F. MANGELS CO., Coney Island 24, N. Y.

PARKS, RESORTS, POOLS

An important part of The Billboards complete coverage of the Outdoor Amusement Field

YOU'LL THINK WHAT YOUR COMPETITORS THINK—BE What YOUR COMPETITORS BE—AND... Say it with THE BILLBOARD! Say it with THE BILLBOARD! Say it with THE BILLBOARD!

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Rate for single copies, $5.00 a copy

Address all correspondence to W. F. MANGELS CO., Coney Island 24, N. Y.
COLD, DRYNESS SLICE COLUMBUS ATTENDANCE

COLUMBUS, O. C., Oct. 23—Thirty-five hundred spectators were on hand at the Columbus Fair today for a performance by the Koolen-Cherry Bros. and the Koolen Circus elephant. The attendance at Columbus was cut by the dryness and the cold weather, although the weather was excellent.

December 1954

FAIRS-EXPOSITIONS

Communications in 181 W. Randolph St., Chicago 1, Ill.

October 20, 1954

Raleigh Whips Rain, Hazel, Cold Drought

Phenomenal N. C. Event Eyes 500,000

Attendance Despite Multiple Handicaps

RALEIGH, N. C., Oct. 23—The Province Circular report for this Fair week overcame a severe test tonight with gales of wind and rain, and cold on opening day, a wave of gray clouds on the third day, and sun on certain others. There were 20,000 entries, and one of the most severe droughts ever experienced in the Carolinas.

Despite these drawbacks, anyone of equal vision could see the strings hundreds of other annuals, and hundreds of centralize and these were immediately found necessary to control the storm. One of the best of the all-lines were undoubtedly for the five-day event. An attendance of around 200,000 was expected, and likely. The pre-opening estimates pointed to the attendance of the Fair.

Dorton labeled the fair the "greatest ever, with violations that some phases, at least, might set top level of records. The gate receipts were set for a record attendance.

$25,000 Exhibit

With the various activities limited to completion, Hurricane Hazel hit the Carolina coast last week. The damage estimated around $25,000,000. The Dorton building was started immediately after the winds died down and by the time Hurricane Hazel had passed. The evidence of storm damage.

200,000 is SLIGHT LAG FOR SPARTANBURG

SPARTANBURG, S. C., Oct. 23—Although held at the gate, the Dorton, behind the Bob Hoctor, had the Piedmont Interstate Fair never had a so big an attendance during its 20-year period, according to the Carolina sportsman.

The event was to have opened on Friday, but the weather was unsatisfactory. The fair was started immediately after the snows died down and by the time Hurricane Hazel had passed. The evidence of storm damage.

Beaumont Gate, Midway Are Up, Stand-Biz Weak

BEAUMONT, Tex., Oct. 23—The South Texas Fair here that has been in operation for 10 days, registered attendance per cent higher than last year for the same period. K. V. W. W. T. W. W. W. W. was not at a peak.

Rides and shows of the Amusements, which have been a big item in the past, are lagging 20 per cent higher than last year, said Schwartz said. The five-day grandstand program disappeared.

For the first few days of the fair, the weather was dry, but the stand, which has a capacity of 3,000, was scaled from 30 cents to $2.00, and business picked up $20,000 for the show, with $14,000 for the auto and the raffles, but the stands were not ready to open in this area. The stand was expected to open in the next 10 days.

Blue Ribbon is a $25,000. The stand was expected to open in the next 10 days.

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Cold, Dryness Slices Columbus Attendance

COLUMBUS, O. C., Oct. 23—The Columbus Fair was battled the combined heat and cold the last three days with cloudy and unusually cold weather.

Attendance was trailing last year’s by an undetermined number of percentage points. Secretary Paul V. Moore said, with the final report expected by the end of the week.

The Columbus fair was held during the world-renowned Columbus Fair, the largest and most successful in the world. The fair was held during the world-renowned Columbus Fair, the largest and most successful in the world.
Saskatoon Ex
334G Revenue
Tops Record
SASKATOON, Sask., Oct. 23—
This 1954 Saskatoon Exhibition was, financially, the most successful in its history, and a final report approved by the board of directors.

Receipts for the year were $334,193, compared with $283,027 in 1953, an increase of $51,166. Expenses were $215,411, compared with $184,914 in 1953, leaving an increase of $30,497. This compared with an operating loss of $11,191. 1953.

Ventura Gate Held Down By Fog, Cold

VENTURA, Calif., Oct. 23—Foggy afternoon and cold nights were responsible for the low attendance at the Ventura County Fair to $87,000, 705, a decrease of 7 per cent from 1953. Larry Ver Haan, secretary-manager, reported this week.

Bad weather forced the first night of exhibitions to be canceled. Friday evening saw a close of the grandstand.

The entertainment featured were Chile Del and his trained monkeys, basketball from Tucson, Arizona, a photostory show on opening day in the presence of the late Alberta Beach, Miss America 1954, and the KTLA Variety Show were featured.

The entertainment program was presented Friday, with articles about the fair, including the theme of the 1954 fair, "Family Affair" with lighting decorations.

The cello sculpt, which was at the fair for the second year, was destroyed by a priss, with the animals being auctioned off to the highest bidder. A second sculpt was staged with the cello scheduled for sale in this fashion year from next year.

The fair was made an imposing sight with the decorated carousel cars, which were reconditioned and pulled through the fair. The main show featured the Ostrich Race, with all the animals being auctioned off to the highest bidder.

The last day of the fair saw the closing of the grandstand, with the last day being the last day of the fair.

Kapscherts made a bid for the oil industry with the fair to the fair with the Rockfield Company making a bid for the oil industry with the fair to the fair with the Rockfield Company making a bid for the oil industry with the fair to the fair with the Rockfield Company making a bid for the oil industry with the fair to the fair with the Rockfield Company making a bid for the oil industry with the fair to the fair with the Rockfield Company making a bid for the oil industry with the fair to the fair with the Rockfield Company making a bid for the oil industry with the fair to the fair with the Rockfield Company making a bid for the oil industry with the fair to the fair.

The run was the third for the fair in 1954, with the event being staged on the midway.

Stall was offered at his second fair, the first fair, and the third fair, with the event being staged on the midway.

Powhatan, Va., Gates Fall Off 20%...
CARNIVALS

C&W Inks Sedalia, Spartanburg, and Richmond for '54

Storm Damage Minor in S.C.; Earnings on Par With Last Year

MACON, Ga., Oct. 23.—Three major fire dates have been recorded at the C&W in the past five days, Manager W. J. Wilson said this week. He named them as fire at Sedalia, Spartanburg, and Richmond. Damage to Sedalia last week was about $250,000.

It was also reported that the proportion of coal moved to Spartanburg last week was $1,500,000 and the proportion of coal moved to Richmond was about $500,000.

The 1954 route, which is expected to be completed in a few weeks, will connect the railroad with the Missouri State Fair, Dullon, and Piedmont Interstate Fair, Spartanburg, S.C.

The move of the contracts was announced, Wilson said, by the Foley & Burke

To Winter Base

SANTA ROSA, Calif., Oct. 23.—C&W 130s were moved into winter quarters here this week after completing a successful 124-mile run on the new 1954 route.

C. L. Chapman, general manager of the railroad, said the move, which took place last Saturday, was considered necessary. Only five still-rides were played by the railroad and they were considered to be an improvement over the previous season.

Gooding in Hospital

COLUMBUS, Ohio, Oct. 23.—Arby W. Gooding, brother of Floyd E. Gooding, general manager of the Columbus & Western Railroad Company, is seriously ill in Ross Hospital here. Formerly associated with his brother in the railroad business, Gooding has been in poor health since he retired from the railroad business in 1940, due to illness.

SLA Nominates Torti For 55 Presidency

CHICAGO, Oct. 23.—Nel Torti, top man in the Wisconsin-Duluth Company, Milwaukee, was this week re-elected as president of the I.T. Growers Association.

The Growers, which is affiliated with the American Growers Federation, named Torti president for the coming year.

The following officials, administered by J. B. Mitchell, executive vice-president and general manager at the Wisconsin-Duluth Company, were also named: 1. Robert Kohn at Sedalia; 2. Robert S. Dunlap at Spartanburg; 3. T. K. Hugdahl at Sedalia; and 4. Hal Effland of Gooding Agency Company.

REID DICKERING FOR BUCK TRAIN

Vermont Showman in Contact With Strates to Buy 15 Cars, Expand Route

NEW YORK, Oct. 23.—A reliable source this week reported King Reid holding discussion with the Buck train, owned by James J. Strates and Fred O. Buck, for the purchase of the Buck's railroad equipment. Reid also said that it was his intention to expand his parent company's operation to the West Coast.

A conference with John Strates and Reid, according to a source in the show business, was scheduled to take place at the Strates headquarters in Kansas City. Reid and Strates have been close friends for the past 10 years, and the conference is expected to result in a significant development for the show business.

Even though the Buck train, which has been the subject of much speculation in recent years, has not been confirmed as a sale, Reid's interest in the Buck train is a strong indication that he is considering expanding his operations to the West Coast. Reid has been a leading figure in the show business for many years,(Continued on page 54)

Tenn Valley Ends Season at Florence, Ala.

CARNIVALS

DALLAS Midway Ride, Show Biz Up Sharply

Cliff Wilson Line-Up Runs 35% Ahead of 1953; Ride Grosses 15% Higher

DALLAS, Oct. 23.—Like virtually everything else at the 1954 State Fair here, the midway ride and carnivals business was up over the annual activity in 1953.

Midway superintendent Fred Turner Jr., who rides the shows, said he is working with a team of 25 people, up from the 15 people last year. Turner also said he has increased the number of rides on the midway by about 50%.

The shows were run with the same amount of time as last year, and Turner said the shows are expected to gross about $200,000 in 1954.

Mark's Wending Up First-Rate Season

MONROE, N.C., Oct. 23.—Except for a pasting last week by Hurricane Hazel, the John H. Mark Shows are mowing out at the Monroe Fair here this week after the best season since 1953.

The hurricane, which hit the area last week, caused $14,000 in damage and wrecked the two Ferris Wheels that were slowed down and smashed.

The great consumer damage, which was caused to equipment owned by the company, was one of 45 out of a possible 90 concession units were damaged or destroyed.

Reid was angering with the storm, as he was in the process of building a new building for the fair this year.

The show moved here on Oct. 21 and has been running on weekends at the Monroe Fair throughout the week. The show is expected to continue until Saturday, Oct. 25.

Prep Releasing From Operation in Md. Hospital

FREDERICK, Md., Oct. 23.—Sam Prell, prep of the Prell's Broadway Show, was re-admitted to Memorial Hospital here from a recent hospitalization after suffering a heart attack earlier this week.

Prell, who was released in a few weeks, is expected to be discharged from the hospital in a few days.

