Vend Industry Gives Fleeces Heave-Ho
Co-Operation of Business Bureaus Helps Run Out Glb Promoters Robbing Public
By BOB DIETERMEYER
Chicago, Oct. 30—The day after Thanksgiving, when fast-taking vending machines were plentiful, it was a common practice for unscrupulous investors to fleece them of millions. But in this new industry, which has attracted a number of capable, imaginative entrepreneurs, the handling of illegitimate money is on the up and up and the fast-taking "sharpie" is finding the going rough.

"Promoters," the promoter's ex-
pression of unscrupulous investors, are becoming as common in the eyes of the public as the fly is to the fly-trap, thanks to the teamwork accomplishing this, according to the National Automatic Merchandising Association, National Better Business Bureaus, and Better Business Bureau.

Brooks Weaver, "Opportunity" variety—essential to the blase-promoter's operation—then offered the big city, listing among its advantages, low minimum standards for vending machines, the right to give newspapers a ride of thumb which will bring in many small dividends from dishonest promoters and salesmen.

Exaggerated Promoters
Vending does offer excellent opportunity for investors, according to Weaver. And it is this very fact which the unscrupulous promoter capitalizes upon to exaggerate the possibilities of vending machine enterprises until at least a novice no work and no skill.

"And the time to get into it is now, because the market is in," says Weaver, adding that he is making a killing in the vending-machine industry—although he is not a promoter himself.

RNC-TV Using New Techniques to Capture the Sponsors
RNC-TV is trailblazing a small revolution in network sales techniques by finding sponsors with the aid of such techniques as today's "Home," "Honeymoon," "Tonight," etc.

RNC-TV Assets Spectacular Won't Be the Same After Consumer Protection Act
RNC-TV denies Raymond Spector's claim that the hour-and-1/2 Sunday spectacular will be cut to an hour after January 1, 1955. Spector's downing of the event, however, has a long list of newspapers against it, as the magazine world has been reporting the act a Non-event.

Equipment, Personal Shortages Seen Hitting Film Trade
Growth shortages of equipment and personnel at the Hollywood producing plants are likely to be a factor in the out-of-town film industry, a factor that will affect the sponsors. Name stars are in big demand and prices are high.

President Stanley Adams, Other ASCAP Execs, Report to Members
ASCAP's annual membership meeting here today will hear the report of Stanley Adams, ASCAP's new President, and Selle Barone and Executive Committeeman Edward Goodwin. Later the various national organizations which are supporting the league's battle to remove the existing royalty box royalty exemption from the copyright act.

Major Dick Fears Ogle Rhythm and Blues Field; There's $5 in It
The Major record firms, impressed by the new sales of rhythm and blues, have been actively playing the field again. Capitol, Columbia, Decca, and United Artists are centering on r.d.b. wax. Indices control the field but the small independent firms have their own units.

Small Disk Labels Cover Majors' Releases, Come Up With Hits
There is a steady flow of new releases by the small independents, which are striking it rich in each case the cover—ultimately the major emerged a hit, thus shattering all accepted precepts in this industry.
TELEVISION

NEW YORK, Oct. 30.—NBC-TV is pioneering a small revolution in the world of television by offering a 15-city tour across the nation’s 15 largest markets to promote its stations and attract the 15 largest markets to

NBC's to Make Saturation Sales Pitch Across Country

NEW YORK, Oct. 30.—NBC-TV is pioneering a small revolution in the world of television by offering a 15-city tour across the nation’s 15 largest markets to promote its stations and attract the 15 largest markets to

Kraft Searches For Kid Show

NEW YORK, Oct. 30.—Kraft Foods, Inc., has decided to move into the kids’ category for its detergent line, called “Kraft Kids.” The move is part of an overall TV strategy to create a new line of products specifically targeted at children.


WASHINGTON, Oct. 30.—The Senate Judiciary Committee, which is preparing a special report on the crime and violence in comic books and related shows, is also expected to release a report on TV crime and violence in its comics books investigation.

VIDEO SPONOR YO' KWAY

NEW YORK, Oct. 30.—Robert G. Swan, vice president in charge of television and radio at CBS, said that the network has had considerable experience in making TV shows. He added that the network has been able to handle the work of producing TV shows.

COMMERCIAL TV BLAST

MISS HENDRECKS EDUCATORS' CHANNELS

NEW YORK, Oct. 30.—Federal Communications Commission Chairman Earl W. Reynolds has commented that the FCC has never before been asked to consider the issue of educational broadcasting.

Dr. Ernest O. Lawrence, of the Chromatic Laboratory, was granted a patent for a new process for making a chromatic television tube. The tube uses a special material called Chromatic television color-tube with 210 square inches of picture and is able to build a picture of 210 square inches of picture. They’ll license the new tube to NBC.

Stations WANN (TV), Baltimore, will celebrate the start of its seventh year in broadcasting. The station, which opened in 1930, has contributed substantially to the growth of television in Baltimore.

The Committee, appointed by Judge Justice Miller, is a group of television executives who believe that the committee is best served by the Tuberculosis Association of America.

Kraft in a small revolution in the world of television by offering a 15-city tour across the nation’s 15 largest markets to promote its stations and attract the 15 largest markets to

Kraft searches for a new kid show that will be shown in the 9 to 15-year age bracket who has been identified as a primary target audience for spending money.

Disneyland’ Rates Pale Spectacular

NEW YORK, Oct. 30.—ABC- TV, which modestly avoided the expulsion of “spectacular,” has renewed its “Disneyland” tour this week, promoting the station and its spectaculare NBC “spectacular,” among others.

The first week out of the box, “Disneyland” pulled a nine-city TV tour with its first unit, for NBC. It’s a start. It’s not a show, but it’s a start.


WASHINGTON, Oct. 30.—The Senate Judiciary Committee, which is preparing a special report on the crime and violence in comic books and related shows, is also expected to release a report on TV crime and violence in its comics books investigation.

VIDEO SPONOR YO' KWAY

NEW YORK, Oct. 30.—Robert G. Swan, vice president in charge of television and radio at CBS, said that the network has had considerable experience in making TV shows. He added that the network has been able to handle the work of producing TV shows.

COMMERCIAL TV BLAST

MISS HENDRECKS EDUCATORS' CHANNELS

NEW YORK, Oct. 30.—Federal Communications Commission Chairman Earl W. Reynolds has commented that the FCC has never before been asked to consider the issue of educational broadcasting.

Dr. Ernest O. Lawrence, of the Chromatic Laboratory, was granted a patent for a new process for making a chromatic television tube. The tube uses a special material called Chromatic television color-tube with 210 square inches of picture and is able to build a picture of 210 square inches of picture. They’ll license the new tube to NBC.

Stations WANN (TV), Baltimore, will celebrate the start of its seventh year in broadcasting. The station, which opened in 1930, has contributed substantially to the growth of television in Baltimore.

The Committee, appointed by Judge Justice Miller, is a group of television executives who believe that the committee is best served by the Tuberculosis Association of America.

Kraft in a small revolution in the world of television by offering a 15-city tour across the nation’s 15 largest markets to promote its stations and attract the 15 largest markets to

Kraft searches for a new kid show that will be shown in the 9 to 15-year age bracket who has been identified as a primary target audience for spending money.

Disneyland’ Rates Pale Spectacular

NEW YORK, Oct. 30.—ABC- TV, which modestly avoided the expulsion of “spectacular,” has renewed its “Disneyland” tour this week, promoting the station and its spectaculare NBC “spectacular,” among others.

The first week out of the box, “Disneyland” pulled a nine-city TV tour with its first unit, for NBC. It’s a start. It’s not a show, but it’s a start.


WASHINGTON, Oct. 30.—The Senate Judiciary Committee, which is preparing a special report on the crime and violence in comic books and related shows, is also expected to release a report on TV crime and violence in its comics books investigation.

VIDEO SPONOR YO' KWAY

NEW YORK, Oct. 30.—Robert G. Swan, vice president in charge of television and radio at CBS, said that the network has had considerable experience in making TV shows. He added that the network has been able to handle the work of producing TV shows.

COMMERCIAL TV BLAST

MISS HENDRECKS EDUCATORS' CHANNELS

NEW YORK, Oct. 30.—Federal Communications Commission Chairman Earl W. Reynolds has commented that the FCC has never before been asked to consider the issue of educational broadcasting.

Dr. Ernest O. Lawrence, of the Chromatic Laboratory, was granted a patent for a new process for making a chromatic television tube. The tube uses a special material called Chromatic television color-tube with 210 square inches of picture and is able to build a picture of 210 square inches of picture. They’ll license the new tube to NBC.

Stations WANN (TV), Baltimore, will celebrate the start of its seventh year in broadcasting. The station, which opened in 1930, has contributed substantially to the growth of television in Baltimore.

The Committee, appointed by Judge Justice Miller, is a group of television executives who believe that the committee is best served by the Tuberculosis Association of America.
WASHINGTON BACKSTAGE

New D. C. Hububb Looms on Political Fund Limitations

BY BEN ATLAS
Chief, Washington Bureau

After the tumult of Tuesday's elections dies, you can expect a new Washington furor over political fund limitations. These laws, tired campaigners are muttering once more, have been thrown under the buses by radio and television.

On Capitol Hill where lawmakers months ago denounced these limitations to the point of vehemence, the new election campaign, key staffs are buzzing with word that the time may be ripe for a new and very thorough, if not the most exhaustive of study campaign expenses in history.

It's a foregone conclusion that the laws governing campaign spending will get a thorough reexamination from the incoming congressional probe. For, as recent congressional inquiries have pointed out, these laws, which campaign strategists apply to campaign spending to conform with dollar values of a quarter of a century ago, are already out of step with the age of TV and radio.

Also the new Congress is two months away, TV's touring lobby and its electioneering has brought a sense of urgency into Washington on the subject. Still fresh in Wash- ington's memory is the very tenuous ten- nants of several of the nation's leading broadcasters for the holding of a probing subcommittee in the last Congress that a political committee should be set up and law imposing campaign spending if he can't spend it by himself.

This probing subcommittee (one of several which investigated campaign spending in 1953-54) was overwhelmingly convinced the subcommittee recommended legislation to lift the statutory ceiling so as to allow plenty of room for spending on the airwaves. The legislation got no-where.

Looking back at the 1954 campaign and looking shiveringly, some of the lawmakers who served on these subcommittees are hastening that the election spending laws have never been so out of alignment with reality.

Among typical miscalculations is a statutory ceiling of $3,000,000 on spending by individual campaign committees. This part of the election law is figured to be not only too high for spending by professional lobbyists but that the law has left many as many as 75,000 different national campaign committees operating in the last congressional and presidential elections campaign, with each of these committees spending up to its legal limit.

Representative Clarence H. Brown (D., Ohio), a seasoned political hand, told one of the recent investigating subcommittees, "The simple fact that it now costs more to run for office than it did before, and it is now more for law- makers to recapture the electorate, is a tragedy that television and radio account for this.

He added, finally, that "a candidate may hardly be expected to stage much of a fight without the aid of the radio and television tools.

In fact, said Brown, more men are willing to consider running for office, if he can't spend his money by himself."

This probing subcommittee (one of several which investigated campaign spending in 1953-54) was overwhelmingly convinced the subcommittee recommended legislation to lift the statutory ceiling so as to allow plenty of room for spending on the airwaves. The legislation got no-where.

NEW YORK, Oct. 30—NBC-TV was the subject of a statement by Raymond Speaker that he had been given to understand that once-monthly Sunday night spectators would be cut to an hour, thereby making it impossible to build up interest in color.

Speaker noted that the network was making a mistake by wanting to sell color at this time.

He believes that there are no serious problems, which are available at what NBC could be, even the program for which Monday night spectaculars are housed.

Speaker said that the network was making a mistake by wanting to sell color at this time.

He believes that there are no serious problems, which are available at what NBC could be, even the program for which Monday night spectaculars are housed.

And NBC, Speaker claims, has agreed with him by scheduling Frank Sinatra from its network on the November 7 spectacular.

The show, the main event of the show, except for a commercial, will be in color. The NBC-Bob's commercial will be done from the Coast in black and white.

Spectator that while NBC-TV is to be commended for trying to raise the standards of the industry, it is tight to deposit into the public's purse. He said, in your appeal and keep your format simple if you want mass audiences.

The advertising section also noted that the show will not offer any more original musical content. Instead, it will rely even more on continuity and comedy. The network's advertising section also noted that the show will not offer any more original musical content. Instead, it will rely even more on continuity and comedy. The network's advertising section also noted that the show will not offer any more original musical content. Instead, it will rely even more on continuity and comedy.
TV as gram, CANADIAN

Whether the CBC

They must buy these shows from other networks because the CBC

The CBC underwrites, or subsidizes, up to 40 per cent of the

"They feel they can only do this by selling the programs on which they have been sustained," said the programmists are not satisfied.

One of the unnamed informants told the paper that the CBC feels it is giving Canadian TV audiences the best possible type of program.

"We have a number of TV programs that are not successful, but the CBC is willing to underwrite them to keep them on the air," he said.

The money used for this purpose is recovered from the CBC's earnings on the wholesale price of TV sets. This money goes directly to CBC coffers.

One of the unnamed informants told the paper that the CBC feels it is giving Canadian TV audiences the best possible type of program.

"We have a number of TV programs that are not successful, but the CBC is willing to underwrite them to keep them on the air," he said.

The money used for this purpose is recovered from the CBC's earnings on the wholesale price of TV sets. This money goes directly to CBC coffers.

One of the unnamed informants told the paper that the CBC feels it is giving Canadian TV audiences the best possible type of program.

"We have a number of TV programs that are not successful, but the CBC is willing to underwrite them to keep them on the air," he said.

The money used for this purpose is recovered from the CBC's earnings on the wholesale price of TV sets. This money goes directly to CBC coffers.

One of the unnamed informants told the paper that the CBC feels it is giving Canadian TV audiences the best possible type of program.

"We have a number of TV programs that are not successful, but the CBC is willing to underwrite them to keep them on the air," he said.

The money used for this purpose is recovered from the CBC's earnings on the wholesale price of TV sets. This money goes directly to CBC coffers.

One of the unnamed informants told the paper that the CBC feels it is giving Canadian TV audiences the best possible type of program.

"We have a number of TV programs that are not successful, but the CBC is willing to underwrite them to keep them on the air," he said.

The money used for this purpose is recovered from the CBC's earnings on the wholesale price of TV sets. This money goes directly to CBC coffers.

One of the unnamed informants told the paper that the CBC feels it is giving Canadian TV audiences the best possible type of program.

"We have a number of TV programs that are not successful, but the CBC is willing to underwrite them to keep them on the air," he said.

The money used for this purpose is recovered from the CBC's earnings on the wholesale price of TV sets. This money goes directly to CBC coffers.

One of the unnamed informants told the paper that the CBC feels it is giving Canadian TV audiences the best possible type of program.

"We have a number of TV programs that are not successful, but the CBC is willing to underwrite them to keep them on the air," he said.

The money used for this purpose is recovered from the CBC's earnings on the wholesale price of TV sets. This money goes directly to CBC coffers.

One of the unnamed informants told the paper that the CBC feels it is giving Canadian TV audiences the best possible type of program.

"We have a number of TV programs that are not successful, but the CBC is willing to underwrite them to keep them on the air," he said.

The money used for this purpose is recovered from the CBC's earnings on the wholesale price of TV sets. This money goes directly to CBC coffers.
'Guy Lombardo' Sales Moving Along briskly

MCA-TV Signs 32-Week Deal for 9 Canadian Markets

NEW YORK, Oct. 26-Sales of "Guy Lombardo and His Royal Canadians" to Canadian stations is briskly. MCA-TV this week signed a 32-week deal with Liberal Canadian stations to carry the Lombardos in 9 distinct territories, with options for several others. The deal is worth a reported seven-figure sum.