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ARIZONA STATE FAIR
PHOENIX, ARIZONA
NOVEMBER 5-14 INCLUSIVE
Plenty of parking space—Uphill location—Attendance 250,000.
NOW BOOKING CONCESSIONS
SPACE $15.00 PER FOOT
CONCESSIONERS, GET YOUR WINTER’S BANKROLL HERE.
LAST MAJOR WESTERN FAIR OF THE 1954 SEASON.
Wire—Write or Phone
HILL’S GREATER SHOWS
3723 Ballaine Ave., North Hollywood, Calif. Phone 505-0909, or Crafts as per billboard rates.

WANT FOR THE BIGGEST, MIDSUMMER FAIR HELD IN TEXAS
HARLINGEN VALLEY FAIR, HARLINGEN, TEXAS
7 DAYS AND 7 NIGHTS—STARTING NOVEMBER 1 THRU 7
CONCESSIONS: Can place Concessions of all kinds. Get your winter bankroll here. No exclusive on Concessions. No jack. Concessions own their home and stock.
SHOWS: Want Shows of all kinds except Girl Show and Side Show. Special proposition to Mambrino, Funhouse, Snake Show and Game House.
ALL MAIL AND WIRE TO
H. P. HILL, Mgr., McAllen, Texas, this week

LAREDO, TEXAS, DUO-EVENTS
200th ANNIVERSARY AND 48th ANNUAL WASHINGTON BIRTHDAY CELEBRATION
15 DAYS FEW. 17 to 28 • J. GEORGE LOOS Families Included
All Covered Features
SHOWS: Would like to hear from Pete Kortes, Mells Hall, Harry Guls, Brinneman’s Little Horses, Dillon’s Working World, Buster Jacob’s Fat Ray, Vega’s Snake Show, Lesley’s Half of Presidents, Mambrino and Cow Roll.
RIDE: Can place Caterpillar, large or baby Whip or non-competing rides.
CONCESSIONS: Can place legitimate Concessions of all kinds.

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DONT FORGET TO WRITE WITH \"LOOS FROM TEXAS\"

Coney Island Park
HAVANA, CUBA
WANT FOR THE NATIONAL POLICE BONUS December 11, in Havana FIRST-CLASS MONKEY SPEEDWAY. WILL PAY TRANSPORTATION ROUND-TRIP PLUS A guarantee with percentage. GEEK SHOW. Must be strong. Rents, contact. You can’t miss here.
SENSATIONAL Free Act. Send photos. Exclusive open for first-class Custard on Road Shows.
ALL REPLIES: BOX 1123, South Miami, Florida

WANT TO RENT OR LEASE
Awnings to rent or sell 200 lb. or larger.
Rents, contact. Must be mounted on trailers.
Strates $$$ Steady At LightningEvent

HURRICANE, Drought Fail to Slice Big Midway Earnings in Carolina

RALEIGH, N. C., Oct. 23.—The hurricane winds which smacked the Eastern Carolinas last evening did little damage at the Davieville (Va.) Fair, a chartered event on business potential of the shows this week at the North Carolina State Fair here. Because of the storm, the manager Dr. J. S. Dorton yesterday seemed to think that fun business at the five-day event would be at an all-time low this year overall. No new attendance records were "kept for four of the 12 special events 24 hours after the storm had passed. As storm warnings here, Governor James W. Martin Jr.'s Show top the night befor the opening. Refreshments, buffet supper, and seven, for members of the Hamilt grandson show, were served as a result of one for about 100 fair officials,enna, newspaper and television representatives.

For Strates the season has been good, as it has been for the last year and the year before. While still date truck was ordinary with weather hampering operations at almost any time, fair staff has turned out good. The personnel was thankful for the help of the weather, and the operation can come almost any handicap.
NORTHERN FLORIDA FAIR
JACKSONVILLE, FLA., MONDAY, NOV. 1, TO SUNDAY, NOV. 7

POSITIVELY THE ONLY FAIR SHOWING IN THE JACKSONVILLE AREA THE WEEK OF NOV. 1 TO 7. 2 BIG KID DAYS AND OTHER SPECIAL EVENTS DAILY

CONCESSIONS

Can place Hanky Panks and Prize Everyday Games of all kinds, Six Cats and Buckets if you have Hanky Panks, Glass, Crockery, Bear and Coca-Cola Fitches. Will book a few Wheels and Grind Stores if you have other concessions to take with same. Have good locations for Mitt Camps, Cookbook, Grab, Foot Long, Paqueron, Candy Apples, Floss, Age and Scales. Will sell exclusive for Flashy Bingo. These have locations for Pitchmen, Auction Stores and Direct Sales of all types.

WANTS

Want for this date and other Florida Fairs—Rock-o-Plane, Spitfire, Dark Ride or any non-conflicting major or Side Ride. Colored Revue (will furnish complete outfit), Motordrome or any non-conflicting Side or Bally Shows. (Last La Rue, wire.)

Can use Flashy Sound Track with Concessions for this date.

All wire C. C. Groscurth, Mgr., BLUE GRASS SHOWS, MOULTREI, GA., ALL THIS WEEK; THEN JACKSONVILLE, FLA.

B. & H. AMUSEMENT CO.
Wants for the Pee Dee Agricultural Cultural Fair, Nov., 1 thru 6; Sumter County Agricultural Fair, Nov. 8 thru 12; Two Big Weeks—Two Big Fairs. crops Good in this Area. Last Chance to Rebuild the Winter B.B.

Concessions all open—on ice. Water Games, Ball Games, Ring Games, Jewelry Splices, any Hanky Panks, John and Gumb. Want Camps, Cook Books, Grab, Foot Long, Paqueron, Candy, Ice Cream, Frozen Custard, Novelties, Philadelphia Photos, or what have your Show—Jungle Show, Animal, Monkey, Wildlife or any Izing Show.

Write, Evansville, Ind., C. C. Groscurth, Mgr. Want Buck Agents and capable Flat Store Agents for these dates and all winter in Florida.

This week, Sumter County Fair, Etna, S. C.

W. E. (Johnny) House, General Mgr.
E. L. Murray, Business Mgr.
ALL WINES TO BARNWELL, S. C.

I'M THE ORIG! EVANS' JUMBO DICE WHEEL
THE FINEST MADE


Shipped anywhere in the United States.

H. C. EVANS & Co.
1556 W. Carroll Ave., Chicago, Ill.

ANCHOR TENTS
CONCESSION, RING TENTS, RIDE TENTS
ARCHIVAL SHOWS.

ANCHOR SUPPLY CO., INC.
EVANSVILLE, INDIANA

THE MIGHTY STATE SHOWS
Want for DALLA COUNTY AGRICULTURAL FAIR, Dec. 17, thru 21; kicking off camp day, Camp Rucker. 2 more Fairs to follow, then to our Florida dates. 

SPECIAL—Will hook Fun House, Glass House, Penney Arcade, Waterfront. Want two Giant Shows, with own equipment. Have good promotion for Rodeo Shows, with own equipment or will furnish equipment for same. RIDE CIRCUS—Finniston and Second Men on all Rides. RODEO—Will give good promotion to Roller Coaster, Caterpillar, Baltimore and Kiddle Rides;

CONCESSIONS—All Mayors Parks open. All Kiting and Street Medals won. Also Jewelry, High Roller, Char L, Albert, White and Newton, Stairs, Phonos, Gadgets, Bingos and迹象. All replies to Manager, MIGHTY STATE SHOWS, Western Union, Antioch, Ala., this week.

DIXIE EXHIBITION SHOWS
WANT FOR BALDWIN Co. FAIR, Robertsdale, Ala., week of Nov. 1 thru 7. Shows of all kinds. Want Buck Agents Concessions only. Rick Porter, wants camp day, Camp Rucker. 2 more Fairs to follow, then to our Florida dates. 


WANTED
C. A. STEPHENS SHOWS
FOR BRADFORD COUNTY FAIR, Starke, Fla., followed by HARDY COUNTY FAIR, Wacochula, Fla.

Concessions wanted for the following dates; Camp Rucker, Camp Day, and Fall Shows ALMA, GA., THIS WEEK.

IDEAL RIDES
WANTED FOR COTTON SHOWS IN MISSISSIPPI
Art and Scenic Shows, Rides, Side Shows, Bucking Bulls, Fall Shows, French Fries, Hamburgers, Penny Hoos, Country Shows, Blank Follies and other Shows and Rides. Will travel to all cities in Mississippi. Will book all shows in the State. Write for definite confirmation.

W. H. LAMBERT, General Agent. P. O. BOX 1055, MEMPHIS, TENN.

THE BAYOU STATE SHOWS
VILLE PLATE, La., FAIR, Oct. 25-31; SIMSOPPE, La., FAIR, Nov. 1-7. Shows of all kinds. Lillian Belle, Roundup, Bucking Bulls, Rides, Large Shows, and all the shows we can handle. Write for definite confirmation.

All replies to PAUL H. MILLER, Mgr., as per route

GIVE TO DAMON RUNYON CANCER FUND
C&W's, Macon Biz
Strong Despite Cold

MACON, Ga. Oct. 23—Extremely cold weather handicapped the C&W's, Macon Biz for the second week in a row, according to reports. The cold front, which moved into the area on Saturday, October 19, brought temperatures well below freezing.

The week's sales figures were not released, but it was reported that sales throughout the week were below average. The cold weather affected the biz's outdoor activities, as many customers stayed indoors to avoid the cold.

The biz's managers have urged customers to stay warm and to continue supporting the biz during this difficult time. They have also reminded customers that the biz is open during normal hours, and that the staff is available to assist with any inquiries or concerns.

The biz's managers have also thanked their staff and customers for their continued support during these challenging times. They have encouraged customers to continue to support local businesses and to shop locally whenever possible.

Rocky Mountain Winds Up Fair

LITTLEFIELD, Tex., Oct. 25—The Rocky Mountain Fair closed its fair season here Saturday afternoon. The fair was winding up after a week of warm weather and a record attendance.

The fair, which started Oct. 17, was a success, according to the fair's organizers. The weather was perfect, with temperatures in the 70s and no rain.

The fair featured a variety of events, including a rodeo, a parade, and a carnival. The rodeo was a highlight of the fair, with performances by some of the best riders in the country.

The fair also featured a large carnival, with rides, games, and food. The carnival was very popular, with long lines of people waiting to ride the various attractions.

The fair drew a record attendance, with more than 50,000 people visiting the fairgrounds over the course of the week. The fair was open daily from 10 a.m. to 9 p.m.

The fair organizers were pleased with the turnout and the fair's success. They thanked all of the volunteers and workers who helped make the fair a success.

The fair's organizers have already started planning for next year's fair. They are hoping to make it even better than this year's event.

The fair was a great success, and the organizers are looking forward to next year's fair. They are already making plans and are excited to see what the future holds for the Rocky Mountain Fair.
New Rink for Salisbury, Md.

SALISBURY, Md., Oct. 23—A new rink, owned and operated by the Salisbury City Council, and under the direction of Spencer York, has been completed and will be opened soon.

According to York, the rink, which is a 65-foot by 120-foot, ice-covered facility, will be opened for the opening day on Saturday, November 1.

The rink will be used for both public and private events, including concerts, exhibitions, and community gatherings.

Roadshow visit to Salisbury.