The pricing for a few of the Canadian stations has not yet been worked out, but according to one source, the total deal is pegged at $200,000.

Meanwhile, the Lombardos have further been sold to KTVT, Hollywood; to KUSF for Beaver for Tats, Dallas; to the French National Bank of Little Rock, Ark.; to Salo-Lein, Rochester, N. Y., and Rainbridge Bailey of Lubbock, Texas.

'Darn It' Whole Dam Family' Out on WDSU

NEW ORLEANS, Oct. 30--Local TV station WDSU here has Sterling Television's old-time family fare, "Darn It" and "Whole Dam Family," produced by Ted J. Martin, Jr., Producer. The shows are very popular with the African-American audience in New Orleans, and the station has been pleased with the show's performance.

Fresno Star

Production of the show's fifth 13 epsi- odes is understood to have been completed. Some of the major stars of the show are Elia Kazan, John Rol- lion, Raoul Walsh, and Erwin Edmonds.

"Rin Tin Tin" Bark's In Seven Cities

NEW YORK, Oct. 30--Syndication sales of "Rin Tin Tin" have already been made to seven cities as of this week. The show is on the ABC-TV network for Nanticoke in 60 cities, but is being syndicated to local stations in other markets.

The show has been sold to KXMP, Kansas City; WNEW, New York; KROK, Dallas; KBEW, San Diego; KXK, Anchorage; and KTB, Los Angeles.

"Bowling Sales" By Schwimmer

CHICAGO, Oct. 30--Schwimmer Productions has sold "Cham- ber of Commerce," a series on American markets in the past week. The show, which is also being sold to select stations, will be produced and distributed by Schwimmer.

The new markets are Jake- son, Ohio; KSL, Salt Lake City, Utah; and KTVN, Reno, Nev.

"WPIX's Off-Air Net Signposts Possible New Buying Combo"

NEW YORK, Oct. 30—The possibility of another film-buying com- pany is understood to exist with WPIX's new off-air network. WPIX is still trying to find the right balance in a market where it is impossible to sell WPIX's live "Madison Square Garden" shows without losing money. WPIX's efforts to increase its market share have been focused on selling television time, but the station has not been as successful as expected.

The stations have set up a sep- arate sales department for WPIX's off-air network, but it remains to be seen if the new network will be successful.

NTA Adds Product, Starts Sales Drive

Turns Attention to National and Regional Advertisers, May Hire National Salesman

NEW YORK, Oct. 30--The NTA Film Library, a leading distributor of film products, has just completed a deal to syndicate the Sto Erwin show, "Trouble." Will it become another "Madison Square Garden" of national and regional advertisers? Up until now, NTA's efforts have been limited to in-system advertising.

Harry M. Lasker, head of the company, says that he foresees a new series of salesmen being hired to handle the film's execution.

Michelson Gets Rights to 'Plainclothesman'

NEW YORK, Oct. 30—Another television rights package is moving into syndication. It is "The Great Charles Miel- lon, Jr.," a western series produced by Mutual, that has won national and regional recognition.

The series is being produced by Mutual, and is expected to air in 32 cities.

Michelson immediately made a deal with Grace Gibson Radio-TV and is expected to get into new shows on what TV shows in that country.

Both shows had their first runs sponsored by the Du Mont network. "The Great Charles Miel- lon, Jr." was produced by Mutual, and both shows are expected to have new sponsors.

NTA has also been told that there are several more "Plainclothesman" known in the industry, and Michelson may eventually get the distribution of these shows.

Fallstak Sponsors, Doesn't Own, Screen Gems Film

NEW YORK, Oct. 30.—The initials apply to sponsorship of a new dramatic anthology, the deal that Falstaff has closed with the studio. Falstaff's "Ring of the NTA" will be produced by the firm of small sponsors with national distribution.

Falstaff will be produced by a new series of talent and is expected to be a cross between the new Falstaff show and Screen Gems.

"CBB to Screen ABC Passport"

HOLLYWOOD, Oct. 30—A pro- duction deal between the two networks is in a $50,000 contract is being worked out between the two networks. The deal is for 10 episodes of "The NTA Passport." The series is expected to be a cross between Screen Gems and ABC.

The new series is an extension of the original series.
This is as
close as you can come to knowing you have a
sure-fire TV success in advance—

"Eddy Arnold Time"

A new half-hour musical film series to be announced soon!

For advance information, wire or phone
WALTER SCHWIMMER CO., 75 E. Wacker Drive, Chicago 1, Ill.  Franklin 2-4392
Bristol, Connecticut—In 1938, the ladybug owned the New England League. The team, under the management of Bill Lippold, was a major force in the league. Lippold had a reputation for being a strict manager, and his players respected him for it. Despite his tough exterior, he was known to be a fair man and a good coach. His team won many games, and he was a favorite among the fans. The team was known for its strong pitching and solid defense, and they were a popular attraction in the league. The New England League was a minor league baseball organization that operated from 1938 to 1953. It was one of the first leagues to be formed after the Great Depression, and it played a crucial role in the development of professional baseball in the United States. The league was known for its strong competition and its talented players, and it produced many future stars of the major leagues.
For THRILLS... ACTION... ROMANCE...

Give Your Audience

MR. & MRS. NORTH
AMERICA'S FAVORITE HUSBAND AND WIFE

Give 'Em... Entertainment's best-known thrill-adventure. "North" has the greatest loyal fan following in the entertainment field. The public loved "North" in the New Yorker series; read every "North" book published; followed "North" to Broadway and Motion Pictures; have been keeping "North" in radio's top ten rated shows for more than 12 years.

Give 'Em... beautiful Barbara Britton...
as Pam North... blonde... vivacious... exciting!

Give 'Em... Richard Denning... as Jerry North... smooth... handsome... dynamic!

Put them together... AND YOU HAVE TELEVISION'S BEST BUY produced by John W. Loveton Productions... creator of "Topper" and "Scattergood Baines"

57 COMPLETED FILMS NOW AVAILABLE IN MANY MARKETS

Advertisers' Television Program Service, inc.

In Hollywood: MAURIE H. GRESHAM
9100 Sunset Blvd.
Hollywood 90, Calif.
Crestview 6-7496

In New York: WILLIAM P. MULLEN
16 East 48th Street
New York 17, N. Y.
Plaza 1-1200
BADGE 714, starring Jack Webb

ANY ONE OF TV'S BIG 3 MYSTERY

Adventures of THE FALCON, starring Charles McGraw
ADVENTURE PROGRAMS can sell your product

Whatever you sell... from beer to banking... automobiles to supermarkets... appliances to soft drinks... these proven-great programs have delivered enormous local audiences for similar sponsors. Always, the cost per thousand has been unusually low... characteristic of NBC Film Division shows.

NBC FILM DIVISION SERVING ALL SPONSORS... SERVING ALL STATIONS

NBC FILM DIVISION—35 Rockefeller Plaza, New York 20, N. Y. • Merchandise Mart, Chicago, Ill. • Sewell & Vine Sts., Hollywood, Calif. • In Canada: RCA Victor, 153 Mutual St., Toronto; 1531 Bishop St., Montreal
### The Billboard Scoreboard

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

This chart is one part of a five-week scoring which is included in every issue of the American Research Bureau’s Billboard. It measures the performance of television programs on a different group of cities than once used, as a result, a different group of series is shown, but the scoring covers the same exact period. Series are chosen by the American Research Bureau’s Motion Picture Bureau on the recommendation of the American Broadcasters Association and the Firehouse League.

### Minneapolis-St. Paul

**4 Stations**

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Station</th>
<th>Program Name</th>
<th>Series Type</th>
<th>Time</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 PM</td>
<td>WHOI</td>
<td>&quot;Christmas&quot;</td>
<td>Drama</td>
<td>7:00 PM</td>
<td>19.6</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>WCCO</td>
<td>&quot;The Adventures of Superman&quot;</td>
<td>Fantasy</td>
<td>7:00 PM</td>
<td>20.3</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>WMPR</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>7:00 PM</td>
<td>18.8</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>WCCO</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>7:00 PM</td>
<td>20.3</td>
</tr>
</tbody>
</table>

### Houston

**2 Stations**

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Station</th>
<th>Program Name</th>
<th>Series Type</th>
<th>Time</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 PM</td>
<td>KPRC</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>7:00 PM</td>
<td>20.3</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>KPRC</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>7:00 PM</td>
<td>20.3</td>
</tr>
</tbody>
</table>

### San Francisco

**4 Stations**

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Station</th>
<th>Program Name</th>
<th>Series Type</th>
<th>Time</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 PM</td>
<td>KRON</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>7:00 PM</td>
<td>20.3</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>KRON</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>7:00 PM</td>
<td>20.3</td>
</tr>
</tbody>
</table>

### Dayton

**2 Stations**

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Station</th>
<th>Program Name</th>
<th>Series Type</th>
<th>Time</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 PM</td>
<td>WDGY</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>7:00 PM</td>
<td>20.3</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>WDGY</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>7:00 PM</td>
<td>20.3</td>
</tr>
</tbody>
</table>

---

### UTP to Kick Off 30-Day Sales Drive

**HOLLYWOOD, Oct. 30—** United Television Programs will launch a special 30-day sales drive November 15, he company’s top executives said today. The 30-day drive is part of UTP’s continuing efforts to promote its programs and to increase its advertising revenue.

### Quality Shoots Its First Revue-Type Flick in Las Vegas

**HOLLYWOOD, Oct. 30—** Quality Films has completed its first revue-type film, "Sin City," which is scheduled for release in Las Vegas next week. The film, directed by Robert ALI, stars Ann BLYTH and Frank MORGAN.

### Revolving Door

Gus Hagenah has resigned as president of the New York branch of the Transcription Service to join 20th Century-Fox as its Chicago representative. With standard for 10 years, Hagenah joined United Television Programs in 1945.

---

### Daytime TV

**MINNEAPOLIS-ST. PAUL**

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Station</th>
<th>Program Name</th>
<th>Series Type</th>
<th>Time</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 PM</td>
<td>WHOI</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>3:30 PM</td>
<td>20.3</td>
</tr>
</tbody>
</table>

**HOUSTON**

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Station</th>
<th>Program Name</th>
<th>Series Type</th>
<th>Time</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 PM</td>
<td>KPRC</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>3:30 PM</td>
<td>20.3</td>
</tr>
</tbody>
</table>

**SAN FRANCISCO**

<table>
<thead>
<tr>
<th>Time Slot</th>
<th>Station</th>
<th>Program Name</th>
<th>Series Type</th>
<th>Time</th>
<th>Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:30 PM</td>
<td>KRON</td>
<td>&quot;The Life of Agatha&quot;</td>
<td>Biography</td>
<td>3:30 PM</td>
<td>20.3</td>
</tr>
</tbody>
</table>

---

### Sales Drive

**HOLLYWOOD, Oct. 30—** United Television Programs will launch a special 30-day sales drive November 15, he company’s top executives said today. The 30-day drive is part of UTP’s continuing efforts to promote its programs and to increase its advertising revenue.

### Quality Shoots Its First Revue-Type Flick in Las Vegas

**HOLLYWOOD, Oct. 30—** Quality Films has completed its first revue-type film, "Sin City," which is scheduled for release in Las Vegas next week. The film, directed by Robert ALI, stars Ann BLYTH and Frank MORGAN.

### Revolving Door

Gus Hagenah has resigned as president of the New York branch of the Transcription Service to join 20th Century-Fox as its Chicago representative. With standard for 10 years, Hagenah joined United Television Programs in 1945.
COLOR FILM FOR WSM 'OLE OPRY'
Flamengo Gets Right to Old WSM Show; Gannaway to Produce; Title Undecided

RESERVE McKay, 4
MODERN

That's new at UHF WOKY-TV, (16mm)

'A' Petker's

Acuff, State hours every

Admission has expired, yet

series, expires on

COLOR WSM Auditorium

'THE

19th

11:30 a.m.

later in

Bunker Called To WOKY-TV

NEW YORK, Oct. 30.—Edward Bunker, sales manager of KNXT, Los Angeles, has been tapped to become a general manager of WOKY-TV, Milwaukee, the 61st UHF station to be purchased by CBS, Inc.

Bunker has come up thru the ranks at the web, his last position being a move into the higher executive spheres being an account executive in network sales. No replacement has been named for him at KNXT.

HOLLYWOOD, Oct. 30.—A new television series of the "Grand Ole Opry" type, "The Opry" is being prepared by Al Petker, Monarch-National Publicity. The show will be based on the life stories of famous newspaper characters who, if still living, will be brought to Hollywood to do the narrating.

Petker says he doesn't plan to do a pilot, but is now negotiating for the sale of the series, and hopes to get full-scale production late this year.

4-Star Comedy Free

'A Word to the Wives' LIVELY ENTERTAINMENT FOR THE WHOLE FAMILY!

That's what you get in this new 12-minute film, available FREE (on request) thru your local radio station.

Marsha Hunt, Darren McGavin, Scott McKay, and Janet Riley are tops in an attractive cast.

Reserve your playdate without delay. Write Modern today.

MODERN TALKING PICTURE SERVICE 218 E. 44 St., New York, N. Y.

Bartley, Hannock Dissent on Okay Involving Storer

WASHINGTON, Oct. 30.—Federal Communications Commission approval of radio-TV transactions involving $12,175,000 and enabling the Storer Broadcasting Company to reach over 9 per cent of the nation's TV sets drew dissent from Commissioners Robert T. Bartley and Freda H. Bremmer this week.

Bartley charged the transfers were a move toward "greater concentration of the control of mass communications" which would affect radio-TV competition, network affiliations and national spot and local advertising in the eight major market areas where Storer now will have outlets. In a statement supported by Miss Bremmer, he said only a public hearing will determine whether this move was in the public interest.

In the FCC-approved transfers, Ala.

R. L. Foster to Sarra

CHICAGO, Oct. 30.—Sara, Inc., announced the appointment of Robert L. Foster to the sales and film planning staff of its Chicago studio. Foster was formerly with Klinger Studios, and in his new position will work on all four phases of Sara's operation—illustrated programming, motion picture, television, and film commercials.

Store bought WXXL (TV), Cleveland, and KPTV (TV), Portland, Ore., from the Empire Coal Company for $2,350,000, and sold KGBS AM-FM, San Antonio, to the Express Broadcasting Company for $1,500,000. Express sold KTSA AM-FM, San Antonio, to D. R. Mitchell Motors for $175,000. Storer also owns RCA AM-FM-TV, Atlantic, WGBS AM-FM, Milwaukee; WBBK AM-FM-TV, Toledo; WPVU AM-FM, Wheeling, Va., and WBIC AM-TV, Birmingham.

Hygo Sells Elliott In Tour Markets

NEW YORK, Oct. 30.—Hygo Television has wrapped up four sales of its 56 Wild Bill Elliott pictures after one week's selecting. Three of the deals are for weekly sponsorship.

The stations signed for the series are WNBI, Cleveland, CRKW, Detroit; WCPO, Cincinnati, and WNOK, Columbus, O-.

Gunther Beer May Quit Katz Agency

NEW YORK, Oct. 30.—Gunther Brewing of Baltimore, one of the major sponsor-buyers of feature film, was reported here to be quitting with its ad agency, Joseph Katz & Company.

One reason mentioned for the break was that the beer company wanted to get more into sports sponsorships.

WWW.AMERICANRADIOHISTORY.COM
It Happened

That's the name of a movie a lot of people thought was pretty good. It was made by Columbia Pictures. They made a few other "pretty good" pictures, too. Oscar-winning ones like "From Here to Eternity." Or "The Caine Mutiny" and "On the Waterfront."

Now, "it" really happened one night a few years ago. On many occasions before, the management of Columbia Pictures Corporation had discussed Television, a more than passing problem for film producers. They were optimistic and intrigued by the challenge this new film medium presented.

They made a decision. It was decided to tap Columbia's reservoir of thirty years of showmanship talent and entertainment experience to produce first-rate television programs on film. This decision and faith was backed by cash-on-the-line when they created their television subsidiary—SCREEN GEMS.

SCREEN GEMS knew from the start that it would be necessary to have extensive production facilities on both coasts. In Hollywood, Columbia Pictures already had outstanding studios. Immediate steps were taken and complete facilities were set up in New York, the world's advertising capital.

Then, SCREEN GEMS was ready to give to the television advertiser a truly unique and long-needed service—a one-stop film source for:

1. custom-made entertainment to attract the widest possible audience on a national basis and produced at our studios in Hollywood, or in New York.
2. quality syndicated entertainment made available through our own organization, for local or regional advertisers; and
3. commercials, to complete the services for all advertisers.

National Shows

Today in Hollywood, SCREEN GEMS produces The Ford Theatre, for the Ford Motor Co. through J. Walter Thompson Company; Father Knows Best for P. Lorillard and Co., through Young & Rubicam, Inc.; Captain Midnight for General Mills, Inc. and The Wanderer Co. through Tatham-Laird; and The Adventures of Rin Tin Tin for the National Biscuit Co. through Kenyon & Eckhardt. In New York, we produce The Big Playback for The Ethyl Corporation through Batten, Barton, Durstine & Osborn.

Commercials

Although some SCREEN GEMS commercials are produced in Hollywood, most are produced in New York where the advertisers are located, and where the agency TV directors can participate in pro-
production all along the way. We have a complete and competent staff of producers, writers and technicians. And we have our own animation artists and department.

Our clients for commercials are the Honor Roll of advertising agencies. During the past few months, in 1954, some of the advertisers for whom we have produced commercials, both live and animated, include:

- Lucky Strike Cigarettes
- U.S. Steel
- Blatz
- Borden's
- Fall Mall Cigarettes
- RCA Victor
- Cameo Stockings
- Helene Curtis
- Continental Can
- Ipana
- Piel's Beer
- Schaefer Beer
- Gorham Silver
- Jello
- Frostee
- Helena Rubinstein
- Ford Dealers
- Richard Hudnut
- Cities Service
- and dozens of others.

**Syndication**

SCREEN GEMS maintains its own nation-wide syndication service for local and regional advertisers. We have sales offices in Atlanta, Chicago, Dallas, Detroit, San Francisco and Hollywood in addition to our Metropolitan and Eastern regional offices located in New York with our home offices.

The programs we are now syndicating are Year All Star Theatre, Celebrity Playhouse, The Big Playback, Jet Jackson, Rin Tin Tin, and in some markets, our other shows. We're also offering Top Plays of 1954, the syndicated version of the current Fireside Theatre, which we were invited to market for Procter & Gamble, through The Compton Co.

SCREEN GEMS programs have achieved highest audience ratings. Unexcelled showmanship may be expected of a company which has complete and interchangeably flexible production facilities on both coasts. Every day that passes proves that with SCREEN GEMS any advertiser, large or small, can make sales through television film at the lowest cost.

Why not call us in the next time you have any kind of a TV film problem. We think you'll enjoy working with us—and we'd welcome being of service to you. You can write directly to us, telephone or wire collect if you wish.

**Screen Gems, Inc.**

Television Subsidiary of Columbia Pictures Corp. • 233 W. 49th St., N. Y. 19, N. Y. • Circle 5-5044

The only company which provides advertisers with Hollywood and New York custom-produced national shows, commercials, and syndicated programming.
NEW YORK, Oct. 30 — The new Guild-Vitapix combine this week started operations from its new studios and offices. The new facility was opened by President Kaufman, Guild president, and Newsfilm president, Guild vice-president. Guild-Vitapix, Inc., was established for the purpose of holding the current Vitapix properties for continued production, and a film was worked on which will offer significant new material. The production has been handled by Kaufman and Guild-Vitapix, Inc., president of Guild Films, Inc. John Petree remains as chairman of the board of directors of Guild-Vitapix, Inc., and the president, William Fay, of WMMA-TV, the Washington-Carson Rochester station, E. K. Jett, of WMAR-TV, the Baltimore TV station, Ed Wheeler, of WWJ-TV, the Detroit Evening News station, and Robert Kudmen, president of Guild Films, Inc., have been named to the board of directors of Guild-Vitapix, Inc.

Guild this week saw the recipient of the Miller award announced as the recipient of the award. The award is given to the recipient of the award who has made significant contributions to the field of television. The award was presented to Guild-Vitapix, Inc., by the Detroit Evening News station.

CBS Newsfilm Hits 41st Sale

NEW YORK, Oct. 30 — CBS-TV Film Sales this week picked up the 41st sale of its daily Newsfilm service to video stations. The large number of TV stations buying Newsfilm has increased the program to a service where it is a beginning to challenge International News Service, which has 70 stations subscribing. The 41st subscriber to CBS Newsfilm is WJXV-TV, Detroit. Other recent purchasers of the new service are KPLC-TV, Winnipeg, WHAM-TV, Rochester, N.Y.; WPME-TV, Alhona, Pa.; WUSA-TV, Washington, D.C.; WNEW, New York, and KXSTV, Vitapix, Inc.

CBS-TV Film Sales also will be offering an "all-day" program service. The maps have a cutout feature which allows editors, stations, and others to create their own maps. The program service will be moved around at will so that action can be simulated.

CBS-TV Film Sales is alsoblue-painting a nation-wide scholarship contest for high school students in connection with its Newsfilm service. The contest will be held in the fall and will continue into the winter. The contest is sponsored by the American Broadcasting Company, Inc., and the principal prize is a national scholarship.

Sponsors, Agencies

- Continued from page 17

Six new stages are now in the planning stage or under construction at California, Kling and General Service studios. Don Merwin, production chief at California; Lee Elvin, vice-president of Kling; and James Nauer, vice-president of General, all believe that, with no other factors considered, rental fees on these will have to be higher than on the old stages because of added construction costs.

The new stages will be scheduled to be completed before the new season begins, and the appropriate units will be given to shortages so that the production of the new shows, especially, may be temporarily caught in a squeeze because of the delay of new camera equipment. The new stages are expected to come into operation in late March or early April, 1955.

Another item which seems to be in short supply is labor, with Merwin reporting that the shortage has become especially noticeable during the past few months. The need for studio space and cutting room space varies, but it is centered at KTVI Studio, according to production chief, Bud Barrett.

Barrett and others meet to discuss the shortage and the need for new studios.

KTTV Extends Program Schedule

HOLLYWOOD, Oct. 30 — Los Angeles Station KTTV has now extended its program schedule to include a new series of daily programs.

"Rocket Squad," a new acquisition by the station, will be presented daily from 8:00 a.m. to 11:00 a.m. to the station's local audience. The series is scheduled to begin on September 1, 1955, at which time the stations will accept 10 hours each week of its program, five days a week.

Part of this will consist of programs prepared by the board of directors of Guild-Vitapix, Inc., who are to be asked to prepare programs for local sale after the end of August next year, as have several of the other top Guild shows.

The film distribution firm, meanwhile, hired its first name executive in line with its plans for expansion. Manny Reiner has been appointed executive vice-president of the company to function as its top policy executive, with special attention to sales. Guild also elevated Joseph P. Smith, its national sales manager, to vice-president status. Reiner is a veteran figure in motion pictures and television distribution. Two other recently hired execs are Don Bryant, who will cover the Deep South out of Atlanta for Guild, and Jack Ouel, who has joined the public relations department.

Guild also moved ahead on the sales front as it sold some of its properties in 59 markets during the last two weeks. Sales included eight cities for "Floridians," eight for "Life With Elizabeth," six for "Floyd Maines," three for "Gang of Nogel Theater" and three for "Liberace."
For over ten years the tales of The Whistler have thrilled millions as a top-rated radio series...and in four hit movies. His haunting whistle has become a nation-wide symbol of the best in mystery entertainment.

Now The Whistler returns in a syndicated film series, ready to thrill new audiences and build bigger ratings on television.

Here are 26 exciting half-hour dramas of suspense...suited to the eyes and ears of the whole family...starring big-name Hollywood personalities...written and produced by men who know the art of film-making.

The Whistler's appeal to advertisers is so great that, even before production was completed, Lipton's Tea and Signal Oil signed for regional sponsorship.

See The Whistler while markets of your choice are still available. Ask for a screening and learn about the creative merchandising which goes with this compelling new series.

**CBS Television Film Sales**

with offices in New York, Chicago, Los Angeles, San Francisco, Dallas, St. Louis, Detroit, Atlanta, Boston and Memphis. Distributor in Canada: S.W. Caldwell Ltd.
Unity Enters Program Syndication Field With 'Europe' '3 Guesses'  

NEW YORK, Oct. 20 — Unity Enterprises, Inc., has jumped into the field of program syndication with the acquisition of two re-run properties from 20th Century-Fox. The properties are "Cruising With Three Guesses," and "On the Web." The sale of the shows by 20th Fox is in line with that company's withdrawal from the TV film business.

Federal Sues Lovett, Wife  

HOLLYWOOD, Oct. 30—Federal investigators have brought an anti-trust suit against John W. Lovett and Virginia A. Lovett, owners of Lovett & Company, Inc., a large New York-based television program service, in a dispute over re-run payments on the "On the Web" and "Mr. and Mrs. North" television series. The suit was brought in the U.S. District Court here after Lovett & Company, Inc., set definite rates for re-run rights that were too high in the eyes of the Government. The Government will seek an order that ATS is only a dummy company, set up in New York, to make the 30 per cent loss possible.

In the suit against such Los Angeles television stations as KTLA and KCOH and the 97, the difference in payments to Lovett & Company, Inc., and the Government, respectively, is more than $3,000, according to attorney Leo Goldman.

Flamingo Eyes 'Hwd. Preview'  

NEW YORK, Oct. 30—Flamingo Eyes, which was scheduled to appear on the evening of picking up another show on NBC for the 1955-56 season. The format consists of clips from movies that are in distribution, plus a celebrity interview each week. Flamingo Eyes, which was produced by the property has been running with fine reviews on WOR-TV here for the past couple of months.

Ist of Mason Pix  

For 'Toast' Shot  

HOLLYWOOD, Oct. 30—First Toast shot on a glass of champagne was produced by Janus Marvin. Portl  

and Productions, which has been appearing in the 20th Century-Fox program series. The film will be shown in conjunction with the "On the Web" program, which is based on the非常 and Thorpe. The film, which is based on the career of the noted film producer, will be shown in conjunction with the "On the Web" program, which is based on the life of the noted film producer, will be shown on a 1.5 screen.

A total of either 13 or 18 episodes is planned, plus a review of the Toast's personal life as seen by the camera. The film and his wife are scripting the program.

Weiss Signs Reps  

In Mpls., Wichita  

HOLLYWOOD, Oct. 30—Professor Arthur Weiss, head of the Weiss.  

and Mobile Ads, Inc., Wichita, Kansas, has signed new representation agreements with Louis Weiss & Company, Inc., and Weiss and Mobile Ads, Inc., of Minneapolis, and distribution firm. The first of the agreements, which will be handled by Weiss & Company, Inc., North Dakota, South Dakota, Iowa, Nebraska and Wisconsin, and the second by Weiss & Company, Inc., Kansas City. The acquisition of additional distribution agreements is expected to add to the existing 30 states in which the Weiss and Mobile Ads, Inc., is currently represented. The five-minute children's film series are produced by the American Armed Forces Production, New York, and the five-minute children's film series are produced by the American Armed Forces Production, New York.

Maytag Plans Whirl on Web  

NEW YORK, Oct. 30—Maytag will move into the network sweepstakes arena in November. The company will launch a series of sweepstakes day-to-day, beginning November 1, when it purports half of the Saturday evening sweepstakes field from Toot on NBC-TV. The washers, dryers, and ranges will be awarded to the winners of the show. This is the first time that a company is engaged in sweepstakes activity at this time.
MUSIC-RADIO
Communication to 1545 Broadway, New York 1, N. Y.

THE BILLBOARD

Cap to Stress Hi-Fi, Pkgs.
In Nov. Drive

HOLLYWOOD, Oct. 30—Capital Records will launch its November drive by a complete aerial campaign which will feature an all-heavy emphasis on its high-fidelity and stereo products. A high point of the firm's campaign, the new 12-inch de luxe $28.75 album package titled "Full Dimensional Sound Shown," recently released in Capitol's most outstanding high-fidelity classical record. Included in the de luxe package are "Carmen," "The Piano Concerto," and "Catoqus for Piano and Wind Instruments" by the Fine Arts Players, "Bally the Kid," "The Blue Boatman," and "Potomac" by the London Philharmonic Orchestra, William Steinberg conducting.

RCA Push Big For Christmas

NEW YORK, Oct. 30—RCA Victor is making the most extensive pre-Christmas campaign in the firm's history. Radio, television, photo and tv have been employed in the industry.

Merc Coast Move Increases Waxing Output About 50%

HOLLYWOOD, Oct. 30—Mercury Records has increased its production capacity approximately 50 percent over the output of its larger and larger quarters of National Recording Corporation, which are affecting pressing factories, located by Hank Fine.

NEW RETAILER GROUP

Michigan Dealers Organize To Solve Mutual Problems

LANING, Mich., Oct. 30—In a move to combat the spread of record reselling and other industry changes and problems, a group of Michigan record dealers here has sponsored the organization of a State-wide Michigan Record Dealers Association. More than 80 of the State's largest record dealers met here last week to form the association and discuss mutual problems.

The dealers showed up in response to a letter from the original Lansing dealer group (headed by Paul Reid and A. W. Baker Record

TUNE TO BOOST TE SEAL DRIVE

NEW YORK, Oct. 30—Decca Records has made a three-year deal with Chappell Music and the National Talents Corporation of Jimmy Decca, whose dealers this firm is sending out 2,000 special display copies of the hits (featuring the 1954 seal on the cover) to 1,000 dealers, in a postcard package by Miss Klagen providing the drive. Chappell Music is showing a "new music" display on the 1955 seal, and the new display is being shipped to the dealers.

Capitol Records, for instance, is now turning out r. b. wax on a larger scale than ever before. It will make use of all of its 19 new products in a series of advertisements in the leading black newspapers and magazines. A new series of Capitol Blues, at their semirecording session meeting, is designed for the Victor series. For the 10-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series. Also, the 10-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series. Also, the 10-inch Victor label.

London's Talk May Lead to Sessions in U. S.

NEW YORK, Oct. 30—Current activities of Britain's Ministry of Information and the management of two American symphony orchestras may lead to a joint symphony recording in this country by the end of the year. In October two years ago London produced a 12 LP's with the Columbia Symphony Orchestra, and the Impex has now been released exclusively on European groups for the first time.

London is known to have many important symphonies with the Cleveland Symphony and its conductor George Szell, and the Symphony of the Air, the latter made up of the personnel of the former New York Orchestra. The Cleveland has met most recently been featured on the "Symphony Hall" radio show, and was an exclusive RCA Victor property for 17 years.

Talks with the Symphony of the Air now center on negotiations for performances by its members. (Continued on page 24)

MUSIC-RADIO
Communication to 1545 Broadway, New York 1, N. Y.

THE BILLBOARD

R&B Music Success Sends Major Dishers Back to Field

Cap, RCA, Col. Decca Plan New Activity, as Pop Market Is Invaded

NEW YORK, Oct. 30—After a long period of experimentation, the large diskiers have begun to boost their records. The success of this type of music over recent months and the way r. b. sides handled up sales in pop markets have spurred the industry.

Capitol Records, for instance, is now turning out r. b. wax on a larger scale than ever before. It will make use of all of its 19 new products in a series of advertisements in the leading black newspapers and magazines. A new series of Capitol Blues, at their semirecording session meeting, is designed for the Victor series. For the 10-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series. Also, the 10-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series.