WASHINGTON, D.C., Oct. 23—Neil and Caroline Schaffer (Toby and Sue) and their family, who were visiting from downtown New York, will be displayed at the Salisbury Plaza on November 1, 2023.

The show will feature a variety of acts, including magicians, acrobats, and杂技演员.

Howard Ward, Salisbury Op., Dies in Storm

SALISBURY, Md., Oct. 23—Operator Howard Ward, 54, was killed Monday when a storm hit the city. Ward had been working since 5 a.m. and was on the roof of the Maryland State Tax Commission.

Gold Medal, Marks

Gold Medal, Marks—Continued from page 47

Medals were observed at action Friday, (13), but the fair and the show remained the following day, with the exception of the New York Opera House's repertory performance. The show was held in the New York Opera House on Monday, November 12.

The show was held in the New York Opera House on Monday, November 12.

Hurricane Damage Heavy

Hurricane Damage Heavy—Continued from page 47

Albino several hundred miles from the hurricane center, the 21st and Wilson Shows at the fair, and the Blue Skies of Miami, with a loss of about $20,000. Owner H. Marks estimated, the show will have a second chance to win the following night.

America On Wheels Skeds Halloween Festivities

ELIZABETH, N.J., Oct. 23—One of the most famous calendars on the American calendar, the America On Wheels calendar, will be released this year to the public. The calendar will feature a variety of images, including photographs of the nation's most outstanding landmarks.

In addition to buying themselves with appropriate decorations for the rinks, the show has scheduled a grand opening for the shows this Saturday, October 30. In the past, shows have always been delayed because the parties have had to hold a last minute meeting to prepare for the event. At the kiddie's parade, the entertainment will be the same as the evening parties but special attention will be directed to the children.

Superior Fire

Superior Fire—Continued from page 47

The show was held in 1112 and the fire was set off by a 4-H club. The fire was set off by a 4-H club.

The fire was set off by a 4-H club.

Jersey Bingo

Jersey Bingo—Continued from page 45

Games of chance and skill are available for players at this time. The Jersey Bingo is available for players at this time.

Want

WANT—Continued from page 45

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Ringling Straws One, Loses in Va.
Quits Richmond Early as Storm Hits; New Norfolk Lot Attracts Business

DURHAM, N. C., Oct. 23.—Ringling Bros. and Barnum & Bailey Circus blew a day to escape the hurricane that brought several inches of rain in and around the city. The shows were rescheduled for Thursday (14) and Friday (15). In spite of the rain, the pavilion was filled with good weather, and several thousand turned out to watch the rescheduled performances of the Friday performance.

After partitions were put in the enclosures, the crowd was still divided in the county, and the clock on the hill was changed when some staked began to pull, and so the entire outfit was cocked.

Monday after the clock was loaded, seven out of the ten towers on the advance were changed, and the show was blown off. One fell where the clock was and another where the clock top was blown off, and three heavily loaded wheels were upset. The clock was then whipped shut by the winds. Despite the difficulties, there was no reported damage to the property.

Richmond TV station filmed the showdown, and many of the show people watched the performances to see how the TV sets handled the trains.

Norfolk a Winner.

Most of the Ringling Bros. and Barnum & Bailey Company's shows played in Norfolk, Va. and Norfolk patrons were treated to a three-quarter house in place whereas the audience was treated to a three-quarter house in place.

On Thursday afternoon, the show moved to the city of Norfolk, Va. and Norfolk patrons were treated to a three-quarter house in place whereas the audience was treated to a three-quarter house in place.

The show's history-making trip to Alaska was a definite winner in the eyes of the people who were there, and the return trip through the later part of the season, the Brookside Circus, was well received. The crowd trip up the Alaska Highway and back, the show had been traveling for some time.

"It was not a heavy show and we didn't want the fare," said a manager reported. "For the returns of the fare, we kept on the winning side.

Shreveport Up 20%.

En route from Monroe to Monroe, Cristiani visited King Bros. of Jackson, Tenn., spending the day with his former partner, Floyd King, as well as Arnold Mayle and friends.

He was in Monroe several days ago, and remained there in the hope of finding a show there. Meanwhile, from Shreveport, La., where the show made a stop, the group was making plans for their return to New Orleans and the other cities.

The group was expected to be back in New Orleans and the other cities by the time the show was ready to leave.

Flecks Takes St. Louis Cups 1955 Contract

ST. LOUIS, Oct. 23—L. N. Fleck's of Chicago, again was awarded the contract by the annual Police Circus here, it was announced today. The announcement was made by the executive committee of the Police Circus and several officials from the preliminary committee, including W. H. May 1 at the St. Louis Arena.

Flecks was the only company to bid on the contract last year. Prior to that it was held by the Sun office, Frank Wright and others.

Richards in Missouri

MONETTE, Mo., Oct. 23—Richards Bros. Circus, which was named special representatives, left for the state of Missouri last year. Prior to that it was held by the Sun office, Frank Wright and others.

W. Alexander, Flea Showman, Dies in West

LOS ANGELES, Oct. 23—W. E. Alexander, 70, who was associated with flea circus for many years, died Friday in Los Angeles. He was 70.

He had died probably sometime Thursday night or Friday.

Born in Washington, D. C., in 1879, Mr. Alexander, by his attraction for over 30 years. He appeared on the Clift Briley Circus and for several seasons with Mr. T. R. Smith's Clift Briley Circus and Long Beach for 25 years, he returned there about two years ago.

There are no known survivors. Funeral services were conducted by the Pacific Coast Showmen's Association at funeral home of his friend, Connolly's, 1022 N. Broadway.

Circuses in Sarasota

SARASOTA, Fla., Oct. 23—The Cireus of the Week was the Ringling Bros. and Barnum & Bailey Circus reported in winter quarters here, it was reported today. The show will be in the city of Sarasota, Fla., and will open in Sarasota, Fla.

Visitors to King Bros. Circus at the Ringling Bros. and Barnum & Bailey circus, included Dr. A. R. Trotter, of Detroit, and Mr. J. E. White, of Chicago. A large crowd turned out to watch the show, and the show was sold out. The show was held in the city and area of the show.

A new engeniered tent has been delivered and put into use.

California Okay, Rudy Invades Arizona Cities

SOUTH SAN DIEGO, Calif., Oct. 23.—Rudy Bros. Circus gained a decision in the court of appeals in the Bay Valley areas of California, according to owners.

He said that at Richmond, Calif., he made a large play and two shows under Cristiani. Missouri.

No Arizona dates are from fair to good, he said.

The show started two weeks of Arizona stands October 19 and it will run through the state of the Arizona State Fair. It will be open for the fair, and the show will appear October 25-29 at that location this year.

Other Arizona dates are under Elks auspices. The Deseret News and Kearsarge are among the features.

In Jacksonville, he and his wife attended the outside newspaper dress rehearsal in Chicago at the end of November.

Hamil-Morton Presps New Date At Ala. Coliseum

MONTGOMERY, Ala., Oct. 23—Hamil-Morton Circus will make its first appearance at the new coliseum Saturday and Sunday, when it plays a five-day stand with the Coliseum Circuit. The show continues through November 3, when a major attraction, the Ooltewah Coliseum. One of the attractions at the Coliseum, Oster J. Keen, is in charge to handle the arrangement.

Polack Equals '53 at Toledo

TOLEDO, Oct. 23—(AP) — Deon, the four-year-old American Jack Russell Terrier, was the high point of the American Kennel Club dog show here Saturday, October 23, winning both the Toy Group and the BIS (best in show) class. The dog was owned by Jerome D. Polack, 23, of Toledo, who was shown by the dog.

The dog, a 23-month-old, was chosen from among 23 dogs in the two-day competition.

High school band was the winners.

Huntsville Chief In Rare Attitude

HUNTSVILLE, Ala., Oct. 23—In a world where many officials are authority figures, Harry Thomas, King Bros. Circus, is an exception. When the King show was here the Huntsville fire chief probed an announcement which stated "The fire department invites you to smoke and enjoy yourself while the circus is in town." The chief's words included a warning about Mrs. Irving J. Polack, which appeared following the opening night's performance.
UNDER THE MARQUEE

By Tom Parkinson

Well winter... Treni, juggler, and Geiger, organist, who had been with the Cristalina at Shreveport, and who was an old hand at the New Orleans and San Antonio, and when the Cristalina should be a full in his rigging and will be out for a while... Treni told the Cristalina was back on the show at the New Orleans and San Antonio. With Jack Moore on the marle, the Cristalina also had the Halley, Brassington, and the Peking, high wire, the Four Angels, Charlie Franks, Elma Cogdell, and the Haberdish, high wire, as well.

A Ming, wire-walker, recently joined two New Orleans dates and a Ritz, Miss, club date, together. The Haye also visited on Wallace Bros’ carnivals at Beaufort, South Carolina, and at the South Shore, high wire, the Four Angels, Charlie Franks, Elma Cogdell, and the Haberdish, high wire, as well.

Looking in on King Bros Carnivals, owners King and Arnold of King Bros. in Atlanta. Terry, juggler, and Steelap, with magic and trick, were the features. They also have the Hattie Haddock, tightrope walker, and the George Price, illusionist, the latter two who are with the South Carolina. Harry Price, Tightrope Walker, and the George Price, illusionist, the latter two who are with the South Carolina.

From the Eastern Military of Polish Legionnaires, the Crews, Tie, Dancers, Book, four men’s weeks. Open work October 18th.

2939 Clement, San Francisco, Calif.

GENERAL AGENT WANTED FOR MILL WRIGHTS’ BROS. CIRCUS.

Write to I. E. White, 210 West Wisconsin, St. Paul, Minn. for appointment.

WANTED PORGIS POISON TRAINEE.

Wanted managerex with experience in second line or chimpanzees. Age, 27 to 45. Permanent position.

W. F. ROLLESTON MARINE STUDIO

MARBINEL, FLORIDA

WANTED PHONES

Sell used. 7,000.00 price. Phone 108.

Two-Phonemen-Two

By H. EDEN

White Pine Hotel, Corpus Christi, Tex.

PHONEMEN OF WOMEN

WANTED FOR BANNERS

Money and girls at $1.00 per day plus room. Apply to Billy Britton, 643 N. Clark St., Chicago, Ill.

PHONE SALES MALE

WANTED FOR BANNERS

Must be able to sell to strong surplus circus dates. Office open Monday to Friday, 9 a.m. to 5 p.m. No salesmen. All replies reply.

WANTED-WILL TR.

Western Union. St. Joseph, Mo.

PHONE MEN WANTED

WANTED-WANT TO RUN PHONE ADVERTISING

For U. P. C. straw and This is the way.

PHONE SALES MANAGER

WANTED-Want to run telephone advertising. Phone 108.

Advertise your enterprise for $1.00 per line. No salesmen will be solicited.

TELEPHONE SALESMA N

Call Greer, 5522 Collinwood Ohio.

Call Underwood, 5522 Columbus, Ohio.

TELEPHONE SALESMA N

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Big Apple, Century of 138.

TELEPHONE SALESMA N

Big Apple, Century of 138.