Decca has been more active in the r. b. field; in fact, it is understood that the label has been considering releasing a new r. b. series, with some non-staff records. Also, Coral has issued records on the 12-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series.

Decca has been more active in the r. b. field; in fact, it is understood that the label has been considering releasing a new r. b. series, with some non-staff records. Also, Coral has issued records on the 12-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series.

Decca has been more active in the r. b. field; in fact, it is understood that the label has been considering releasing a new r. b. series, with some non-staff records. Also, Coral has issued records on the 12-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series.

Decca has been more active in the r. b. field; in fact, it is understood that the label has been considering releasing a new r. b. series, with some non-staff records. Also, Coral has issued records on the 12-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series.

Decca has been more active in the r. b. field; in fact, it is understood that the label has been considering releasing a new r. b. series, with some non-staff records. Also, Coral has issued records on the 12-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series.

Decca has been more active in the r. b. field; in fact, it is understood that the label has been considering releasing a new r. b. series, with some non-staff records. Also, Coral has issued records on the 12-inch Victor label, on the other hand, the firm has been trying some outstanding new labels. Other labels just presented are the Rca Victor series.
Members Send Disk Clubs On $6-Million-A-Year Spin

Classical Mail Orders Come From 'New Blood'; No Retailer Inroads

• Continued from page 1

music on records through their sub-
scriptions but later to retail stores preference is invincible.

First among the Masterpiece So-
ciety, run by the brothers Sam and David Josefowitz, was originally organized by the prominent New York "weekend" society. Columbia Records, however, has been operating almost every major record com-
pany "Masterpiece" tag, and the society appears with a year to switch to the present name.

This club, which claims a mem-
bership of 300,000 by the end of its fiscal year next February will have generated about $70,000 for the current 13-month period, if the projected rate is maintained.

In addition to its operation in this country, the club also func-
tion is in five European countries and Canada. Similar clubs, run by the same organization, are being operated in Belgium with European partners, and the Masterpiece Society will also be in operation in Western German- Spain, and Belgium. This November an affiliate will be launched in Italy. The company is examining the possibility of forming a club for a set-up in Latin America.

The international character of the MMS is evident. Its annual total has grown from a short profit margin per record, according to Sam Josefow-

zation. This is now possible be-
cause of the increased public

interest in classical music, and also because of the increased market for classical LPs.

Just how much it costs to run a mass mailing program is a closely held secret. Columbia has kept this down to the last penny, of course, and to the last cent. All that is known is that the costs are comparable to those paid by the

book clubs. It is said, however, that the average cost per member now brought into the club is estimated to be $7.50.

High investment

In any case, this business is

not a low-risk operation. The initial investment, before any return can be realized, is very high. These so-called "subscription club" will eventually enter the field, as happened in the record business with the develop-

mental part. Another trade secret held close to the respective club is that the number of selections an average club member will purchase during a year. Judging by the MMS figures (150,000 members, 1,200,-

000 LPs) an average sale of six albums per member per year.

Most of the club books pro-

vide for no membership of any record company or agency, but the major number of disk is a fact. In this case, the most usual price is 

suicide. Since club books are mostly

motivation, but record club mem-

bers from one town to another and individual club sales collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.

Music Treasurers, all 15,000

are under one branch, a total of 45,000 disk, with the three dealers for $1.75 per week.

But record club mem-

bers from one town to another and individual club collections several months running.
AN OVERNIGHT SENSATION!
NOW SHIPPING TO
ALL TERRITORIES

DECCA'S Newest HIT!

Mr. Sandman
recorded by

The Four Aces

b/w (I'll Be With You)
in apple blossom time

Decca 29344 • 9-29344
BUREAU OF __________ This week we received two letters from radio listeners. Because we feel that this is not only a fine tribute to both these men, but to all jockeys spanning recorded time, today, we would like to print both these letters in the newspaper, which is why we named it "Pilot Plots Trade in Lather".

Mrs. Marvina H. Cook, 327 McKay Ave., San Antonio, Texas, has written: "I have been reading your column in The Billboard, which makes it a very hard fate to place your facts and opinions. I am a firm jockey fan from the beginning of my life. Your writing is especially interesting and entertaining. It is a great joy to read it every week."

Mr. B. J. Miller, 4120 W. 35th St., Chicago, Ill., has written: "I have been reading Billboard for over ten years, and I must say that it is one of the best radio publications that I know of. I appreciate the way you handle the facts and opinions, and I am sure that your readers will appreciate it as well."

RAILROAD ATTACHMENT

"I really felt that the program was very good and that it was an excellent advertisement for the industry."

"I am a big fan of jazz and I really enjoyed the program. It was very well done and it really captured the essence of the music."

"I thought the program was very well done and it really captured the essence of the music."

"I thought it was a good program and it really captured the essence of the music."

"I thought the program was very well done and it really captured the essence of the music."

"I really enjoyed the program and I thought it was very well done."

"I thought it was a good program and it really captured the essence of the music."
NOVEMBER 6, 1954

THE BILLBOARD  MUSIC-RADIO 25

Christmas in the Air!
ON CAPITOL RECORDS

Singles:
FRANK SINATRA

WHITE CHRISTMAS' and THE CHRISTMAS WALTZ'
2954

CHRISTMAS IN THE AIR!

THE VOICES OF WALTER SCHUMANN

CHRISTMAS Bells

RICHARD KEYS BIGGS

CHRISTMAS BELLS

Chimes and cathedral organ combine in this beautiful album featuring Richard Keys Biggs at the organ. Includes such favorites as "Silent Night," "Adéte Fidelis," "Cantique De Noel," etc.

A musical panorama of the beauty and glory of Christmastide... An inspired musical production with the glorious Voices of Walter Schumann capturing all the traditional beauty and sacred spirit of Yuletide.

CHILDREN'S SINGLE-RECORD ALBUMS

THE MELLOMEN

'Twas The Night Before Christmas'

MOLLY BEE

'I Saw Mommy Kissing Santa Claus'

Where Did My Snowman Go?'
MAZZEI HEADS AGCA
LOS ANGELES BRANCH

Ernie P. Massaro, for the past 14 years associated with the American Guild of Variety Artists, last week was named to head the Los Angeles branch of this organization. Eddie Roess, who resigned to accept a post as producer at the Hotel Riviera, Las Vegas, Nev.

CORAL GOES ALL OUT FOR VOCAL GROUPS

Coral Records is going all out for vocal groups this year, with eight different recording outlets currently under the company's umbrella. These are the Three Keys, the Four Freshmen, the Preachers, the McGuire Sisters, the Three Tornadoes, the Forester Five, the Four Tops, and the Four Mosts. The company's publicity director, Don Hume, has said that Coral expects to release 100 new records this year.

Dinning performs McGuire which recently on a visit to Fargo, of WAVE, Louisville.

The recent success of the McGuire Sisters has prompted Coral Records to release a new album featuring the group. The album, entitled "McGuire's Greatest Hits," includes performances from their recent concert at the Garden Arena in New York. The album was recorded using the latest in stereo sound technology and promises to be a hit with fans of the group.

The McGuire Sisters, known for their harmonies and lush vocals, have been a staple of the Coral Records roster for several years. Their albums have consistently sold well, and their popularity shows no signs of waning. This new release is expected to continue their success.

FOLK TALENT & TUNES

By BILL SACHS

Folk singer and songwriter, Mimi Photo, who has been touring extensively in the Midwest and has recently released a new album, "Eyes," will be performing at the Mountain Stage in Berkeley, Calif., on Friday, June 14th. Photo is known for her poetic lyrics and poignant melodies, and her latest album is expected to be a highlight of the Berkeley Folk Festival. The concert will be held at the historic Palace of Fine Arts and is a not-to-be-missed event for folk music enthusiasts.

Around the Horn

The annual holiday tradition of Christmas, often referred to as the "Yuletide," is celebrated around the world with various customs and traditions. One such custom is the tradition of decorating the Christmas tree with ornaments, lights, and other decorations. This year, the tradition of decorating the Christmas tree has taken on a new twist with the use of sustainable and eco-friendly materials. Many people are opting to use recycled ornaments, paper stars, and LED lights, which not only save energy but also reduce waste. The tradition of decorating the Christmas tree is a symbol of unity and joy, and it brings families and friends together to celebrate the holidays.

RHYTHM & BLUES NOTES

By BOB BOLONTE

Lots of action on the R&B front in New York City, as record companies are making waves on the charts. The Paisley Crew, led by the energetic drummer Al Jackson Jr., has been making waves with their latest release, "The Paisley Crew in Action." The group's energetic sound and catchy hooks have earned them a spot on the dance charts.

Atlantic Records has also been on a roll, with their latest release, "The Soulful Sound of Atlantic," featuring some of the hottest R&B acts of the day. The album includes tracks by the soulful crooner Isaac Hayes, the rhythmic R&B group The Sylvers, and the soulful vocalist Aretha Franklin. The album has been well received by critics and fans alike, and it is expected to be a major hit on the charts.

Gabor Charges

Gabor, the Hungarian-American actress, has filed a lawsuit against her ex-husband, actor Jack Benny, alleging he defrauded her of millions of dollars. According to the lawsuit, Benny used his celebrity status and influence to con Gabor into signing over her shares in several companies to his benefit. Gabor is seeking $50 million in damages.

RCA Push Big

The RCA Records label has been streamlining its operations, with a focus on promoting its top artists. The label has been working closely with its top performers, including Aretha Franklin, to ensure they are featured in key moments on national television. This month, Franklin will perform on "The Today Show" and "The Late Show with David Letterman." RCA has been using these high-profile appearances to build buzz for their upcoming releases.
HOTTEST ALBUM OF THE YEAR

THE CREWCUTS ON THE CAMPUS

You Gotta Be a Football Hero
Working Our Way Through College
Buckle Down Winsocki
The Wiffenpoof Song
Collegiate
Down The Old Ox Road
Varsity Drag
Betty Co-ed

MG 25200

CASH IN ON THE MOST EXCITING SINGING GROUP OF THE YEAR
THEY SH-BOOM YOUR PROFITS!

RICHARD HAYMAN

INSTRUMENTAL HITS

Mg 20048

Huckleberry Finn • Alt Wein
Port Of Spain • Blossom
The Very Thought Of You • Song Of April
Autumn In New York • Never Again
Begin The Beguine • A Night Of Stars
Spring Is Here • Carriage Trade

BILLY DANIELS

GREAT FAVORITES

MG 20047

Bewitched, Bothered And Bewildered
I Still Get A Thrill Thinking Of You
It's Easy To Remember • Imagination
More Than You Know • That Old Feeling
And This Is My Beloved • Please
I Only Have Eyes For You
I Can Dream Can't I? • My Funny Valentine
What A Difference A Day Makes
Love Me Or Leave Me
Epic Label Celebrates First Year

NEW YORK, Oct. 20—Epic Records threw a cocktail party this week in celebration of its first anniversary. The Columbia subsidiary label started operation in November, 1953, when the label divorced all pup talent from Okeh Records, and placed them on the newly-formed Epic. In its first year of operation, the label has come up with a lot of new talent, including Roy Hamilton, who has clicked with several discs.

To date the label has released about 80 single records, about 35 EP plates and about 40 LP discs. An EP side contains a lot of varied hand wattlings called from the Columbia files, including hits by Artie Shaw, Glenn Miller, Count Basie and Roy McKinley. The LP discs include material recorded in Europe by the Phillip label, with the Concertgebouw Orchestra of Amsterdam in the firm's hot classical seller.

The line is now handled by 34 distributors, half of them in Canada and the rest Columbia distributors. The Okeh label is also operated out of Epic, and has come thus with such hits as, talent over the past year as Chuck Willis and Big Maybelle. Bill Nelson has left out for the label, and Charlie Schickel is merchandise chief.

Herman Mulls Dist. Seniority

NEW YORK, Oct. 20—Walter Franks, Herman's top-man, has discussed three possible solutions during the annual membership meeting of the nation's Society of Composers, Authors and Publishers (see separate story). Most important was the matter of seniority in the writer distribution. He also called for a revision of the weighted vote among the writer members, and for a change in building regulations whereby unprofitable buildings are counted as "seniority issue."

No acrimony was evident at the meeting, even though Herman sat on the seniority question. Franks, in fact, said he has been of much aid in helping the Society find other solutions.

Herman, on his part, said the Society had improved 80 per cent since the 60 days, "with as little as 100 per cent," he added.

BIRTHDAY

Ike to Ink UNESCO Pact

WASHINGTON, Oct. 20—President Eisenhower will sign the treaty and issue copyright treaty on Friday (5) at the White House.

The treaty was drafted more than two years ago by the United Na-
ation's Educational, Scientific and Cultural Organization, was ratified in December last year. At this extra session of the General Assembly, Congress enacted a bill blessing the Copyright Act into con-

The new treaty, coupled with the new law implementing it, will impose major alterations in the domestic copyright law, but the pact will serve to unify copyright practices in signatory nations.

The pact received strong support from several leading groups and governments in the U.S., including the American So-

Camden Sales Hit New High

NEW YORK, Oct. 20—In its fifth month of general distribution, Camden Records has racked up four times the sales of any similar period in its short history, according to Dave Fine, sales manager for the label, a subsidiary of the High-powered RCA label.

The label was traditionally distrib-

the vintage Victor shellac. EP's list at

69c.

Meanwhile, the label has ac-

quired the rights to issue a second in an EP, "The Three Tenors," to be joined byourmet by Norton Daven for the artist, Arturo Toscanini, director of the Arturo Toscanini Symphony. "The Three Tenors" recorded under the management of Sir Thomas Beecham.

Moonogs in Suit Over Use of Name

NEW YORK, Oct. 20—Stromboli, the $100,000 suit brought by Moonog, the musician against Moonog's old rival in the studio on the New York Supreme Court, is still in the discussion stage. The artist, however, has sold the disc to be released on the RCA Victor label.

The matter of counting uncounted ballots or "agreements" has long been an issue. Opponents of this regula-

rations refer to it as "the great silent majority" of the voting process. Several factors are at play here:

1. The lack of qualified (Continued...)

Derby Hearing Set Nov. 9; Oberstein Bids for Catalog

NEW YORK, Oct. 20—A hearing to consider bids for the title and interest in the records of defunct Derby Records is scheduled for November 9. The estate of Derby's deceased owner, Edward W. Oberstein, has sent a notice to creditors of the company to appear in court.

Oberstein will argue his case in court on November 9. The company's former shareholders, including Roy Miller, have filed a bankruptcy petition in the Southern District of New York on account of more than $21,000 in assets and liabilities of $15,500.

Bids have already been received jump started by Ireland and Imlay, representing the receiver, Eli Oberstein, head of the Record Corporation of America, is understood to have offered $3,500, but was subse-

The bid was accepted by a committee of creditors to be appointed by the court to approve the sale. The estate of Oberstein has already been rejected.

Before Derby's masters can be sold, the bid must represent 51 percent of the appraised value. The estate of Oberstein, on the other hand, was appointed by the court to approve the sale. The estate of Oberstein has already been rejected.

"The Little Shoemaker"

Coming Up Fast!

"SMILE"

BOURNE, INC.

136 W. 33rd Street

New York 19

 Kirkhopper Doctor

Remark Music Corp.

New York

"WHITHER THOU GOEST"

Recorded by:

Lea Eastford... Ford .. Zeppli
Joan Roberts.... Marie Maton... R. B. & Orchestra
Jill Dobbin... RCA Victor
George Morgan... and Jill Sonics... RCA Victor

KAELVIN MUSIC CORP.

Selling and Licensing Agent:

Hill and Range Songs, Inc.
With This Smash Follow Up To

“SHAKE RATTLE AND ROLL”

HAPPY BABY

b/w DIM, DIM THE LIGHTS

BILL HALEY and his COMETS

DECCA 29317 • 9-29317

DECCA RECORDS

…”Juke Boxes should grab coin with these follow ups to 'Shake, Rattle and Roll.'”