TELEPHONE SALESMA N

Bill, Adolph.

TELEPHONE SALESMA N

Bill, Adolph.

TELEPHONE SALESMA N

By Tom Parkinson

At Liberty

For any indoor or outdoor event.

Harley Unser and Coleen O’Connor will put on a show.

The picture will have a circus theme. Circus rides will be available.

The show will be held.

Bill Valentine

WANTED CIRCUS ACTS FOR SUPER CIRCUS – ABC-TV

Margaret S. White

Church of Christ

ATTENTION

Wild Animals, Animals Shows and Circuses

Contact

WEST FLORIDA WILD ANIMAL FARM

wanted.

Contact

L. E. White, 210 West Wisconsin, St. Paul, Minn.

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L. E. White, 210 West Wisconsin, St. Paul, Minn.
Concessionaires and gift and specialty shops looking for Christmas items with appeal should write to Sires-Columbia, Los Angeles. The firm has brought out a planter and television lamp which may also be used as a decorative accessory. The firm's one of the country's leading manufacturers of filigree metal and ceramic gardenware. The new lamp consists of a semi-circular ceramic planter which surrounds a brand-new semi-circular base of pressed metal filigree lamp. The base of the lamp is also filigreed and when the plants are placed in the planter, an unusual effect is created where the lamp is plugged in. The item retails for $5 each. Cont to dealer is $2.50 each.

A new item with good sales potential is being introduced by Mar- 
del Products, Asheville, N. C. It is the pencil with the most artistic design, which consists of a gold-finished, ribbon design pin, with it as a small magnet. A gold-finished pencil is held securely in place by the magnet. To operate the pencil, it is only necessary to remove it from the magnet. When finished writing, just place it near the pin and the magnet will catch it and hold it until ready for further use. There are no chains to tangle or wind up after use, no springs to get out of order. The pencil is replaceable and the magnet lasts indefinitely. The item is ideal for gift giving, and waitresses, nurses, students, salaried and office workers are natural prospects. The mag-
netic pencil is priced at 75 cents each, but the firm will ship lots of 100 at 60 cents each. A sample will be sent for $1.

Pipe Caddy Manufacturing Company, Fort Wayne, Ind., is promoting a re-coved tail to pipe smokers called a Pipe Caddy, which will allow you to smoke a pipe while driving and want to store your pipe safely and securely in your car. It is designed to be reached at all times, Pipe Caddy has solved the problem. Pipe Caddy is a magnetic rubber ring which attaches to the metal (at the daily pipe of a car) and keeps a convenient spot for placing the pipe when it is not being smoked. Several Pipe Caddies on the dash of a car mean you can have your pipes held conveniently ready for smoking. Several Pipe Caddies held against a pound tobacco can, can make any factory job easier, and the price, Pipe Caddy retails for 50 cents. Dealers are invited to write for quantity prices.

Pitchesmen, and specialists who have delegated in sales and seen the 20-in. Kitchen Necessity should write to the New Method Manufacturing Company, Lancaster, Pa. The specially designed kitchen and imparts organic and inorganic agents, and centrifugal motion at the same time. It may be used for mining cake beaters, beating may-

TALKING BALLOONS

Merit Home Products
Dept. Bl-29, 102 Manhattan Ave.
Brooklyn 8, N. Y.

FREE! New 93 Page
Just Out!

XMAS DOLLS

NEW

STERLING JEWELRY

150 Feet of 48 17½"x2" Pennants.
LEATHER PAINTS, DYES, VARNISHES, and CLOTHING

WISCONSIN DELUXE CO.
1924 N. THIRD STREET
MILWAUKEE 1, WIS.

TALKING DEVICES CO.
4463 IRVING PARK ROAD
CHICAGO 11, ILL.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!
Pipes for Pitchmen

By BILL BAKER

Mike Sullivan... reports that he's been in the hospital the last few weeks and anxious to hear from friends. Mike is now at the County Home, Cayuga Falls, O.

Lawrence D. Schroeder... veteran handwriting analyst and his minstrel. Mildred, have returned to their Appleton, Wis., home after spending a warm two weeks at the Greenville County Fair, Greenville, S. C., and the American Legion Fair, Greenwood, S. C. Schneider reports that while the fairs were well attended, the terrific heat made what was expected to be a record turnout.

We like the way our old friend, Jack Bottiel, Stever, is firing the stuff at us. His most recent communication spots him at the Forest Festival, Elkton, W. Va., Says Jack: "Despite the cold weather and tough Paterson, it's good to be here. Our old friend and trooper, Sam, the West Virginia wildcat, who was a champ wrestler with the Mighty Monarch Shows, Jim the Buccaneer Grill, where we met; and Tom and the other, we are always welcome. Sam is ably assisted by his wife and Catherine Cole. He sure has an honest-to-goodness welcome for all the boys."

Five years ago... in a small town, Doc Foy was clicking with herbs and oil at the Illinois Auction; the Fredman, Alex and Olivia, had just finished working and had several good sales at week before; at West Coast events, F. W. Volcker was gossips round and round with the doctors at Veteran's Administration Hospital, Lyons, N. J.; James (Kid) Carrigan was in Los Angeles holding forth with his book on Ondal's Square. Bob Williams was picking up some scratch working the street in Dallas, Tex.; Jack Wilson and his men showed encouragement had just played a good game. Jack, N. C. Bob James was busy making the fairs in Illinois; Missouri and Indiana: novelty workers Beny Allenman, Morris Levy, L. Midget, J. A. Donegan, Beny Allenman, Joe F Nghệ and Fat Levy were pulling their weight at the California State Fair. Me, and Mrs. Philip Kallik has just completed a good run with the items at the fair in Patmos and San Ramon, Calif.

Attention, Promoters!

The New

Retractable

BALL PEN

Gives

Instant Dry Ink

Garded to not leak

Press button for white ink

Press button for black ink

LINDEN PEN

11 East 22nd St. New York 10, N. Y.

Attention, Promoters!

The New Retractable BALL PEN Gives Instant Dry Ink Guarded to not leak Press button for white ink Press button for black ink

Outdoor Convention Special

(Biggest Billboard of the Year)

AD DEADLINE—10 DAYS PRIOR TO DATE OF ISSUE

WRITE, CALL OR WIRE YOUR NEAREST BILLBOARD OFFICE NOW!
Detroit Ops Sked Dome Play Jan. 1

MIAMI, Oct. 23—Supreme Distributors' long-awaited and expected program in aid of the children of Miami was unveiled at the World Reporters AssociationConvention last night. The money raised will be used to purchase needed equipment for the city's schools.

The program, which was held in the Fort Wayne Hotel, was conducted by the firm's president, Mr. A. Stepnowsky.

The money was raised through a donation from the Grand Company, which made $20,000 worth of equipment available to the schools.

The event was attended by over 300 guests, including local and national radio personalities.

New Format On MG Bulletin

NEWARK, N.J., Oct. 23—The Music Guild is introducing a new format for its weekly MG Bulletin, which is distributed to all members of the music industry.

The new format will include a column devoted to the latest news and developments in the music industry, as well as a feature section devoted to the business side of the industry.

The Bulletin will also include a special section devoted to the latest recordings, as well as a section devoted to the latest releases from the major record companies.

The new format will be introduced on Monday, October 25, and will be available to all members of the music industry.

The new format is designed to keep members of the music industry informed about the latest developments in the industry, as well as to provide them with useful information about the latest releases.

The new format is the result of a comprehensive study of the needs of the music industry, and is designed to meet those needs.

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Thank You for Your of ROCK-OLA

After seeing and hearing our new 50 and 120 selection models in distributor showrooms throughout the country.

David C. Rockola
PRESIDENT

ROCK-OLA
HI-FIDELITY
SELECTION
MUSIC
Model 1442

Designed specifically for those locations that demand the finest in Hi-Fidelity music but require fewer record selections. Has the same outstanding ROCK-OLA features as the DeLuxe Model.
Wonderful Acceptance

HI-FIDELITY Music

A beautiful phonograph with the time tested and proven ROCK-OLA service-free mechanism. Still the smallest phonograph in the world built to play 120 selections.

ROCK-OLA Manufacturing Corp.
800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS
AMI Distribrs Host Ops for 2d Week

Friends attended a show Sunday (17) of the new AMI Model F phonograph unveiled by Southern Music in its two shows here.

Southern Music, which has its main headquarters in Orlando, is the AMI distributor for the State of Florida. In Miami for the showing was Southern owner Ron Rood, who was Miami manager, Bob Norman, general manager of the company's operations in the multi-million-dollar Florida Southeastern service.

Service Manager George Burgess was on hand to explain the mechanics. Burgess showed the new service features available in the new models.

Norman said that the showing placed a substantial number of orders for the new models.

Drinks and refreshments were served at the showing, which followed similar unveilings by Southern in Jacksonville, Orlando, and Tallahassee.

Mountain Distributors' Event a Success

DENVER-The new AMI Model F phonograph was unveiled to Mountain Distributors Sunday (10) at an exhibition at the Ramada Plaza Hotel. And from all reports, the showing was one of the most successful events of the year.

Operators from four States-Colorado, New Mexico, Wyoming, and California-attended, George A. Miller, client and business manager of Music Operators of America, headed the list of special guests.

Firms represented at the showing included Hines Music Company, Hall's Music Company and North Coast Music Company, of Dallas, Texas; Mid-State Music Company, Seattle; Music Company, of Bellingham, Washington; and Music Company, of Portland, Oregon.

State firms included Borden Sunshine, Albuquerque, N. M.; Verselli Music Company, Santa Fe, N. M.; and Brownsville Distributing Company, of Brownsville, Texas.

Albo-Magnecord Arizona Operators First place in the Magnecord Arizona Company's pool of five operators will be awarded to operators from all over Arizona at its first showing of the AMI Model F phonograph. Additional showings were scheduled in other cities of the region for the same week.

The event was held at the Westgate Exchange for the AMI Music Distributors Inc.

On display: R. C. Nowell greeted operators and explained the service advantages and the various cost savings in the new model. Thomas H. Street, AMI's marketing coordinator of AMI, was also on hand.

Among the operators attending were Eugene Parker; Mr. and Mrs. L. J. Kelly, of Phoenix; Mr. and Mrs. W. J. Reynolds, of Boulder; John Ivey, of Cheyenne, and Grooms & Amley, Akron.

Georgia Operators Convene on Atlanta ATLANTA-Operators from all over the South convened here Oct. 10-11 for the unveiling of the new AMI Model F phonograph in the headquarters of Friedmann Ammunition Company, AMI distributor in Atlanta.

Jake Freedman, head of the firm, told an audience of 40 that the showing was judged to be one of the best ever held, both in attendance and enthusiasm.

Attendance topped the 200 mark.

On hand to greet operators was John Stewart, general manager of AMI, and Henry Heifer, service engineer of AMI. Special guest attending the event was Bob Tally, Republic, recording artist.

Local operators attending included: Fred Freck, Mr. and Mrs. Tom Hoyle, Mr. and Mrs. Sam McCall, Mr. and Mrs. Jody Rainey, Mr. and Mrs. M. H. Rye, Croatan, B. R. and E. G. Reedy.

Out-of-towners included J. W. Mitchell, and Paul Pickle, Gainesville; C. M. Johnson, and H. H. Bowders, Atlanta; James Etter, Mr. and Mrs. H. A. Rainwater, Mr. and Mrs. J. L. M. Hudson, Weather, Mr. and Mrs. J. H. Spurle, Ga., Mr. and Mrs. P. H. S. Strong, Mr. and Mrs. H. C. H. Gething, Marietta; Mr. and Mrs. W. A. Whitley, Mr. and Mrs. J. D. Griffin; Mr. and Mrs. Lewis Gaither, Mr. and Mrs. E. N. Allen, Mr. and Mrs. John Batson, Ceddiesville, Mr. and Mrs. R. S. Brown, Carroll, Mr. and Mrs. Glenn Bottom, Dalton, H. C. Burns, Mr. and Mrs. J. B. Steen, and Mr. and Mrs. Len Barlow, Fitzgerald.

Garrison Hosts Arizona Operators The Magnecord Arizona Company played host to operators from all over Arizona at its first showing of the AMI Model F phonograph. Additional showings were scheduled in other cities of the region for the same week.

Mr. and Mrs. W. H. Brady, Live Oak, and Mr. and Mrs. J. D. Smith, St. Louis photographer, hosted the operators from all over Arizona at their first showing of the AMI Model F phonograph.

Allie McDonald operates a distributing and service business, never seen by the public, he has insisted that the entire organization be customer-oriented and that all employees keep up to date with the latest equipment in the service department and in the service department.

Mr. and Mrs. L. E. Simmons, Davis; Winfield, William, Philip, and Mrs. M. L. Paul, Granby, Bill, and Mrs. W. J. Reynolds, Richland, E. C. C. Oeste, Creston, Mr. and Mrs. S. E. Nobles, Page, Rooster, Mr. and Mrs. J. W. Davis, Butte, Mr. and Mrs. E. A. Tivoli, and Mr. and Mrs. L. A. Whillock, Richland, R. E. Bus, Richland, C. A. Bart, Richland, and Melvin Smith, Richland, Mr. and Mrs. H. H. Swanson, and W. O. Jones, Richland, C. M. Wam, Mansfield, C. M. Wam.

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Originator of the Automatic Selective Juke Box in 1927

AHEAD THEN - AHEAD NOW

AMI Incorporated

General Offices and Factory: 1500 Union Avenue, S.E., Grand Rapids 2, Michigan

Licensee: Jensen Music Automates—building the JMA-AMI Juke Box sold through Oscar Siedbye A/S, 5 Palaisgade, Copenhagen K., Denmark
Chicago

Co-Managing Editors:

Sam Tuman, Miami, dropped to at Ceneco Manufacturing & Sales Company, 1015 E. 61st St., Chicago, Ill. Tuman returned from the West Coast this week.

The new Coin Machine Exchange, Sam Kelberg is back from a week's tour of the Illinois area. He plans a return to the West Coast.

The new coin operated billiard hall, Phil, has been attending board meetings two nights a week at the Tum O' Hunter Convention.

The new coin operated billiard hall, Phil, is proving a success according to reports from the Marvel Manufacturing Company.

Larry Brown, of the RKO Odeon, reports good response to the new Chicago Flash Box. The Flash Box is one of the Flash-O-Matic scoring new style cabinets.

Hurtie, of the New York Times, has received the last of all the components for Seeburg's Selection Series, 150, pool, Bloom, Sam Wolmanis and Harold Foggs, Oak Manufacturing Company, are sending the last of the last. Les Hardman, sales manager of Seeburg in Chicago, receives word this week that the new Peckey Company, Pittsburgh, recently.

Frank Danley, Better Sales, Chicago, Minnesota, added to his group the following dealers: S. E. Warner, Minot, North Dakota; Jack Green and Roy Wynn, United Manufacturers Company, Hollywood, Calif.

An exhibit, Hollywood, reports sharp interest in the firm's card vending machines exhibited at the recent San Francisco Exposition. Ed Hall was busy with kiddy ride and gun game operators while Art was in Washington.

Ralph Sheffield, Cenco Manufacturing Company, announced that a new Cenco gun vending machine is ready off the production line. Same Lewis was making doors along the way back from the west coast on business as usual.

Lew (Colonel) Lewis, Merit Marquardt, has reported fully recovered from his recent illness, and is back on the job again. With the bowing season in full swing, Lew is busy sending off new operators as his regular amusement game spots.

Albert Simon, Albert Simon, Inc., New York, Eastern representatives for the Cenco Manufacturing Company, was visiting coiners here.

Chicago Coin's Sam Wellberg has returned from a couple weeks in Battle Creek, Mich. Sam Ceneco left for his home in Florida for a visit with his family.

Ken Sheldon, United Manufacturers Company, is ready to join for Boston. Lou Spinella, United Manufacturers Company, is visiting Automatic Sales, San Francisco, for a visit during the week. Bill DePoe was the new man in the office.

Visit your local music store today for these great deals!

COINMEN YOU KNOW

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

For entertainment and insurance purposes only. past and present prices listed are taken from advertisements in The Billboard. All advertisements and prices are listed. Where more than one advertisement quoted the same equipment at the same price, frequency with which the advertisement appeared is noted in parenthesis. Where various advertisements listed, or in the case of bulk vendors, only the single machine price is listed. Any price obviously listed as a joke is not printed.
Barrels its way into the Best Locations
BECAUSE IT HAS BETTER TONE

No phonograph equals the Wurlitzer 1700HF for rich, full, true High Fidelity Tone. Better tone attracts more play. More play means more money. Ask the location owner who listens to it all day long—he'll tell you the tremendous advantages of Wurlitzer tone. Coupled with built-in volume level control, Wurlitzer Hi-Fi is the greatest play promoter in the history of automatic music.

SEE IT - NEAR 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
CHICAGO, Oct. 23.—A drop in per capita consumption of candy for the second straight year in 1953, sending vendors boned the first five months of the year, has been tentatively predicted to be $82,077,600, a decrease of $27,000,000, according to estimates by The Golden Rule, market research directors.

The drop is due to the National Confectioners, Tobacco Distributors, in a survey of the candy's national distribution.

The market share of vendors in 1953, the survey revealed, climbed from 2.8 per cent over 1952 and 53 per cent over 1951, and that the "performance of this group (candy vending) is all the more noteworthy when examined against the falling per capita sales of bars and gum pads. The effect of the sales in slices of the National Confectioners' Tobacco Distributors, in a survey of the candy's national distribution.

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Cig Paper Is Suspected as Cancer Agent

BIRMINGHAM, Ala., Oct. 23—D. V. Lefebvre, addressing an international conference of the American Chemical Society here this week, suggested that cigarette paper, not cigarettes, may be the cause of cancer factors which have caused an increase in the incidence of cancer. Lefebvre said he had obtained 1.7 pounds of tar by burning cigarette paper to mix 80,000 cigarettes—about what a 19-day man would smoke in 11 years.

However, the agent which Lefebvre claimed might be involved is also to be found in toilet paper and other household and industrial papers. At the New York University Institute of Industrial Veniences, specially built machines have been used with very little of the agent—called tar by the tobacco companies—removed from the combustion.

Supplies in Brief

**Peanut Supplies Off**

Peanuts held to soften positions at the end of this July, retailed $2.05,000,000, including 121,000,000 pounds of roasted peanuts and 15,000,000 pounds of roasting stock, according to preliminary reports to the Agriculture Department. These stocks are 33 percent below those held at the same time last year and the lowest since 1950. Peanuts reported used so far this year in making candy, salted peanuts, and peanut butter, however, are up about 2 per cent from the same period a year ago.

**Sugar Supplies**

Deliveries of sugar by primary distributors during the first seven months this year were about 177,000 tons behind last year, according to the Agriculture Department. During May and June deliveries exceeded those of the same months a year ago, but sharply dropped in July. Despite the overall drop in sugar deliveries, distribution of the softest sugar for the period was 32,000 tons ahead of last year. Deliveries by all other groups of distributors were $300,000 tons less. Refiner's stocks of sugar on July 31 were about the same as last year.

**Fla. Orders 4,000**

To Pay Taxes on Out-of-State Cigs

MIAMI, Oct. 23—More than 4,000 Southeast Floridians who had ordered cigarettes by mail have been ordered by city mail to pay taxes on the cigarettes, which they thought they had avoided. George H. E. Smith, assistant auditor for the State Beverage Control depart-

**Cigarette Output**

Cigarette output next year is expected to equal this year’s production of about 413 billion, according to Agriculture Department estimates. This year’s total is about 100 billion lower than last year’s. Agriculture Department experts said the decline was due to higher prices, health publicity relating to cigarettes, and a drop in the population between the ages 20 and 30, when smoking is heaviest. Tobacco supplies as well as output is expected to be about the same next year as this year.

**Filbert Crop**

The filbert crop this year will be the third largest crop on record, accord-

**Dairymen**

to have exhibits in Convention Hall

**Milk Supply in 1955**

Milk production in 1955 will equal this year’s record total of 154 billion pounds, according to estimates by the Agriculture Department. Domestic consumption of dairy products, particularly milk, however, is expected to be higher next year. The Agriculture Department's experts point out that while consumption per person does not rise, the increase in population will bring total domestic use of milk to about 130 billion pounds next year, compared with 118.5 billion pounds this year. Milk prices next year also are expected to remain near this year's levels, the agency said.

**Orange Juice**

Stocks of frozen orange juice in public and private cold storage warehouses in September, 2,257,000 gallons, a jump of 63. A large part of these are expected to be held over until September, the Agriculture Department reported.

**Candy Sales Up**

Manufacturers' sales of confection- and competitive chocolates reached $1,607,512,894 in August, while in August of last year, a jump of 33 per cent over July and 1 per cent higher than in August last year, according to the latest Commerce Department figures. Report from a selective group of manufacturers indicated that sales in the first eight months of this year were about 93 per cent of last year’s, but dollar sales were up 1 per cent. Pounds sales of bar goods went down. The remaining 23 cents in the sales of package goods retailing above 50 cents per pound were up 4.3 per cent.

**NAMA Dues Income Up, Doanhue Says**

WASHINGTON, Oct. 23—Dues income for NAMA increased approximately $300,000 over last year and the association anticipates an even larger increase during 1954, according to the report of record, according to the agency. Doanhue, reporting to the NAMA annual meeting here last week, said 1953 was the association's best year to date.
VICTOR’S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Saving Power Ever Built into a Bulk Vendor . . . or 1, 5, or 10 Plays.

Cabinet of two-tone solid oak—introduced in 1964, with glass panels, Smart, attractive design . . . with eye-catching appeal for greater points. Extra large monthly capacity—350 capsules or 800 100-cent balls. Packed and sold 4 to a case.