Billboard, Oct. 30, 1954
PHONOS—HI-FLI

By STEVE SCHICKEL

VM HEADS EXPLORE SOUTH AMERICAN MARKET...

Victor Miller, president, and Ken L. Bishop, general sales manager of the Victor Corporation of America, recently accompanied by his wife, for a month's tour of V/M assembly and distribution centers in the southern hemisphere. The purpose of the trip was to acquaint themselves with conditions prevailing in the Lati ... and Cuba.

NEW ENGLAND BHI...

SHOW DRAWS CROWDS

Approximately 20,000 people attended New England's first high-fidelity show last month, causing management of the "L.S. Group, Inc." and exhibitors to describe the show as "the most successful show to date," with an "amazing amount of interest." Many of the manufacturers and distributors displayed new equipment, and according to the opinion that the show, first of its kind to be held in this area, again proves that the term high fidelity and its inheritors can be understood to exist in almost every market, regardless of whether that market has had a show or not. Industry leaders hope that this feeling gets widespread attention because it will "open new sales channels in the Boston market." Plans for next year's show have already been formulated. More dates are scheduled as to whether it will again be held in Boston or other locations.

WEBCOW'S OPEN URGE

ADMIN TO SELL PUBLIC

Norman C. Owen, president of the Webcow Corporation, has announced the opening of the new sales office in Amos, the largest high-fidelity store in the world. The store, which will be open daily from 10 a.m. to 9 p.m., is located at 33 Park Street, Amos, and will feature a wide selection of products for all price ranges, from hi-fi equipment for the home to high-end systems for the professional musician. The store is designed to provide an easy-to-navigate environment for customers to explore and purchase high-quality products.

LIVINGSTONE DEBUTS

N Y TELE-LINE... ...

Livingstone Electronic, manufacturer of high fidelity components, has introduced a new line of products under the "Livingstone" brand. The line includes components such as electronic circuits, transformers, and speakers. The components are designed to offer superior performance and reliability, and are available in a wide range of specifications to meet the needs of various applications. The new line is expected to be well received by manufacturers and retailers, who will benefit from the improved performance and reliability of the components.

MERCURY SETS

HI-FI SAMPLER...

Mercury has introduced a new distribution of its second hi-fi sampler, a seven-inch disk retailing at a dollar. The promotional item contains excerpts from seven recent Mercury classic releases, and is proving effective as a demonstration platter for hi-fi playback equipment. As such, it is a device for auditioning new Mercury recordings.

STOWKOWSKI TO HEAD FEST...

Leopold Stokowski has accepted the directorship of the Santa Barbara Festival for the next season. His goal is to build the festival into a West Coast rival of the Berkshire Festival. Oliver Ditson, C.B.. president of the festival, announced that Stokowski would conduct the March 15 opening concert of the Santa Barbara Festival, which will run for five weeks ending Sept. 15.

ICA ISSUES

"TRENCH SONGS"...

The World Music Co. has recorded "Modern Fraych by Scoundrel," a new educational language package released by the American Council on Education. The record contains ten lessons, not deleted from the catalog. The record packages are offered in all three speeds, the 20 cent cut on 19 inch rolls, and the 10 cent cut on 10 inch rolls. The package material mass is back up the will include transfers from Air France for dealer distribution.

NEW MUSIC TO W/ COLORADO AMERICA...

The New Music Quartet, under contract to Columbia, will specialize in music previously uncataloged chamber music. A good part of the quartet's repertory will be a couple of the Mendelssohn quartets, including the first LP duet of the composer's Quintet No. 2 in A Minor. Also due out soon on the label is a new recording of the Beethoven Piano Quartet, No. 2 by Thomas Beaumont and the Royal Philharmonic. Columbia, meanwhile, is preparing a series of recordings to help launch their new "Mahanal Symphony," a symphony produced by Verdi's "Masked Ball," made available on two seven-inch disks.

Other tapes in the Livingston library carry taped performances of works by Mendelssohn, Mozart and Chopin. Some of these tapes are on Sigma discs, LP's. Average playing time is one hour per tape, with each tape containing 25,000 records retailing at $12 each.

"DIGEST" PLUGS...

URBED...

RCA Victor is hoping to turn critical disapproval to its advantage by urging its field men and distributors to plug the phonograph in its "Listener's Digest." The "Digest" is a 16-page, 18-page package of radio recordings, that is, each copy of the "Digest" contains 10 45 records, sold for 45 cents. The "Digest" has been on the market for some time and has had good sales in the local market. The phonograph in the "Digest" is a new product that RCA Victor is hoping to sell to the public.

"DIGEST" PLUGS.

URBED...

RCA Victor is hoping to turn critical disapproval to its advantage by urging its field men and distributors to plug the phonograph in its "Listener's Digest." The "Digest" is a 16-page, 18-page package of radio recordings, that is, each copy of the "Digest" contains 10 45 records, sold for 45 cents. The "Digest" has been on the market for some time and has had good sales in the local market. The phonograph in the "Digest" is a new product that RCA Victor is hoping to sell to the public.

"DIGEST" PLUGS.

URBED...

RCA Victor is hoping to turn critical disapproval to its advantage by urging its field men and distributors to plug the phonograph in its "Listener's Digest." The "Digest" is a 16-page, 18-page package of radio recordings, that is, each copy of the "Digest" contains 10 45 records, sold for 45 cents. The "Digest" has been on the market for some time and has had good sales in the local market. The phonograph in the "Digest" is a new product that RCA Victor is hoping to sell to the public.

"DIGEST" PLUGS.

URBED...

RCA Victor is hoping to turn critical disapproval to its advantage by urging its field men and distributors to plug the phonograph in its "Listener's Digest." The "Digest" is a 16-page, 18-page package of radio recordings, that is, each copy of the "Digest" contains 10 45 records, sold for 45 cents. The "Digest" has been on the market for some time and has had good sales in the local market. The phonograph in the "Digest" is a new product that RCA Victor is hoping to sell to the public.

"DIGEST" PLUGS.

URBED...

RCA Victor is hoping to turn critical disapproval to its advantage by urging its field men and distributors to plug the phonograph in its "Listener's Digest." The "Digest" is a 16-page, 18-page package of radio recordings, that is, each copy of the "Digest" contains 10 45 records, sold for 45 cents. The "Digest" has been on the market for some time and has had good sales in the local market. The phonograph in the "Digest" is a new product that RCA Victor is hoping to sell to the public.
MORE Columbia\'s Best Sellers

2 HIT SINGLES! 2 HIT SETS!

Sure fire best sellers to go with her greatest singles—
"Hey There" and "Membo Italiano." Backed by extensive
national, local and point-of-sale advertising.

90 CL 6338
Columbia

Rosemary Clooney
Irving Berlin\'s
"White Christmas"

in songs from the Paramount
Pictures production of

The Best Sellers come your way from COLUMBIA RECORDS

80 CL 6297
COLUMBIA

While we\'re Young

While We\'re Young
Too Young
Hello, Young Lovers
Young At Heart
Younger Than Springtime
Blame It On My Youth
Young Man, Young Man
You Make Me Feel So Young
DECCA RECORDS

“TEACH ME TONIGHT” Recorded by the pert and vivacious JANET BRACE

DESPITE ANY OTHER CLAIM... THERE CAN ONLY BE ONE ORIGINAL AND HAS IT!

MUSIC DECCA

www.americanradiohistory.com BILLBOARD

GRIERSON, FORSYTH AND BROSS. TCHAIKOVSKY: THE QUEENS SPACES (14:15).—M. V. Ysaye; Otto Klemperer; Aust Audio, Columbia. 

Here is the first in a new LP series featuring Rachmaninoff and the orchestra, up to the present in the highest, most masterly, most satisfying and most entertaining records on the market. With an ensemble, the musical interpretation is of the highest order.

MOZART: PIANO CONCERTO NO. 21 IN C MINOR, PIANO CONCERTO NO. 20 IN D (1:05)—Robert Casadesus, Piano; Charles Munch, Orchestre National de France; Vinyl, RCA Victor. 

There are many recording of these two popular Mozart concerti but few have ever been as fine as this. Robert Casadesus is a master of the piano and his performance is as fine as his artistry. 

TCHAIKOVSKY: SYMPHONY NO. 4 IN F MAJOR (1:05)—Orchestré National de France; Charles Munch, Conductor. 

This is the first of an exciting series of Tchaikovsky's symphonies. The program is one of the most exciting to be heard on record for many months.

LA FIESTA MEXICANA AND OTHER SYMPHONIC BAND MASTERS (1:30)—Orchestré Mexican; Ruben Cardenas, Conductor. 

This is a real treat of the hearth of the symphonic band repertoire. The program is an exciting one and is sure to please all who enjoy this type of music.

RECOMMENDATIONS

MOZART: PIANO CONCERTO NO. 20 IN D MAJOR, PIANO CONCERTO NO. 21 IN C MINOR (1:05)—Robert Casadesus, Piano; Charles Munch, Orchestre National de France; Vinyl, RCA Victor. 

This is the first in a new series of Tchaikovsky's symphonies. The program is one of the most exciting to be heard on record for many months.

LA FIESTA MEXICANA AND OTHER SYMPHONIC BAND MASTERS (1:30)—Orchestré Mexican; Ruben Cardenas, Conductor. 

This is a real treat of the hearth of the symphonic band repertoire. The program is an exciting one and is sure to please all who enjoy this type of music.

RECOMMENDATIONS

MOZART: PIANO CONCERTO NO. 20 IN D MAJOR, PIANO CONCERTO NO. 21 IN C MINOR (1:05)—Robert Casadesus, Piano; Charles Munch, Orchestre National de France; Vinyl, RCA Victor. 

This is the first in a new series of Tchaikovsky's symphonies. The program is one of the most exciting to be heard on record for many months.

LA FIESTA MEXICANA AND OTHER SYMPHONIC BAND MASTERS (1:30)—Orchestré Mexican; Ruben Cardenas, Conductor. 

This is a real treat of the hearth of the symphonic band repertoire. The program is an exciting one and is sure to please all who enjoy this type of music.

RECOMMENDATIONS

MOZART: PIANO CONCERTO NO. 20 IN D MAJOR, PIANO CONCERTO NO. 21 IN C MINOR (1:05)—Robert Casadesus, Piano; Charles Munch, Orchestre National de France; Vinyl, RCA Victor. 

This is the first in a new series of Tchaikovsky's symphonies. The program is one of the most exciting to be heard on record for many months.

LA FIESTA MEXICANA AND OTHER SYMPHONIC BAND MASTERS (1:30)—Orchestré Mexican; Ruben Cardenas, Conductor. 

This is a real treat of the hearth of the symphonic band repertoire. The program is an exciting one and is sure to please all who enjoy this type of music.

RECOMMENDATIONS

MOZART: PIANO CONCERTO NO. 20 IN D MAJOR, PIANO CONCERTO NO. 21 IN C MINOR (1:05)—Robert Casadesus, Piano; Charles Munch, Orchestre National de France; Vinyl, RCA Victor. 

This is the first in a new series of Tchaikovsky's symphonies. The program is one of the most exciting to be heard on record for many months.

LA FIESTA MEXICANA AND OTHER SYMPHONIC BAND MASTERS (1:30)—Orchestré Mexican; Ruben Cardenas, Conductor. 

This is a real treat of the hearth of the symphonic band repertoire. The program is an exciting one and is sure to please all who enjoy this type of music.

RECOMMENDATIONS

MOZART: PIANO CONCERTO NO. 20 IN D MAJOR, PIANO CONCERTO NO. 21 IN C MINOR (1:05)—Robert Casadesus, Piano; Charles Munch, Orchestre National de France; Vinyl, RCA Victor. 

This is the first in a new series of Tchaikovsky's symphonies. The program is one of the most exciting to be heard on record for many months.

LA FIESTA MEXICANA AND OTHER SYMPHONIC BAND MASTERS (1:30)—Orchestré Mexican; Ruben Cardenas, Conductor. 

This is a real treat of the hearth of the symphonic band repertoire. The program is an exciting one and is sure to please all who enjoy this type of music.
RCA Victor proudly announces the debut of

MORTON GOULD
AND HIS ORCHESTRA

on the RCA Victor label

in two great show tunes from "FANNY"

FANNY

WHY BE AFRAID TO DANCE

20/47-5919

a "New Orthophonic" High Fidelity recording
**Talent Corner**

The most experienced musicians from the past decade have a much bigger band on their hands than they've had in years. The contest among the leaders remains, the bands on record have a rough time winning best-seller charts. One of the exceptions, of late, is the Ralph Marterrie band on Mercury. Currently riding high with their version of "Southside" (as are other bands) the band keeps turning out discs which are strongly danceable, yet have that commercial "watchable" quality that gets the kids hot for buy songs. Current release is "Kiss Crazy Baby" and "Bobby Guitar." The latter is a twist on well-known "eye Negro." And if you're looking for an example of perseverance, there isn't a better place to look than the story of Miss Kitty Kallen. If's been a long time since she was singing on those hit records.

**Best Selling Sheet Music**

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

<table>
<thead>
<tr>
<th>Week Rank</th>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I Love You&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>2</td>
<td>&quot;The Old Grey Donkey&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>3</td>
<td>&quot;She'll Be Coming Round the Mountain&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>4</td>
<td>&quot;Still&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>5</td>
<td>&quot;If I Give My Heart To You&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>6</td>
<td>&quot;The Old Grey Donkey&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>7</td>
<td>&quot;The Old Grey Donkey&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>8</td>
<td>&quot;If I Give My Heart To You&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>9</td>
<td>&quot;The Old Grey Donkey&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>10</td>
<td>&quot;If I Give My Heart To You&quot;</td>
<td>Peer Music Corp.</td>
</tr>
</tbody>
</table>

**Tunes with Greatest Radio-TV Audiences**

*English Top Twenty*

Based on a chart compiled from ratings for individual songs over the past three months. The index does not cover the full range of music available for listening, but is intended to reflect the popularity of the tunes for the general audience.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;I Love You&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>2</td>
<td>&quot;The Old Grey Donkey&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>3</td>
<td>&quot;She'll Be Coming Round the Mountain&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>4</td>
<td>&quot;Still&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>5</td>
<td>&quot;If I Give My Heart To You&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>6</td>
<td>&quot;The Old Grey Donkey&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>7</td>
<td>&quot;The Old Grey Donkey&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>8</td>
<td>&quot;If I Give My Heart To You&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>9</td>
<td>&quot;The Old Grey Donkey&quot;</td>
<td>Peer Music Corp.</td>
</tr>
<tr>
<td>10</td>
<td>&quot;If I Give My Heart To You&quot;</td>
<td>Peer Music Corp.</td>
</tr>
</tbody>
</table>

**INDEX TO CHARTS**

- **Popular Records, Singles**
- **Packaged Records, Popular**
- **Packaged Records, Classical**
- **Other Categories**

- **Country & Western**
- **Rhythm & Blues**
- **Blues**

The Billboard Music Popularity Charts is published weekly and includes tunes by various artists, as well as information on the most popular records at the time of publication.
**Best Sellers in Stores**

<table>
<thead>
<tr>
<th>RECORDS</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561</td>
<td>Week 1</td>
</tr>
<tr>
<td>HOLD SHAKE — Skokiaan — Skokiaan — Hilite</td>
<td>Week 2</td>
</tr>
<tr>
<td>SKOKIEAN — Skokiean — Hilite</td>
<td>Week 3</td>
</tr>
<tr>
<td>COUNT THEI YOU — Louis — DeCastro</td>
<td>Week 4</td>
</tr>
<tr>
<td>SHAKE, RATTLE AND BOLL — M. Haley</td>
<td>Week 5</td>
</tr>
<tr>
<td>MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561</td>
<td>Week 6</td>
</tr>
<tr>
<td>HOLD SHAKE — Skokiaan — Skokiaan — Hilite</td>
<td>Week 7</td>
</tr>
<tr>
<td>SKOKIEAN — Skokiean — Hilite</td>
<td>Week 8</td>
</tr>
<tr>
<td>COUNT THEI YOU — Louis — DeCastro</td>
<td>Week 9</td>
</tr>
<tr>
<td>SHAKE, RATTLE AND BOLL — M. Haley</td>
<td>Week 10</td>
</tr>
<tr>
<td>MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561</td>
<td>Week 11</td>
</tr>
<tr>
<td>HOLD SHAKE — Skokiaan — Skokiaan — Hilite</td>
<td>Week 12</td>
</tr>
<tr>
<td>SKOKIEAN — Skokiean — Hilite</td>
<td>Week 13</td>
</tr>
<tr>
<td>COUNT THEI YOU — Louis — DeCastro</td>
<td>Week 14</td>
</tr>
<tr>
<td>SHAKE, RATTLE AND BOLL — M. Haley</td>
<td>Week 15</td>
</tr>
</tbody>
</table>

**This Week's Best Buys**

MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561

With two sides of her previous release still hogging the uppermost reaches of the pop charts, Miss Clooney proves to have another powerhouse in this lively side. For over ten days it has been a strong seller in Boston, Providence, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Chicago, St. Louis and Atlanta and is now beginning to break out on the West Coast. Flip is "Will Be Together Again" (Mamar, BMI). A previous Billboard "Spotlight" pick.