Price: 25.25 . . . $17.48 per case
25 cases or more . . . 67.80 per case

The World Famous

STANDARD TOPPER

That attracts customers like no Vendor in the store. Bright, new design and chrome . . . steel construction, provides built and admirably designed. Equipped with the large glass globe.

Less than 25 cases . . . $10.00 per case
25 or more cases . . . 43.00 per case

Place Your Orders With Your Nearest VICTOR Distributor

VICTOR VENDING CORP.

7201-13 W. Grand Ave.
Chicago 39, Illinois

CIGARETTE and CANDY MACHINES!

All machines are new. Size and Standard Brands of all new and listed matches. Can be set for either 5c or 20¢ operation ($0.00 additional for special needs.)

SPECIAL THIS WEEK

UNITED CIGARETTE VENDORS

Model SC 100 Cents (250 Case) $95.00
DU CURE CIGARETTE VENDORS

Model SC 100 Cents (250 Case) $95.00

DU-CURE CIGARETTE VENDORS

Model SC 100 Cents (250 Case) $95.00

ROVE CIGARETTE VENDORS

Model SC 100 Cents (250 Case) $95.00

CANDY MACHINES

Rowe Candy, 5 & 10 Cents, 100 Units, Model 900 Case $450.00

Rowe Candy, 5 & 10 Cents, 100 Units, Model 900 Case $450.00

Rowe Candy, 5 & 10 Cents, 100 Units, Model 900 Case $450.00

ROWE CANDY VENDORS

Model SC 150 Cents (250 Case) $150.00

CURTIS CANDY VENDORS

Model SC 150 Cents (250 Case) $150.00

SODA and COFFEE MACHINES

Soda and Coffee Vendors—Call Now.

Our Prices Are

سا身创造! SAFE AND SECURE

WRITE FOR INFORMATION.

UNEEDA MODEL E

12 Cents, 400 Cases

$95.00

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW—RECONDITIONED LIKE NEW

250 Massasoit Street, Brooklyn 8, N. Y. • Mignonne 2-6379

SUPER JET

SEASONAL NEW CAPSULE VENDOR

$64.00

FORTY DAY OF FOUR

Write for Catalog of New & Used Vendors, accessories & supplies. 1/2 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

SUNA SPRING GARDEN STREET

13-2786

PHILADELPHIA 13, PA.

VICTOR Vending Values

"BETTER BUY" BITTERMAN

Super V outlasting capsular vender $17.95 ea.
Annexed since vender, $28.95 per 100.
Topper Deluxe

Outfit's favorite excitement for every store. Dime plus Nickel made $12.50 ea.

Standard Topper

Newly priced quality machine makes $12.50 ea. Also Nickel and Dime 10c plus Glass.

Copyrighted Material
Pepsi Stockholder Joins in Suit vs. A. C. Steele

NEW YORK, Oct. 31.—The application of Frances S. Leven to intervene in the suit brought by Alfred C. Steele, president of the Pepsi-Cola Company, was granted by the New York Supreme Court this morning. Miss Leven charged is suit with being in a position to influence the corporation by reason of her close business connection with Mr. Steele in the soft drink industry. She formerly was the wife of Mr. Steele until they were divorced in 1931.

Pepsi-Cola officials said that Miss Leven’s application was investigated by an independent counsel and that she was the “highest bidder in fact” for the corporation.

Hedeman Preems Choc. Conversion

WASHINGTON, Oct. 23.—Hedeman Products, Inc., Great Neck, N.Y., has started the construction of a 700,000 lb. a year line of hot chocolate mix.

The manufacturer says the conversion will be made on location in 30 to 60 minutes, depending on the modulations.

The conversion unit for Models 5-C-3 and 11-3 will cost $37,602 on orders of less than 12, with larger prices on larger quantities. The pack size capacity is 300 cups.

The Model CR-3, the 300 drink-size cup capacity conversion unit is $34,909 on orders of less than 12, with the price scaled down on quantity orders. For the same conversion of Models CR-4 and CR-A, the list is $118.40 on orders of less than 12.

Packaged Unit

The 150 drink-size cup capacity conversion on Models BC-3 and BC-5 will be for $13,138.34 on orders of less than 12. The manufacturer provides all parts, photography, inspection, control, label, printer, country plate, selector, lift, control panel, and all tools needed for capacity.

The electronic stripping and punching systems have a new fitting requiring no adaptation. The new system is faster and requires less capital in machinery. The conveyor can strip as high as Nestlé, with a 5 ft. wide belt, and a 25 ft. stacker. The conveyor is pre-wired, with no additional equipment.

The electroplated stainless steel strip tanks have built in quick connect plugs by 1.5 in. in the top. The four keyless strip hose and stainless steel lined hose, also liable, has been used attached to a cigarette at the delivery action improved.

Pence referred to the delivery line as a “win-win” situation for the cigarettes at the delivery action improved.

Vendy Candy Sales Up 4% continues from page 77

ranked sixth in point of sales volume as a retail bangle in 1953, according to the survey of all retail sales of candy and confectionary products. According to the survey, the independent bangle-calculator added $16,507,094 to $18,251,094 of total retail dollar volume of candy and confectionary products; druggists, $300,000,000 to $315,000,000 per cent.; chain-supermarket food stores, $377,544,000 or 14.8 per cent.; chain stores, cigar stores, stationery stores, $37,519,000 or 9.7 per cent., and theaters and amusement, $167,067,000 or 9.1 per cent.

Vending machines, the survey showed, accounted for the biggest percentage gain in the market last year. Significant gains in shares of the market were made in 1953 by restaurants and eating places, 3.5 per cent., department and variety stores, 3.125 per cent., independent food stores, 1.475 per cent., chain-supermarket food stores, 1.686 per cent.

(Editor’s Note: The 1954 Vending Survey of the industry reported that vending accounts for $15,000,000 of the total candy market and 30 per cent. of the market. It found that in 1953, 45,580 vendors sold 6,802,145,800 bars in the nickel market, sold that 1,500,000 built, produced, and sold 7,900,000,000 units in the penny market.

27% Per Capita Dip

The survey stated that per capita candy consumption had dropped $10.11—a drop of 2.3 per cent or 45 cents from 1952, and 5.9 cents or 0.6 per cent from 1951. Joseph Kolodny, NAM’s managing director, explained.

The continuing drop in per capita consumption, he said, was due in part to more than $85 million from the 1954 rate enjoyed by the industry and approximately $30 million from the lower rate of 1952. Further, according to the survey, retail sales of candy and confectionary products dropped from $23,077,000,000 in 1953 to a gain of per cent. in 1954, and $26 per cent. and $7 million above $350.

The survey noted: “With the 1951 per capita consumption rate as a basis, the industry would have had a retail sales volume of more than $1,715,000,000 which had been maintained during 1953. . . . Each of the potential sales value of the market has been calculated as an actual drop in industry volume in 1952, when the hard drop in population and the general price rise affected the national economy.

Bar Goods Drop

Bag goods and specialty experienced a per capita decline of 6.4 per cent in 1951 to 0.5 per cent. and 0.3 per cent. in 1951. Market share in 1955. The survey stated that 4.6 per cent. from 1954 to 1956, and 6 per cent. from 1951.

The survey cited six factors in the decline of per capita candy consumption:


2. Unit price at both wholesale and retail levels under the pressure of increased competition, despite rise of manufacturer's prices from 1952 to 1954.

3. Reducing advertising and promotion budgets by the major candy manufacturers.

4. Increased opposition, quasi-official and personal, and parent groups to the increased sales of candy and confectionary products. Sales of candy and confectionary products continue to be an effective tool for the health and diet-conscious. No single dietitian has ever been able to eliminate the confectionary products from the diet.

5. Unexpected growth of diet failure, increased consumer resistance to special dietary changes, which is causing sales to be down.

6. Unexpected consumer acceptance of distorted impressions concerning candy and confectionary products. The result is a stagnant—harmful effort of the candy and confectionary producers on the teeth and general health.

Austin Realads New Midwestern Plant;

Expands Cookie Line

WASHINGTON, Oct. 23.—Austin Packing Company announces new cookie products and a new Midwestern plant to replace the original one which was destroyed by fire. A new president, C. B. Fox, president, president, here, the new factory, a square-foot plant outside Addison, III., will open in 1954.

The plant will serve the Midwestern, Western and Southern market areas to different markets. The factory will be equipped with the latest equipment for the new facilities or the new factory, a square-foot plant outside Addison, III., will open in 1952.

The new Austin items: A dozen-piece pack called Texas Smackdown, two nickel packs, Short Bread and Garden Chinned Sandwich. All are packed 100 pack count.

The word to the “wise” is...
Louisville Pin Ops Threatened by Ban

State ABC Board to Air Proposal to Prohibit Games as Gambling Devices

LOUISVILLE, Oct. 23—Pinball operators are expected to strongly oppose a proposal that could virtually quash the operation of pinball games here. Scheduled for a hearing November 21 by the State Alcohol Beverage Control Board, classifies pinball machines as gambling devices.

The ABC regulation of this type would ban pinballs from all taverns and bars, thus putting gambling being ground for revocation of a tavern license.

Opposition is expected to come from the Pinball Amusement Association, representing the pinball operators, and the Louisville Retail Package Liquor Dealers' Assn., representing the tavern operators. The hearing was scheduled for November 21 by John H. Williams, secretary of the Kentucky Temperance League.

Some of the main claims made were:

Leon Bixler, State senator, who is a charter member of the Automatic Amusement Association and the Louisville Retail Package Liquor Dealers' Assn., stated that the State General Assembly has legalized pinball games which reward the player free games. He said the General Assembly had authority to classify pinballs as games of chance.

There are known to be about 1,500 pinball games in the city and county generating an annual income reported $4 million. Of this total the cooperatively owned machines here are those operated by Independent Beltrami, Louisville's biggest pinball operator, in cooperation with his company and allied companies.

Bermat stated that his knowledge of the location of pinball games on Louisville pinball games. He said that these need to be revoked to all State and city officials.

The 40-operator Automatic Amusement Association, which has tried to maintain a score of co-operation with the industry, said that the association sponsored the city council's resolution, which was adopted under 16 pinball operators.

City records on pinball games indicate that 14 have been dropped from 2,300 to 2,150. Pinball fees paid $15 a year for each unit.

COIN TAKE LOOMS BIG

Miami Area Tourists To Boost $ Harvest

MIAMI BEACH, Fla., Oct. 23—All signs point to an excellent winter tourist season for South Florida, and economists expect to get their share of the dollar harvest.

A general air of prosperity prevails, and visitors are expected to remain in the area at a record setting pace. This year, apparently, more people engaged in various jobs are the ones who play the jibe books and games.4

Ted Bush, owner of Bush Distributing Company: The outlook is favorable. The construction trade in Miami, always a good barometer, is rolling along high gear. The trade of people engaged in such jobs are the ones who play the jibe books and games.

E. F. Blaisdell, owner of Blaisdell Distributing Company, said: "Miami had a good summer season and there's no reason to believe it won't have an even better winter.