**Most Played in Jake Buses**

For survey week ending October 27

<table>
<thead>
<tr>
<th>RECORDS</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561</td>
<td>Week 1</td>
</tr>
<tr>
<td>HOLD SHAKE — Skokiaan — Skokiaan — Hilite</td>
<td>Week 2</td>
</tr>
<tr>
<td>SKOKIEAN — Skokiean — Hilite</td>
<td>Week 3</td>
</tr>
<tr>
<td>COUNT THEI YOU — Louis — DeCastro</td>
<td>Week 4</td>
</tr>
<tr>
<td>SHAKE, RATTLE AND BOLL — M. Haley</td>
<td>Week 5</td>
</tr>
<tr>
<td>MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561</td>
<td>Week 6</td>
</tr>
<tr>
<td>HOLD SHAKE — Skokiaan — Skokiaan — Hilite</td>
<td>Week 7</td>
</tr>
<tr>
<td>SKOKIEAN — Skokiean — Hilite</td>
<td>Week 8</td>
</tr>
<tr>
<td>COUNT THEI YOU — Louis — DeCastro</td>
<td>Week 9</td>
</tr>
<tr>
<td>SHAKE, RATTLE AND BOLL — M. Haley</td>
<td>Week 10</td>
</tr>
<tr>
<td>MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561</td>
<td>Week 11</td>
</tr>
<tr>
<td>HOLD SHAKE — Skokiaan — Skokiaan — Hilite</td>
<td>Week 12</td>
</tr>
<tr>
<td>SKOKIEAN — Skokiean — Hilite</td>
<td>Week 13</td>
</tr>
<tr>
<td>COUNT THEI YOU — Louis — DeCastro</td>
<td>Week 14</td>
</tr>
<tr>
<td>SHAKE, RATTLE AND BOLL — M. Haley</td>
<td>Week 15</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending October 27

<table>
<thead>
<tr>
<th>RECORDS</th>
<th>Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561</td>
<td>Week 1</td>
</tr>
<tr>
<td>HOLD SHAKE — Skokiaan — Skokiaan — Hilite</td>
<td>Week 2</td>
</tr>
<tr>
<td>SKOKIEAN — Skokiean — Hilite</td>
<td>Week 3</td>
</tr>
<tr>
<td>COUNT THEI YOU — Louis — DeCastro</td>
<td>Week 4</td>
</tr>
<tr>
<td>SHAKE, RATTLE AND BOLL — M. Haley</td>
<td>Week 5</td>
</tr>
<tr>
<td>MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561</td>
<td>Week 6</td>
</tr>
<tr>
<td>HOLD SHAKE — Skokiaan — Skokiean — Hilite</td>
<td>Week 7</td>
</tr>
<tr>
<td>SKOKIEAN — Skokiean — Hilite</td>
<td>Week 8</td>
</tr>
<tr>
<td>COUNT THEI YOU — Louis — DeCastro</td>
<td>Week 9</td>
</tr>
<tr>
<td>SHAKE, RATTLE AND BOLL — M. Haley</td>
<td>Week 10</td>
</tr>
<tr>
<td>MAMBO ITALIANO (Ryan, ASCAP) — Rosemary Clooney — Columbus 40561</td>
<td>Week 11</td>
</tr>
<tr>
<td>HOLD SHAKE — Skokiean — Skokiean — Hilite</td>
<td>Week 12</td>
</tr>
<tr>
<td>SKOKIEAN — Skokiean — Hilite</td>
<td>Week 13</td>
</tr>
<tr>
<td>COUNT THEI YOU — Louis — DeCastro</td>
<td>Week 14</td>
</tr>
<tr>
<td>SHAKE, RATTLE AND BOLL — M. Haley</td>
<td>Week 15</td>
</tr>
</tbody>
</table>
The Gaylords

`PUPALINA'
and
`Wonderful Lips'

The Billboard Music Popularity Charts

Review Spotlight on...

THE GAYLORDS
Pupalina (Picrus, ASCAP)
Wonderful Lips (Hill & Range, BMI)—Mercury
79470—The Gaylords have a solid pairing here. The top side is a sparkling tune in the manner of "Little Shoemaker," the flip is a shuffle-beat effort that moves. Both have power for stores and boxes.

NEW POP HITS

1. MAMA DOLL SONG
   Patti Page
   Paramount
   Mercury 70437
   70437X45

2. MAKE YOURSELF COMFORTABLE BABY
   Sarah Vaughn
   Mercury
   70449
   70449X45

3. YOURS
   Cole Manka
   Dick Contino
   Mercury
   70453
   70453X45

4. MAMBO BABY
   Georgia Gibbs
   Mercury
   70457
   70457X45

5. RUNAROUND
   Buddy Morrow
   Billy Farrell
   Mercury
   70474
   70474X45

6. LOVE ME TONIGHT
   Eddie Howard
   Mercury
   70479
   70479X45

7. MR. SANDMAN
   Buddy Morrow
   Mercury
   70477
   70477X45

8. ONE A TWO TIME MORE
   Ronnie Gaylord
   Mercury
   70487
   70487X45

9. MIDDLE AGE MAMBO
   Sophie Tucker
   Mercury
   70470
   70470X45

10. ONLY LOVE
    Tommy Prisco
    Mercury
    70483
    70483X45

COUNTRY & WESTERN

1. THE SECRET OF YOUR HEART
   Read Between The Lines
   Benny Martin
   Mercury
   70476
   70476X45

2. BUSY BODY BOOGIE
   The Meanest Thing
   The Carlises
   Mercury
   70484
   70484X45

3. HONEY LOVE
   Pamela Merial
   The Carlises
   Mercury
   70435
   70435X45

RHYTHM & BLUES

1. I DON'T HURT ANY MORE
   Dinah Washington
   Mercury
   70439
   70439X45

2. IT USED TO HURT ME
   Ella Johnson
   Mercury
   70459
   70459X45

3. DON'T GO
   I Wanna Come Home
   The Chestnuts
   Mercury
   70449
   70449X45

Paramount Pictures
singing star
Anna Maria Alberghetti
sings the Song From
"DESIREE" and
"KISS, KISS, KISS!"

Mercury 70473
70473X45
The Billboard Music Popularity Charts

Territorial Best Sellers

For survey week ending October 27

Atlanta
1. This Ole House, R. Clowery, Col.
2. Papa Loves Mama, L. Fisher, V.
3. Break Around the Clock, R. Huler, Ode.
4. Hold My Hand, R. Clowery, Col.
5. I Need You Now, E. Fisher, V.

Los Angeles
1. L. Fisher, R. Clowery, Col.
2. Papa Loves Mama, L. Fisher, V.
3. Hold My Hand, R. Clowery, Col.
4. I Need You Now, E. Fisher, V.
5. That's What I Like, K. Clark, Col.

Milwaukee
1. Papa Loves Mama, L. Fisher, V.
2. This Ole House, R. Clowery, Col.
3. Hold My Hand, R. Clowery, Col.
4. I Need You Now, E. Fisher, V.
5. If I Give My Heart to You, D. Glaser, Col.

New York
1. Papa Loves Mama, L. Fisher, V.
2. This Ole House, R. Clowery, Col.
3. Yourself Please, M. McGuire, Cap.
4. Papa Loves Mama, L. Fisher, V.
5. If I Give My Heart to You, D. Glaser, Col.

Philadelphia
1. Papa Loves Mama, L. Fisher, V.
2. Teach Me Tonight, J. Wood, Col.
3. Papa Loves Mama, L. Fisher, V.
4. Papa Loves Mama, L. Fisher, V.
5. Mama's Room, R. Clowery, Col.

Pittsburgh
1. Teach Me Tonight, J. Wood, Col.
2. Papa Loves Mama, L. Fisher, V.
4. Papa Loves Mama, L. Fisher, V.
5. Mama's Room, R. Clowery, Col.

St. Louis
1. Papa Loves Mama, L. Fisher, V.
2. Teach Me Tonight, J. Wood, Col.
3. If I Give My Heart to You, D. Glaser, Col.
4. If I Need You Now, E. Fisher, V.
5. My Hand in Your Hand, R. Clowery, Col.

Mpls.-St. Paul
1. Bobby Darin, V.
2. This Ole House, R. Clowery, Col.
3. Papa Loves Mama, L. Fisher, V.
4. Papa Loves Mama, L. Fisher, V.
5. Mama's Room, R. Clowery, Col.

Autumn Nocturne

The Ray Charles Singers

MGM Long Playing Record 23135 (92'/5)

R&B

Billy Moore Quartet

Pour On Here It Is, The Corn, I'm Come And John B. Get It

Claude Cloud and his Orchestra

Beginner's Mambo If I Can I Live, Be Myself

Jimmy Newcomen

Do That Little Thing Child

The Ramblers

Yah's On It If You Ya Bring Back Home

MGM Records

The Greatest Name in Entertainment

701 Seventh Ave. New York 36, N. Y.
“play that dreamy new Lou Monte record again”

LOU MONTE SINGS

IN MY DREAMS

WHEN I HOLD YOU

IN MY ARMS

with Hugo Winterhalter
and his Orchestra

20/47-5883

A “NEW ORTHOPHONIC”
HIGH FIDELITY RECORDING

TIP: the original hit...

VAUGHN MONROE’S “MISTER SANDMAN”
American Records

The Billing Board Music Popularity Charts

**POPULAR RECORDS**

- **Review Spotlight on...**

**RECORDS**

**SARAH VAUGHAN**

**MAKETH YOURSELF COMFORTABLE** (Golden Bell, ASCAP) - Mercury 10469 - A "new" and consummately Sarah comes with the outpouring of an essentially dainty piece of material by writer Bob Merrill. It's a definitely appealing song and it could bring the thralls a big hit. Flip is the pretty "Idle Evans" (Golden Bell, ASCAP).

**FOUR ACES**

Mr. Smokey (E. H. Morris, ASCAP) - Decca 28354 - Here is a sparkling reading by the Aces, who sing it in a lively charm-out backing. It is close in sound to the Chordettes' release, and it will give the latter a run for the name sake value. Flip is "I'll Be With You in Apple Blossom Time." (Golden Bell, ASCAP).

**JOHNNY DESMOND**

**My Own True Love** (Tam's Theme) (ASCAP) - Capitol 20753 - Johnny Desmond turns in one of the best singing jobs of his career on these two expressive tunes, "My Own True Love" is a lyric version of "Tam's Theme" from "Going Up the Wind," flip is the lovely tune from the movie. (Golden Bell, ASCAP).

**THE NAUGHTY LADY OF SHADE LANE** (Paxton, ASCAP) - Archie Bleyer O.K. 20206 - "The Ames Brothers" RCA Victor 3997 - A delightful new song about a naughtie was last handled admirably here by the Ames Bros. The Bleyer record has the sound; the Ames disk has the charm. Both have style and both have kick up sales on this one. Flip side of the Bleyer record is "Who's Prophet Both Were Right," (Golden Bell, ASCAP). Flip side of the Ames record is "Addida" (Joy, ASCAP).

**• Reviews of New Pop Records**

**BILL HALEY OKE**

Django, O.K. 19151 - "Jealous Man." (Decca, ASCAP) - "Ballad" Happy Ranch 10074 - (Milk, ASCAP).

**THE CAYGERS**

**Sailing** (Paxton) 19152 - "Mambo....72" (Dixie Records, ASCAP) - "Wonderful Girl" 10074 - "Mambo....72" (Shout & Shout, ASCAP).

**THE AMES BROTHERS**

"The Naughtie Lady of Shade Lane." 975 - "The quota here has had a big hit at one time news, so let's see what happens now on this fine one. The Ames material here is quite good, and the disc is serviceable in its own way. This could be a big hit for the Ames, as it should be. Addida....80

Here the boys take a Rock-and-Byte type waltz for another first rate effort with some fine rhythm, and good vocal. Addida, (Golden Bell, ASCAP).

**SARAH VAUGHAN**

"Make Yourself Comfortable." (Golden Bell, ASCAP) - Mercury 10469 - A "new" and consummately Sarah comes with the outpouring of an essentially dainty piece of material by writer Bob Merrill. It's a definitely appealing song and it could bring the thralls a big hit. Flip is the pretty "Idle Evans" (Golden Bell, ASCAP).

**RALPH MARTERIE**

"I Wonder What You're Doing Tonight." 19157 - "E Verde." (Decca, ASCAP) - "Happy Ranch 10074 - (Milk, ASCAP).

**JANE FROAN**

"Song From Deadline." 19149 - "False Fotos." (Decca, ASCAP) - "Happy Ranch 10074 - (Milk, ASCAP).

**Ralph Marterie**

"Ralph Marterie On Mercury." 19157 - "E Verde." (Decca, ASCAP) - "Happy Ranch 10074 - (Milk, ASCAP).

**JOHNNY DESMOND**

"My Own True Love." (Tam's Theme) (ASCAP) - Capitol 20753 - Johnny Desmond turns in one of the best singing jobs of his career on these two expressive tunes, "My Own True Love" is a lyric version of "Tam's Theme" from "Going Up the Wind," flip is the lovely tune from the movie. (Golden Bell, ASCAP).

**JOHNNY DESMOND**

"I'll Be With You in Apple Blossom Time." (Golden Bell, ASCAP) - Mercury 10469 - A "new" and consummately Sarah comes with the outpouring of an essentially dainty piece of material by writer Bob Merrill. It's a definitely appealing song and it could bring the thralls a big hit. Flip is the pretty "Idle Evans" (Golden Bell, ASCAP).

**JOHNNY DESMOND**

"My Own True Love." (Tam's Theme) (ASCAP) - Capitol 20753 - Johnny Desmond turns in one of the best singing jobs of his career on these two expressive tunes, "My Own True Love" is a lyric version of "Tam's Theme" from "Going Up the Wind," flip is the lovely tune from the movie. (Golden Bell, ASCAP).

**JOHNNY DESMOND**

"I'll Be With You in Apple Blossom Time." (Golden Bell, ASCAP) - Mercury 10469 - A "new" and consummately Sarah comes with the outpouring of an essentially dainty piece of material by writer Bob Merrill. It's a definitely appealing song and it could bring the thralls a big hit. Flip is the pretty "Idle Evans" (Golden Bell, ASCAP).

**JOHNNY DESMOND**

"My Own True Love." (Tam's Theme) (ASCAP) - Capitol 20753 - Johnny Desmond turns in one of the best singing jobs of his career on these two expressive tunes, "My Own True Love" is a lyric version of "Tam's Theme" from "Going Up the Wind," flip is the lovely tune from the movie. (Golden Bell, ASCAP).