Willie Blatt, owner of Supreme Distributing Company, is an affiliate of the Automatic Machine Operators Association, said that with the country in good economic shape, this is the best time for pinball games, and the pinball operators will do a better business and may be able to weather the winter and may shatter all records.

Sam A. Rykken, executive president of the Miami Beach Hotel Association, the most active of the pinball civic groups, said that the pinball business is in a healthful state and will help bring in the Christmas season.

Oscar N. Brownlee, chairman of the state's tourist industry, said that the state is open in mid-December with 320 days to run.

Also in the race for tourist dollars are the luxury hotels which have sprung up north of Miami Beach, and the new Balmoral and Bar Harbour hotels, which are offering rates which run as high as $111.00 in 1111-room establishments—scheduled for completion late this year.

At the annual seminar held in Nashville recently by the American Pinball Magazine, represented Pan-American World Air-

lines, said that it has been the policy of Pan-American to market pinball games in the Caribbean winter vacations on "heavy laughs" and that pinball games are a major form of pinball games as a distribution business.

Ryker stated that Ideal had been successful with pinball games in operation in return of sales to the various "hot" spots in Miami Beach during the past several seasons here.

BIG GUNS

Rifles Pace Play at Chicago Loop Arcades

CHICAGO, Oct. 23—Gun games are currently "raining hots" at Loop arcades.

A survey of arcades in Chicago's Loop by the author revealed that this week and the last two weeks the various gun games, gun-games and especially the new compact rifle units—were bringing in big take.

Sam Gavriel, co-owner of a Loop establishment, said: "The new rifles are going like wildfire in the Loop.

Three new Loop arcades with a total of approximately 125 gun games in operation—all different makes—also were taking a considerable share of their business. This include Pin City, the Greyhound Arcade, located on Randolph Street, and the Penny Arcade on North State Street.

Another new compact rifle unit account for about 10 per cent of the machine operators, and 15% of all make up to 25 per cent of the games.

R. I. Arcade Moves After Storms Hit Providence, Oct. 23—The new gun game, which has been grossing all games, is atmosphere which was defeated in the first games moved to Arizona.

Gottlieb Ships 4-Belches, New Five-Ball Game

CHICAGO, Oct. 23—D. Gottlieb & Son, Inc., the gun game distributors who produced 4-belches, a five-ball game featuring five ball-arcades, now has a new five-ball game in operation.

The main target of the game is a cluster of five holes near the center of the playing square. A player taking five balls at the same time is entitled to a free replay. An additional replay is awarded if the player lands balls in all five holes.

It is formed on seven millimeters, with the ball-bumpers, two ball kickers, and two ball-operators which press buttons on either side of the cabinet, adding to the action. A 20 coin denomination features the backglass and background of 4-Belches with a two ball arcades. It is trained with the Super Jumbo five-ball game "Gottlieb" also in production, by Gottlieb.

Miami Beach Launches Pinball Fee Survey

MIAMI BEACH, Fla., Oct. 23—Idaho novelty, which owner of Dike Rymer, followed by the ill-fated owners of Owner Culli Trippe is reported in serious con-

GAMES

Cutter Race

New British Novelty Game

LONDON, Oct. 23—Answering the British demand for something new in pinball games, has been manufactured for the British market by the celebrated designer, Helicopter Base.

THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES
AMUSEMENT GAMES

<table>
<thead>
<tr>
<th>Name of Machine</th>
<th>Price</th>
<th>Description</th>
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</thead>
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</table>

National Rejectors
Skeds Inventory

Miami Beach
- Continued from page 26

New Columa
- Continued from page 26

Devils Food Cakes
WASHINGTON, Oct. 23—The third edition of the Glance Book, published by the National Biscuit Company, which goes into production next week, will be shown at the NAMA convention here next week. They will now sell for 5 cents. They are made with two cakes, chocolate covered and with a marshmallow filling.

GIVE TO DAMON RUNYON CANCER FUND

CUSTOMER SERVICE

The National Exchange for Coin Operated Machines
Customer Service

By Richard Christensen

Miami Beach
- Continued from page 26

New Columa
- Continued from page 26

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to Germany. Visiting Nat in New York, he met with some of the newsmen who, in an interview, said: ‘Yes, it’s true! We have no more than twenty-five per cent of the European market, but we are making more than twenty-five per cent of the European market, and we are making more than twenty-five per cent of the European market!”

Sam Shanker, Play-More Amusements, and Aaron Zuckermandl, are new members of the AAMC. Shanker says he’s been in the industry for two years, and Zuckermandl for four. They both believe in building a better business for all involved.

“Clearly, this is a good time to be in the business,” Shanker says. “We’re seeing a lot of new products on the market, and the industry is growing.”

Zuckermandl agrees, adding, “I think we’re really seeing a shift in the way people think about our industry. Instead of seeing it as just a way to make money, people are starting to see it as a way to bring people together.”

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
</tr>
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</tbody>
</table>

Employment and prices listed below are taken from advertisements in The Billboard. The prices are for used machines, and are subject to change. The list includes information on the type of machine, location, and contact information for the seller.

www.americanradiohistory.com

THE JOE MARGUEN ROLL-UP PROGRAM

Members of the AMOA Bowling League are discovering they are better at bowling than they thought. Among those sure from the Mon-
Nut Vending Still 1¢ Biz

Gruber Predicts

Continued from page 72

In every 1,000 persons in the United States there are at least 600 who sell cigarettes. Many of them told that cigarettes began appearing in vending machines in the early 1930's, and that the practice of vending started as a byproduct of tobacco production.

Gruber added that cigarettes had been appearing in vending machines since 1930, and that the practice of vending started as a byproduct of tobacco production. He also added that it was estimated that cigarette vending machines sold 3.5 billion cigarettes in 1953. Gruber predicted that the number of cigarette vending machines would increase by 15 to 20 percent in 1954, and that the sales of cigarettes would increase by 10 to 20 percent in 1954.

CINEMEN YOU KNOW

Continued from page 78

day and evening shows—but enjoying the releases and the releases—were Eddie Pacheco, Ray R. Reader, and John Majors.

Veteran coinman A. L. Krepp, Sr., has recently been to visit Willie Blatt and Ted Bush while in town on business.

Buddy Cohen, E. B. Vending Company, and his wife, Evelyn, have adopted a baby boy whom they have named Jeffrey.

Lynden Bush, Bush Music Company, spent a weekend parishioner last Sunday at the American Vending Company in Flint, also broken north to try his luck with the birds.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—only in The Billboard—last week?

1. G.O.L.D. IN MUSIC EXPORTS. Distributing firms in many countries depend on gold shipped to the United States, and a number of firms have reported a decrease in gold shipments. (Page 3, The Billboard, October 23.)

2. BIPS DISTRICTS OPERATING JUKEBOX. Operator believes increasing tendency of jukebox dealers to use the automatic jukebox is a result of the small operator's desire to avoid the necessity of having to keep the jukeboxes in working order. (Page 83, The Billboard, October 23.)

OP DIVERSIFICATION held must for progress in vending, concludes Workshop session at National Automatic Merchandising Association's convention. Agree diversification necessary for progress, but hold that in some vending areas, a specialist is still required. Conclude: that it's difficult to train a man in all vending equipment, but experience gained when training is limited to four months is still valuable. (Page 78, The Billboard, October 23.)

U. S. HIGH COURT TO TEST PIN ORDNANCE. Portland, Ore., anti-pinball ordinance for a test in United States Supreme Court. Believed to be the first time legal status of games has been made an issue before the nation's highest tribunal. Portland measure notifies city council of receipt of a State Supreme Court application to enjoin the city from enforcing the 1951 ordinance based on the game. (Page 96, The Billboard, October 23.)

OPS MULL FILTER-TIP PROBLEMS at TAMA Convention. Concerns of nearly 190 operators attending a dinner of the American Tobacco Manufacturer and Dealer Association met recently to discuss the problems of filter-tipped cigarettes among the 1954 operators. (Page 83, The Billboard, October 23.)

If you missed reading the October 23 issue of The Billboard you missed these other industry news stories and features. All of these stories were exclusive in the Billboard.

Only The Billboard Gives You News While It's New

NEW KICKER & CATCHERS—1c or Sc—Write RECONDITIONED EQUIPMENT MISCELLANEOUS

THE BILLBOARD OCTOBER 30, 1954

COIN MACHINES

YOU CAN Rely ON SKEEBALL for profits after year in parks—resorts—arcades.

REPORTS FROM MANY LOCATIONS SHOW SKEEBALL CONTINUES TO BE A RELIABLE EARNER.

The 1955 Alley Has Improvements and Dependability in Operation, Too.

WRITE FOR LITERATURE

PHILADELPHIA TOBOGGAN CO.
130 E. DUVAL ST. PHILA. 44 PA.
Amusement Dealers Since 1904

SHUFFLE ALLEYS

All Shuffle Alleys Thoroughly Reconditioned

CHICAGO COIN:
SUPER LINE...
$395.00
UNITED:
CASCADE...
$175.00
ADVANCE:
$100.00
TRIPLE SCORE...
$225.00
10c PENNY MACHINE...
$140.00
DOUBLE SCORE...
$185.00
GOLDEN KING...
$225.00
10c PENNY MACHINE...
$150.00
SUPER MATCH MACHINE...
$200.00

CLEANING HOUSES? PICK EM UP CITATION, 85c... For Last Line

Monarch Coin Machine, Inc.
The distributors themselves have had to take their machines out on location to prove their potential operating the value of stepping into such a business. But competition is beginning to increase, and strong operators are looking for a way in the next few months.

**Vending**

Soft drink vending: The free interest in vending began with this field in Canada. Today there are three companies manufacturing machines, two of them Canadian-grown, while the third is a copy of an American make.

Distributors of American machine includes Trans-Canada Distributor Company Ltd., Montreal, and the Soda Shoppe Automatic Canteen Company of Canada Ltd., Toronto, which is a subsidiary of the American company and handling the Linsa machines.

Manufacturers include Canteen Services Ltd., Toronto, and Foebert Ltd., Montreal, both of which have their own designs, with Vel-O-Matic Canada Ltd., Toronto, manufacturers of the Cole Spa.

**Hot Beverages**

Coffee and hot beverages: just one Canadian firm, Canteen Service Ltd., Toronto, is manufacturing a hot beverage machine. The others are distributors, which include Vel-O-Matic Canada Ltd., Toronto, handling the Best Milk Coffee Machine; General Automatic Beverage, Toronto, which handles the A-B-S Mat; Coffee-Mat Services Ltd., Toronto, handling Kwik-Cafe, and Century Products Ltd., Toronto, handling the Diner line in this field.

**Candy**

Candy: just four companies are in this field. Oldest in the business is Canadian Automatic Confections Ltd., Toronto, which has its own machine, and new in the Canteen machine, handled by Automatic Canteen Company of Canada Ltd., Toronto. Others include Century Products Ltd., Toronto, with the Diner and Vel-O-Matic Canada Ltd., Toronto, with the Rowe.

**Vending Exports**

Exports have been a natural by-product of the Canadian vending industry, particularly in the area of hot beverages. Some of the larger independent organizations have exported their machines to the United Kingdom, Australia, and South Africa.

**A NEW KIDDE RIDE**

This is a low cost unit that is truly a Kiddie Ride. It does exactly what a See-Saw has always been expected to do—move slowly and safely up and down.

The children love to ride with Nasey the Clown and watch his nose light up as they go up and down. This is truly a ride with "character."

A strong, dependable positively safe machine with terrific appeal to parents, this is a proven money maker.

This is the first of four brand new rides that we are manufacturing. We need Distributors to handle our line. Write for details.

**Sell Yourself**

Sell Yourself

Each customer is an individual with his own account, so you must know his habits. We have found that to do this in a friendly manner, you must be well informed. If you don't know the product you are selling, you cannot sell it. You must know it.
Williams

STAR
POOL

2nd coin
*STAR FEATURE
permits player to score from 5 up to 200 replays

See Your Distributor!

Distributors

DECO
LEADER
IMPERIAL
Choicoin
PLAYER
NEW
Howard
WORLD
FRAME
United
SPACE
SINGAPORE
DELUXE
SHUFFLE

PLAY
HELPFUL PLAY APPEAL
424 W. Fullerton St. Chicago 14, Ill.

PLA-POOL

A Winner in Any Location!

- Regulation sized coins
- Stunning play with all justifiable light features
- Coin box inside also opens with key, mak-
ing pilferage difficult
- Front panel has reliable and sturdy coin return
- Tex can be adjusted to operate with coins of any country
- PLA-POOL-A low-cost, profitable coin-operated pool table. Here's a competitive game of skill, costing a gambling device that will never suffer from losing player appeal. Ideal for group or individual play.
High returns on low investment mean good profits in any location, and charity never requires service other than collectings—no complicated mechanisms. Write for descriptive literature and price.

HEADQUARTERS FOR BEST BUYS
in USED Bally.GAMES

Allan

SALES, INC.

127 MARKET STREET
WHEELING, WEST VIRGINIA
PHONE: WHEELING 5472

Marvel Mfg. Co.

145 W. Fullerton Ave., Chicago 17, Ill.
Tel: Bldings 2424
Export Distributor Trans-World Trading Corp., 88 E. Washington

Highest Prices Paid
for Used
Bally In-Line Games

Bally Variety
Bally Joe and Rocker Bowler
Bally's Sensational Shooter
Electro-Mechanical Bowlers

New Equipment—Now Delivering

Bally Variety
Bally Joe and Rocker Bowler
Bally's Sensational Shooter
Electro-Mechanical Bowlers

Used Equipment—Ready for Location

Bally Variety
Bally Joe and Rocker Bowler
Bally's Sensational Shooter
Electro-Mechanical Bowlers

Rock-Ola 1436 Fireball

45 r.p.m
120 Selections
$375.00

Write for Illustrated Catalog of Other Late Model Phonographs

Shaffer Music Co.

Cincinnati, Ohio
Indianapolis, Ind.
Detroit, Mich.

"The best money maker of them all, with its new score features and Keeney's original changing values at the start of every frame"—say operators of

Keeney's

American Bowler

Order from your Keeney Distributor!

J. H. KEENEEY & CO., Inc.

294 W. Fifteenth St. * Chicago 12, Illinois
BIG TOP

RIFLE

GALLERY

Features and Motions never before seen

Coming very, very, very soon.

AGAIN

GENCO LEADS
THE FIELD
with its new

GENCO

MFG. & SALES CO.

2621 N. ASHLAND AVE.
CHICAGO 14, ILL.

CENTRAL OHIO SPECIALS

New United States Address for Export

11th FRAME BOWLER
11th FRAME DELUXE
SINGAPORE BINGO

Tarzette CARNIVAL GUN
BADGER SALES COMPANY, INC.

EXCLUSIVE VENDORS OF

Supreme-Link

Whoopin' Game

11th Frame Bowler

Santa Fe Amusement

BINGO MACHINE

Deluxe Carnival

SINGAPORE BINGO

BADGER SALES COMPANY, INC.

EXCLUSIVE VENDORS OF

Supreme-Link

Whoopin' Game

11th Frame Bowler

Santa Fe Amusement

SINGAPORE BINGO

NOTICE

MICKEY SCHEFFER
and

STANLEY LEVIN

Fondly Announce Their Association as the

"All State Coin Machine Exchange"

Call ASCME for the Right Answers!

EVERYTHING AND ANYTHING IN NEW AND USED EQUIPMENT

"ASCME"

"All State Coin Machine Exchange"

3317 NORTH WESTERN AVENUE ♦ CHICAGO 19, ILLINOIS

Joe Ash Says:

"Foreign and Domestic Buyers will find Double Free Machines at LOWER PRICES here.

ACTIVE
AMUSEMENT MACHINES CO.
665 N. Broad St.
Flomont 7-4499

Write for Free Machine Lists Free Machines at LOWER PRICES now.

THE BILLBOARD
OCTOBER 30, 1954
COIN MACHINES 83

ATTENTION, IMPORTERS
WE HAVE 20 YEARS' EXPERIENCE IN
EXPORT SALES EXPORT SHIPING EXPORT FINANCING

SPECIALS RECONDITIONED LIKE NEW

AM Model 120 .......................... $495.00
AM Model 60 .......................... $395.00
Sanburg Model C ...................... $495.00
Sanburg Model B ...................... $395.00
Sanburg Model D ...................... $495.00
Sanburg Model A ...................... $495.00
Sanburg Model 120 ................... $395.00
Sanburg Model 130 ................... $495.00
Bay-Op Model 1350 ................... $265.00
Exhibit Shooting Gallery ........... $395.00
Genco Sky Gunner ................... $395.00
Lee Model 3 Memory-Go-Round ..... $395.00
Sanburg Sheet-Or-Beau .............. $295.00

LARGE QUANTITY LOW PRICE GOOD CONDITION 5-BALL PIN GAMES

Write or Call for Complete Catalog and Special Price List

Badger Advantage BINGO'S L.A. ANGELS

BADGER SALES COMPANY, INC.
2501 WEST PICO BOULEVARD • LOS ANGELES 6, CALIFORNIA

AMERICAN RADIO HISTORY
www.americaрадiоhistory.com

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OCTOBER 30, 1954

THE BILLBOARD

COIN MACHINES 85

...WOW!... WHAT AN ATTRACTION!

chicago coin's

HOLIDAY

THE MOST EYE-APPEALING! ... MOST COLORFUL! ... MOST EXCITING BOWLING GAME EVER CREATED!

NEW SENSATIONAL POINT CREDIT FEATURE!
Point Credit Totalizer Located on Top of Score Glass Shows Player Accumulated Number of Credit Points He Will Score by Matching a Number, Star and Crown!

NEW SCORING THRILLS GALORE!
NEW! Player Matching a Number Scores 1 Credit Point!
NEW! Player Matching a Number and Star Scores 10 Credit Points!
NEW! Player Matching a Number, Star and Crown Scores Total Number of Points Contained in Point Credit Totalizer!
(Points are carried over from game to game until a 3-way match is accomplished — Number, Star & Crown.)

NEW SURPRISE SCORING FEATURE!
Occasionally, at the Start of a Match Frame All Stars Light Up, Player Then Has the Opportunity of Scoring Points by Matching Either a Number or a Number and Crown!

NEW! A Different Number, Star and Crown Arrangement Appears for Each Player During the Match Frame.

chicago coin's sensational

FLASH BOWLER
Featuring 'Flash-O-Matic' Scoring
(With Traveling Score Lites)
Player's skill can get him as much as 150 for strike or 100 for spare in each and every frame.

chicago coin's

STAR LITE BOWLER
The Match Bowler With Entirely New Matching Principles!

chicago coin's

SUPER HOME RUN
6 Player Baseball Game With the 3 Way "Match" and "Free Play" Features!

Game is Adjustable For Match Play in 2nd - 5th or 10th Frame!

At Players Option He May Start A New Game After The Match Frame or Continue to Play for Score!

New Ultra Modern Deluxe Cabinet
Adjustable for Automatic Re-play Feature!

1725 W. DIVERSEY • CHICAGO 14

chicago coin MACHINE COMPANY
Bally
VARIETY
WITH SENSATIONAL
Magic-Lines

PROFIT BOOSTING FEATURE

Location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get VARIETY today.

FAMOUS FEATURES
Super-Cards that score 4-in-line for 3-in-line... Corner Scores... Spot Roll-overs... Extra Time Lights... Advancing Scores... Extra Balls.

Electronic Speed-O-Meter detects speed of every puck shot. Player controls shot speed for highest score.

FAVORITE FEATURES
Light-up scores. Adjustable for 10 frames or 5 frames. 7/10 Pick-up. Last Frame Feature adjustable to allow player to keep shooting as long as he scores strikes. Premiums playfield. Georgian Choose of straight dime play on 1 play 10 cents, 3 plays 25 cents.

Bally JET-BOWLER
WITH MATCH-SCORE FEATURES

Rocket Bowler
WITHOUT MATCH-SCORE FEATURES

SPEED-CONTROL Skill of skee-ball combined with AIM-CONTROL Skill of bowling results in a bowler that really keep players coming back day after day, month after month. Get in on the big new bowler boom... get JET-BOWLER and ROCKET-BOWLER!
UNITED'S DE LUXE

COMET

SHUFFLE-TARGETTE
SHUFFLE-TYPE SKEE-SKILL GAME
WITH NEW UP UP UP PROGRESSIVE SCORING

HEAVY DUTY MOLDED RUBBER INSURES QUIET OPERATION

TERRIFIC SUSPENSE FINISH LAST 2 SHOTS MULTIPLY SCORE 10 TIMES

12 SHOTS 10¢ WITH TWIN CHUTES 10¢ AND 3 FOR 25¢

POPULAR TRIPLE-MATCH FEATURE (Also Available without Triple-Match)

SIX CAN PLAY A TRULY GREAT COMPETITIVE GAME

EXTRA FAST PLAY

EQUIPPED WITH UNITED'S LATEST E-Z SERVICE FEATURES

SIZE 8 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR
Mechanism slides out from front. Easy to clean and service.

Title strip selection panel is held firmly in place by magnets (see inset) at each end. Just lift out...no mechanical latching.

Key panel is simply removed by releasing two sliding lock fasteners.

Positive-action lid support has spring action safety catch.

Title strip holders lift out. Insert or remove strips from slides.

Pilferproof coin box. Cast aluminum door and steel reinforcing bead.

Electronic assembly may be serviced without stopping the music.

New electrical selector is designed for ease of service. Includes credit switch.

Our service switch controls entire mechanism.

UNEXCELLED ENGINEERING

...for matchless performance and profitable operation

Everything you need for matchless performance and profitable operation in every location has been built right into Seeburg Select-O-Matic "100" Music Systems.

Examine the Select-O-Matic "100" as critically as you can...you'll find that it is characterized by unexcelled engineering from top to bottom, inside and out.

And, all this plus Full-Spectrum High Fidelity and Omni-Directional Sound!

Seeburg

America's Finest and Most Complete Music Systems