**JOHNNY DESMOND**

"I'll Be With You in Apple Blossom Time." (Golden Bell, ASCAP) - Mercury 10469 - A "new" and consummately Sarah comes with the outpouring of an essentially dainty piece of material by writer Bob Merrill. It's a definitely appealing song and it could bring the thralls a big hit. Flip is the pretty "Idle Evans" (Golden Bell, ASCAP).

**JOHNNY DESMOND**

"My Own True Love." (Tam's Theme) (ASCAP) - Capitol 20753 - Johnny Desmond turns in one of the best singing jobs of his career on these two expressive tunes, "My Own True Love" is a lyric version of "Tam's Theme" from "Going Up the Wind," flip is the lovely tune from the movie. (Golden Bell, ASCAP).
At his Best

JULIUS LA ROSA

WITH A SMASH NEW RELEASE

"I HATE TO SAY HELLO"

b/w MOBILE ANOTHER B.M.I. HIT CADENCE #1251
NOW! ALL RESTRICTIONS LIFTED... and everybody’s playing the warmest, most tender hit of the year—

I WANT EDDIE FISHER FOR CHRISTMAS

by BETTY JOHNSON*

Backed with the country hit that’s breaking big in the pop field

SHOW ME ON NEW DISC 10013

*Betty Johnson is the fast rising singing star of the Galen Drake CBS NETWORK RADIO SHOW and feature artist of the new TV Film series, EDDY ARNOLD TIME.
cute as a Button...

BOW-WOW WANTS A BOY FOR CHRISTMAS

Words and Music by Lincoln Chase
and Sam Allen

A New Recording By

RED BUTTONS

b/w LITTLE JOHNNY SNOWBALL
Columbia Record 40384

Copyrighted material
JUBILEE

315

All

DOT

a

W

JO

BOx

«a,

Artist

Ave.,

RECORD

Singing

KING

CATALOG

by

in

RPM

per

IIIE

RECORDS

863

N.

FOR

TUNng

label

-Seng

Y.

TRINIDAD

vocals

(l

Continued

Niehaus,

thing. This

excitement.

often

Mundell

Shelly

young

standards

aided

lyrics.

Shelley Manne

to

claims

to

customers.

to

noticeable

up

-verses

-26005

two

is

its

more relaxed

musicians,

performance.

its

was

its

work.

CHORUS

and

Lack

musical

Dreams.' "Spring

2

The

orke.

aided

sensitivity

in

disk

in

different

channels.

in

its

new,

of

its

the

to

hand

movement.

of

the

lack

in

its

more relaxed

the

its

the

chanteuse

with

three

of

the

in

its

the

the

in

its

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the
Introducing
the Musical Greeting Card
Card-n-Song

A dramatic, new merchandising idea to boost your record sales this Christmas Season... a SMASH Christmas record... packaged in a Beautiful Christmas Card!

Recorded by the Mulecays, and their Electric Harmonicas in a happiness way you'll never forget...

- JINGLE BELLS
- SILENT NIGHT
- WHITE CHRISTMAS
- RUDOLPH
the Red-Nosed Reindeer

May each musical note bring your happiness
May each song bring you cheer
And may the joy you find at Christmastime
Herald in a bright New Year!

Never before has the record industry been—before considered records for gifts will offered such a new, salable song package. **Pick CARD-N-SONG as the perfect answer to their Christmas gift problem.**

ORDER NOW...

**CARDINAL RECORDS 1221 Baltimore K.C., Mo.**

Phone Nearest Cardinal Distributor or Phone HA.6979, Write, Wire
HOLLYWOOD:
A meeting
ANNIE
SHITS
HITS
Capitol
TIME
St.
FRUIT
5
recording
Melrose
Continued from
shire
"With
goodies
mambo
playing
Charlie
almost
WPMP,
are
from
KBRZ,
Top
Heart
Last
and
and
a
now,
also
matches
it
also
"Honor
has
Maybe
Don
and
"Teen
and
it
Kew
then
a
new
and
a
r.
"Nah..."
movers,
"but
plan
General
William
"Fisherman"
the
"Top
the
"Mr.
"with
the
the
"White
and
the
"Here's
and
the
"but
the
the
a
"Mr.
"but
the
the
"Fisherman"
the
the
"Mr.
"with
the
the
"Here's
and
the
"but
the
the
MAGNIFICENT VOCAL INTERPRETATIONS OF 2 GREAT MOVIE THEMES

Johnny Desmond

orchestra under the direction of RICHARD SHORES

Coral #61301

MY OWN TRUE LOVE (TARA'S THEME)

THE SONG FROM DESIREE (WE MEET AGAIN)

From the motion picture "GONE WITH THE WIND"

Theme melody from 20th Century-Fox CinemaScope Production "DESIREE"

Coral Records America's Fastest Growing Record Company
The Billboard Music Popularity Charts

**Folk Talent and Tunes**

-A continuation from page 34-

the Brown Eyed and Slim Carter troupes. Jerry Westland, guitar and vocalist and one of the original members of the Pappy Mountain Boys at WCAT, Silver Spring, Md., has resumed the group after three-year hitch in the Army." For those in the "Vandalia Valley" who catch a view of corn from "Homer's Hayfield," the 100 p.m., over WIGO, South Bend, Ind. Homer gamblers his folk-music output with original comedy saying and down-to-earth philosophy. Christened Homer Nathaniel Monroe, he is known in the territory as Homer Husband. Just as the Hotel Tuba has left WHMI, Callaway, Tenn., to embark on a string of personal appearances, he is ducking for a spot on one of the major Saturday night country shows. Jimmy Heap and band, of KTAU, Tyler, Tex., appeared on the "Big J Jamboree" in Dallas, October 10, their first appearance there in nearly a year.

With the Jockeys

Ed Chapman, of WKBW, Buffalo, Ala., was guest jockey on "Mr. DJ, U.S.A.," at WSM, Nashville, October 15. Chapin introduced his alter ego, Howie-Handle Ball, and had in his special guest, General (Candy Kisses) Morgan. "Mr. DJ, U.S.A.," under the supervision of Grant Turner, WSM staffer, featured Jimmie Rodgers in one week, Joe Dean, of KOX, Pittsburgh, spinner of pop waffles, has since been mixing his pop waffles with country music, and the idea is proving a success. "Mr. DJ, U.S.A.," with Jerry Jericho (Starlet) was guest on the "East Texas Hillybilly Jamboree," Long view, Tex., Tuesday 28, and Sunday 29.

**Best Sellers in Stores**

Records are ranked in order of their current national sales of the week. Based on The Billboard's weekly survey among dealers throughout the country with a direct volume of sales as its main measurement of national weekly records. The reverse side of each record is in the

- **COUNTRY & WESTERN RECORDS**

**Most Played in Juke Boxes**

For survey week ending October 27

**Most Played by Jockeys**

For survey week ending October 27
RING IN THE WINNERS!

Best show band
1954 Downbeat poll
PEE WEE KING

Best small unit
1954 Downbeat poll
JOHNNIE & JACK

next national hit...
BEWARE OF "IT"
KISS-CRAZY BABY
20/47-5880

GOODNIGHT SWEETHEART, GOODNIGHT
HONEY, I NEED YOU
20/47-5775

novelty of the year...
PEACHES AND CREAM
I CAN'T TELL A WALTZ FROM A TANGO
20/47-5889

KEEP YOUR EYE ON MY DARLING
HERE LIES MY HEART
20/47-5847
• **Reviews of New C & W Records**

**Faron Young**

"Her Name Is Renee"
CAPITOL 2931—A C & W. "Her Name Is Renee" is a love song that is built around a story of a woman named Renee who is loved by a man named Faron Young. It is a beautiful song that will be enjoyed by many fans of Faron Young's music.

**George Morgan**

"I'm A Lonesome Fiddle Player"
COLUMBIA 28733—Another great country and western tune by George Morgan. "I'm A Lonesome Fiddle Player" tells a story of a man and a woman who are separated, but their love is still strong. The song is built around a fiddle player who is lonely and sad, but he finds comfort in his music.

**Freddy Fender**

"It's Just Like Me"
CAPITOL 2924—A beautiful ballad about a man named Freddy Fender who is feeling alone and isolated. "It's Just Like Me" is a touching song that will be enjoyed by many fans of Freddy Fender's music.

**Don Gibson**

"I've Seen It Before"
CAPITOL 2934—A beautiful ballad about a man named Don Gibson who has seen love before, but he is still hopeful that he will find true love. "I've Seen It Before" is a touching song that will be enjoyed by many fans of Don Gibson's music.

• **This Week’s Best Buys**

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

- **Buck Owens** "You’ve Got It Bad For Me" (Vinyl)
- **Bill Anderson** "Love Letter" (Vinyl)
- **Don Gibson** "I’ll Be There" (Vinyl)
- **Carl Smith** "I’m Sorry" (Vinyl)

NO SELECTIONS THIS WEEK.

• **Review Spotlight on...**

**Don Gibson** "I’ve Seen It Before" (Vinyl)

A beautiful ballad about a man named Don Gibson who has seen love before, but he is still hopeful that he will find true love. "I’ve Seen It Before" is a touching song that will be enjoyed by many fans of Don Gibson's music.

**Buck Owens** "You’ve Got It Bad For Me" (Vinyl)

A heartfelt ballad about a man named Buck Owens who is feeling alone and isolated. "You’ve Got It Bad For Me" is a touching song that will be enjoyed by many fans of Buck Owens's music.

**Bill Anderson** "Love Letter" (Vinyl)

A beautiful love song about a man named Bill Anderson who is writing a love letter to his beloved. "Love Letter" is a touching song that will be enjoyed by many fans of Bill Anderson's music.

**Carl Smith** "I’m Sorry" (Vinyl)

A heartfelt ballad about a man named Carl Smith who is feeling guilty for something he did. "I’m Sorry" is a touching song that will be enjoyed by many fans of Carl Smith's music.

• **C & W Territorial Best Sellers**

For survey week ending October 27

- **The Everly Brothers** "The Last Song I Ever Wrote" (Vinyl)
- **Lindsey Buckingham** "The披萨饼 " (Vinyl)
- **The Beatles** "A Hard Day’s Night" (Vinyl)
- **The Rolling Stones** "Paint It Black" (Vinyl)
- **The Beach Boys** "Good Vibrations" (Vinyl)

**City**-by-city listings are based on latest sales reports from top country music retailers in select cities.

- **Buck Owens** "You’ve Got It Bad For Me" (Vinyl)
- **Bill Anderson** "Love Letter" (Vinyl)
- **Don Gibson** "I’ve Seen It Before" (Vinyl)
- **Carl Smith** "I’m Sorry" (Vinyl)

NO SELECTIONS THIS WEEK.

• **Folk Talent and Tunes**

**Emmylou Harris**

"The Road Not Taken" (Vinyl)

A beautiful song about a woman named Emmylou Harris who is taking a journey on a country road. "The Road Not Taken" is a touching song that will be enjoyed by many fans of Emmylou Harris's music.

**Dennis Coffey**

"You Bet Your Life" (Vinyl)

A rollicking tune about a man named Dennis Coffey who is playing a game of chance. "You Bet Your Life" is a fun song that will be enjoyed by many fans of Dennis Coffey's music.

**Scott Walker**

"Mr. Tambourine Man" (Vinyl)

A beautiful ballad about a man named Scott Walker who is writing a song about a man named Mr. Tambourine Man. "Mr. Tambourine Man" is a touching song that will be enjoyed by many fans of Scott Walker's music.

**John Prine**

"Angel From Montana" (Vinyl)

A heartfelt ballad about a man named John Prine who is writing a love song for his beloved. "Angel From Montana" is a touching song that will be enjoyed by many fans of John Prine's music.

• **Contact Information**

- **The Billboard Music Popularity Charts**
  - Phone: 212-505-7500
  - Email: info@thebillboard.com

**The Billboard Music Popularity Charts**

96 MUSIC-RADIO
THE BILLBOARD
NOVEMBER 6, 1954
**The Billboard Music Popularity Charts**

### Best Sellers in Stores

For survey week ending October 27

<table>
<thead>
<tr>
<th>Record</th>
<th>Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>I HURTS ME TO MY HEART F Adams</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>WHAT A DREAM R Brown</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>ANNE HAD A BABY Midlighter</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>LIVING NOVEMBER Nashboro</td>
<td>4</td>
<td>11</td>
</tr>
<tr>
<td>DON'T HURT ANYMORE D Washington</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>HEARTS OF STONE Charrell</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>SHAKE, BATTLE AND ROLL J Turner</td>
<td>7</td>
<td>27</td>
</tr>
<tr>
<td>EBB TIDE R Hamilton</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>WORK WITH ME Annie Midlighter</td>
<td>9</td>
<td>24</td>
</tr>
<tr>
<td>WILL I BE RIGHT J Turner</td>
<td>10</td>
<td>1</td>
</tr>
</tbody>
</table>

### Most Played in Juke Boxes

For survey week ending October 27

<table>
<thead>
<tr>
<th>Record</th>
<th>Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>I WHAT A DREAM R Brown</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>I HURTS ME TO MY HEART F Adams</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>HONEY LOVE Drifters</td>
<td>3</td>
<td>29</td>
</tr>
<tr>
<td>ANNE HAD A BABY Midlighter</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>I'M READY M Waters</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>SHAKE, BATTLE AND ROLL J Turner</td>
<td>6</td>
<td>26</td>
</tr>
<tr>
<td>EBB TIDE R Hamilton</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>SEXT WAYS Midlighter</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>WORK WITH ME Annie Midlighter</td>
<td>9</td>
<td>29</td>
</tr>
<tr>
<td>WILL I BE RIGHT J Turner</td>
<td>10</td>
<td>1</td>
</tr>
</tbody>
</table>

### R & B Territorial Best Sellers

For survey week ending October 27

<table>
<thead>
<tr>
<th>Record</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEARTS OF STONE Nashboro</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>DON'T HURT ANYMORE Washington</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>I WHAT A DREAM Brown</td>
<td>Charlotte</td>
</tr>
<tr>
<td>HEARTS OF STONE Nashboro</td>
<td>Chicago</td>
</tr>
<tr>
<td>LIVING NOVEMBER Nashboro</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>DON'T HURT ANYMORE Washington</td>
<td>Detroit</td>
</tr>
</tbody>
</table>

### Rhythm and Blues Notes

- Continued from page 28
- The popular list of rock leaders and a fine person... The Damros crossed the gap between the blues and the lighter end of the spectrum. And... Records has latched on to three new groups, the Regents, the Fats and the Cookins. The last group is on Lamps. Just proves that there are still groups available in spite of all the news and... There is now an end to the names that can be dreamed up for groups.

Atlantic Records has changed the name of the Chords, the "Sh-
Boomb" boys, to the Chordials. It seems there is another group that... among neon signs in Los Angeles and will soon do a string of dates thru Texas... The Five Keys just finished a date at the Regal Theater in Cleveland... Atlantic Records has changed the name of the label, the Audio... Records, featuring Cookins Sunland Music, has initiated an... What the name is, "Lover," and its records have been released to the Bluebird... Sunland Music and Ned Horrison of Allied are handling the label. Talent includes Greenwich Village, singer, composer and... Covering the announcement of Capitol Records, Walter Fuller, who played... song and sang with Fatha Hines for... The record has been playing in San Diego the past year.

**NEW and HOT**

"ANNIE'S ANSWER" By the HOLIDAYS
发热 "LIVING WITH VIVIAN" by Al Smith Combo

**Peaceful Listening**

"A CHARGE TO KEEP I HAVE"
by CLEOPHUS ROBINSON

**WATCH IT GROW**

NO 1 COUNTRY TO 1ST!

"DON'T DROP IT" by SAVOY

**SAVOY RECORD CO INC**

550 Marse St., New Orleans, LA 70113 Phone: 382-2251

**RED HOT**

"DOUBLE SHOT"

"Time Out"

**FATS DOMINO**

"LOVE ME"

"Don't You Hear Me Calling You"

**AMERICAN RECORDING**

**A Sure Fire Hit**

"FAT'S LOVIN' ME"

"Don't You Hear Me Calling You"

**Empire Records**

**Programs**

St. Louis

**THE BILLBOARD**

**Doo Wop**

"DOOWOPIN' AT THE PERIOD" by THE PIPS

**ON THE CHARTS and Climbing Fast**

MAMBO BABY

RUTH BROWN

Atlantic 1998
The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

• This Week’s Best Buys
According to sales reports in key markets, the following recent releases are recommended for extra profits.

BUCK 50 (Dotte Williams, BMI)
The LETTER (Dotte Williams, BMI)—The Medallions—Downtown 347
An almost instantaneous success on the West Coast from time of release, the single has been rolling over the country and now has achieved an enviable national acceptance. Strong sales have been reported in New York, Boston, Buffalo, Pittsburgh, Cleveland, Cincinnati and Durham while the record continues to be a top seller on the West Coast. Both sides are seeing action, with "Buck 50" maintaining a slight edge.

• Review Spotlight on...
RECORDS

THE MOONGLOWS
Sincerely (Arc, BMI)—Chess 1551–This is a solid bond of wax. The tone is mellifluous, the performance is outstanding, and the arrangement is restitutive. It could take off immediately and pull many coins. Flip is "Tempting" (Arc, BMI).

FAYE ADAMS
I Once My Heart to You (Monogram, BMI)—Love Ain’t Nothin’ to Play With (Angel, BMI)—Herbert 438—Faye Adams, currently sporting the top record on The Billboard bestselling charts, comes out with two new powerful recordings on this new release. Top side is a standard ballad, and the flip is a wild rocker. Both have a solid chance for hit.

TALENT

THE CHANTICLARS—Dat 1277—Take a new r&b. group and add the voice of Prentice Moore, and you have the Chanticlars, a smooth, sweet-sounding, exceptionally co-ordinating lead work of Moore. The group hoves on the label with two new releases, "Doe, Baby, BMI," and "Someday Love Will Come My Way," (Hopewell, BMI). Impressive debut class.

• Reviews of New R & B Records

SHAWN AND JOHNNY
I Miss You (Scepter, BMI)—The Blues Are Here (Scepter, BMI)—At this time of summer reading music the title to one of the well-known labels, they dug it up, presented it, and showed how it could be sold and promoted. Carter, this one is for you. (Scepter, BMI).

LUCIUS REED
Jazzy Love (King, BMI)–The title is the blues with feeling and effective phrasing over a good beat. Okay was here. King & Co., BMI. A new tune of this title. (Say it's Co., BMI).

FRANK MARTIN ORK
CAPITOL, 3567—Here's a fine after dinner solo, played with a soulful beat and some wonderful piano work, backed by a rhythm section. It's a sure hit of this title. Fab, jacks and ears were excited. (Capitol, BMI).

Come Back Baby (King, BMI)–Another blues theme with some feeling injected strictly by the title and a good vocal. It's sweet music on this title that can be sold to. (Backwood, BMI)

WILLIE MARION
BAMBUS (Chess—No. 1)—This title has been a series of hits for the label, and every effort has been made to make this one as good a hit as the others. The title has been promoted, and it's a new title. (Chess, BMI).

THE ROYAL JOKERS
Sweet Home Chicago Again (Decca, BMI)–VENUS 101—Several vocal interests of this type of title, with effective piano, trumpets and vocals. It's a clean record backed by a rhythm section. (Venus, BMI).

THE CUES
Fourteen Days Down Were (Columbia, BMI)–L.A. have been generating interest in this title, and they rate it as a hit as it is. It's a fine title with a good beat and has a solid, rhythm backing. Backed by a good rhythm section, it's a definite "hit" prospect. (Columbia, BMI).

Sh środkie Bumbarsky (Columbia, BMI)–The title is the blues with another title injected into it. The flip is a solid, rhythm backing. It's a fine title. (Columbia, BMI).

THE GENTLEMEN
Something to Remember You By (Don’t, BMI)–An interesting picture of a group that has gone beyond the usual, and this title is a show title. It's good, and it's a record that should pull many coins. (Don’t, BMI).

THE MAMBO MASTERS
South American Waltz (Grapevine, BMI)–This is a fine title with a good beat and is a good record. It's a title that is sure to pull many coins. (Grapevine, BMI).

THE MOONGLOWS
Sincerely (Arc, BMI)—Chess 1551—This is a solid bond of wax. The tone is mellifluous, the performance is outstanding, and the arrangement is restitutive. It could take off immediately and pull many coins. Flip is "Tempting" (Arc, BMI).
HOCUS-POCUS

By BILL SACHS

MARRIAGE--BRODEN, 52-year-old mayor, who has shown his prowess in the world of politics for several years, is slated to follow Clark (The Man of the Streets) into the limelight as he marries Thea Fossagard, daughter of the famous magician, Lionel Magique, in the Magee-Leisure Hotel, Chicago, Ill., the latter is said to have been on the scene for several days. Broden is featured as the king of the clowns of the world, and his dazzling tricks of illusion are a delight to the eyes of many. His appearance in the hotel has caused a sensation among the guests, who flock to see his performances in the lobby. The couple is expected to leave for Europe on their honeymoon.

Marsha Budin

THE FINAL CURTAIN

AL AVALON (Hal Havlon), the four-seven-year-old magician, is featur-
ing the parade of American-trick-
ners. He is scheduled for a November 12 performance at the Play- ing for Pencils, 20th Street and 9th Avenue, New York. His act is a unique combination of comedy and magic, and he continues to delight audiences with his, "Caper's Way" for an extended tour... 

Mallory, Saturday, October 12 in Brooklyn, featured a recent visiters to the World's Round Table at the Dai Hong Kong Hotel. Marshall is in his second and final performance at the hotel, as he is the headliner of the World's Magic Society at Longmont, a city famous for its renowned life member of the Magic Castle. Bob Mortimer, also a member of the society, is featured in the show, as well as several other top performers. The show continues through the weekend.

BIRTHS

LUKE R. PRIDDY

passed away

November 8, 1950

We Love You and We Miss You, Darling.

Mr. and Mrs. Lloyd R. Priddy Sr.

Claire Priddy - Josie Westlake

MARRIAGES

STEWART-BOTH, Elizabeth, a member of the WMS Board. Her wedding is scheduled for Saturday, October 12, at the St. Regis Hotel. The couple will return to their home in New York for their honeymoon.

BURLESQUE BITS

Irma, the body, is Mary Goodinneighbor in private life and was a featured performer in the World of Mirth burlesque, starring in the character of Miss Goodinneighbor. According to a recent article by Doc Goldstein in the Paterson (N.J.) Evening News, "Miss Maritime Air Service" is the title of the movie for 1954, by the Maritime Air Reserve Board. The film was produced in the hopes of attracting more female performers, who are said to have been neglected in the past.

Attention, Show People

Automatic insurance, full coverage, no exceptions. Write, wire or phone for information.

MOHAWK INSURANCE AGENCY

32 W. Jackson Blvd. Chicago 5, Illinois

J. 79112

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

BURLESQUE BITS

Irma, the body, is Mary Goodinneighbor in private life and was a featured performer in the World of Mirth burlesque, starring in the character of Miss Goodinneighbor. According to a recent article by Doc Goldstein in the Paterson (N.J.) Evening News, "Miss Maritime Air Service" is the title of the movie for 1954, by the Maritime Air Reserve Board. The film was produced in the hopes of attracting more female performers, who are said to have been neglected in the past.

Attention, Show People

Automatic insurance, full coverage, no exceptions. Write, wire or phone for information.

MOHAWK INSURANCE AGENCY

32 W. Jackson Blvd. Chicago 5, Illinois

J. 79112

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

Burlesque Bits

Irma, the body, is Mary Goodinneighbor in private life and was a featured performer in the World of Mirth burlesque, starring in the character of Miss Goodinneighbor. According to a recent article by Doc Goldstein in the Paterson (N.J.) Evening News, "Miss Maritime Air Service" is the title of the movie for 1954, by the Maritime Air Reserve Board. The film was produced in the hopes of attracting more female performers, who are said to have been neglected in the past.

Attention, Show People

Automatic insurance, full coverage, no exceptions. Write, wire or phone for information.

MOHAWK INSURANCE AGENCY

32 W. Jackson Blvd. Chicago 5, Illinois

J. 79112

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MY WIFE

Maddie Muckeledy

Burlesque Bits

Irma, the body, is Mary Goodinneighbor in private life and was a featured performer in the World of Mirth burlesque, starring in the character of Miss Goodinneighbor. According to a recent article by Doc Goldstein in the Paterson (N.J.) Evening News, "Miss Maritime Air Service" is the title of the movie for 1954, by the Maritime Air Reserve Board. The film was produced in the hopes of attracting more female performers, who are said to have been neglected in the past.

Attention, Show People

Automatic insurance, full coverage, no exceptions. Write, wire or phone for information.

MOHAWK INSURANCE AGENCY

32 W. Jackson Blvd. Chicago 5, Illinois

J. 79112

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY

In Loving Memory of

MADDIE MUCKLEDY

who passed away

November 5, 1952

M. M. BUCKLEY
DALLAS, Oct. 30.—The 1954 State Fair of Texas set up a record-breaking total attendance of 2,506,418 during its 16-day run, Oct. 4-24, setting a new state attendance mark for annual fairs of the type.

The Dallas fair’s previous record total of 2,587,148 was established in 1953, but the 1955 fair was closed to the public because of heavy rains on the first two days and the last two days of the fair.

Archery Bows
First Product of Fiberglass Co.

NEW YORK, Oct. 30.—Starting with the production of archery bows, T. M. Fiberglass Industries, Inc., will finally enter the mass production stage of ammunitions and other products within the coming 30 days. Its offering of $10,000,000 shares will be placed by the firm of Powers & Co. in Chicago.

Sharkey’s show’s breaking total

State Fair offers stockholders’ meeting

DALLAS, Oct. 30.—The 1954 State Fair of Texas set up a record-breaking total attendance of 2,506,418 during its 16-day run, Oct. 4-24, setting a new state attendance mark for annual fairs of the type.

The Dallas fair’s previous record total of 2,587,148 was established in 1953, but the 1955 fair was closed to the public because of heavy rains on the first two days and the last two days of the fair.

Archery Bows
First Product of Fiberglass Co.

NEW YORK, Oct. 30.—Starting with the production of archery bows, T. M. Fiberglass Industries, Inc., will finally enter the mass production stage of ammunitions and other products within the coming 30 days. Its offering of $10,000,000 shares will be placed by the firm of Powers & Co. in Chicago.

Sharkey’s show’s breaking total

State Fair offers stockholders’ meeting

DALLAS, Oct. 30.—The 1954 State Fair of Texas set up a record-breaking total attendance of 2,506,418 during its 16-day run, Oct. 4-24, setting a new state attendance mark for annual fairs of the type.

The Dallas fair’s previous record total of 2,587,148 was established in 1953, but the 1955 fair was closed to the public because of heavy rains on the first two days and the last two days of the fair.

Archery Bows
First Product of Fiberglass Co.

NEW YORK, Oct. 30.—Starting with the production of archery bows, T. M. Fiberglass Industries, Inc., will finally enter the mass production stage of ammunitions and other products within the coming 30 days. Its offering of $10,000,000 shares will be placed by the firm of Powers & Co. in Chicago.

Sharkey’s show’s breaking total

State Fair offers stockholders’ meeting

DALLAS, Oct. 30.—The 1954 State Fair of Texas set up a record-breaking total attendance of 2,506,418 during its 16-day run, Oct. 4-24, setting a new state attendance mark for annual fairs of the type.

The Dallas fair’s previous record total of 2,587,148 was established in 1953, but the 1955 fair was closed to the public because of heavy rains on the first two days and the last two days of the fair.

Archery Bows
First Product of Fiberglass Co.

NEW YORK, Oct. 30.—Starting with the production of archery bows, T. M. Fiberglass Industries, Inc., will finally enter the mass production stage of ammunitions and other products within the coming 30 days. Its offering of $10,000,000 shares will be placed by the firm of Powers & Co. in Chicago.

Sharkey’s show’s breaking total

State Fair offers stockholders’ meeting

DALLAS, Oct. 30.—The 1954 State Fair of Texas set up a record-breaking total attendance of 2,506,418 during its 16-day run, Oct. 4-24, setting a new state attendance mark for annual fairs of the type.

The Dallas fair’s previous record total of 2,587,148 was established in 1953, but the 1955 fair was closed to the public because of heavy rains on the first two days and the last two days of the fair.

Archery Bows
First Product of Fiberglass Co.

NEW YORK, Oct. 30.—Starting with the production of archery bows, T. M. Fiberglass Industries, Inc., will finally enter the mass production stage of ammunitions and other products within the coming 30 days. Its offering of $10,000,000 shares will be placed by the firm of Powers & Co. in Chicago.

Sharkey’s show’s breaking total

State Fair offers stockholders’ meeting

DALLAS, Oct. 30.—The 1954 State Fair of Texas set up a record-breaking total attendance of 2,506,418 during its 16-day run, Oct. 4-24, setting a new state attendance mark for annual fairs of the type.

The Dallas fair’s previous record total of 2,587,148 was established in 1953, but the 1955 fair was closed to the public because of heavy rains on the first two days and the last two days of the fair.

Archery Bows
First Product of Fiberglass Co.

NEW YORK, Oct. 30.—Starting with the production of archery bows, T. M. Fiberglass Industries, Inc., will finally enter the mass production stage of ammunitions and other products within the coming 30 days. Its offering of $10,000,000 shares will be placed by the firm of Powers & Co. in Chicago.

Sharkey’s show’s breaking total

State Fair offers stockholders’ meeting

DALLAS, Oct. 30.—The 1954 State Fair of Texas set up a record-breaking total attendance of 2,506,418 during its 16-day run, Oct. 4-24, setting a new state attendance mark for annual fairs of the type.

The Dallas fair’s previous record total of 2,587,148 was established in 1953, but the 1955 fair was closed to the public because of heavy rains on the first two days and the last two days of the fair.

Archery Bows
First Product of Fiberglass Co.

NEW YORK, Oct. 30.—Starting with the production of archery bows, T. M. Fiberglass Industries, Inc., will finally enter the mass production stage of ammunitions and other products within the coming 30 days. Its offering of $10,000,000 shares will be placed by the firm of Powers & Co. in Chicago.
PLOWS BACK PROFITS

Saskatoon Earns 294G
For ’55 Plant Improvements

SASKATOON, Sask., Oct. 30—Improvements costing $284,000 will be made at the Saskatoon Exhibition plant next year, directors decided at their annual meeting. The expenditure includes a $250,000 addition, $30,000 toward drainage of the grounds, $15,000 for added livestock accommodations, $5,000 for paving and $3,000 for renovation of the school exhibits building for use as a farm boys’ camp dining room and a farm boys’ shelter room.

Three days after the meeting old dining halls were being demolished to make way for the exhibits building and work had started on the drainage program for the race-track infield.

Dr. F. G. Salisbury and Jack Wilmot, proposed that only half the exhibits buildings be erected at present at a cost of $14,000. Dr. Salisbury held that the money thus saved could go toward improving accommodation for race horses. About $100,000 improvements in the last eight years, but this figure was far exceeded by the revenue from race meets, he said.

S. N. MacEachern, manager, contended there was a real need for such a building and recommended that every president’s report for the last six years had indicated this need.

The 40,000-square-foot building would provide much needed additional space for display purposes.

(Continued on page 6)

IRS Rules Tax Exemption Out At Grandstand

WASHINGTON, Oct. 30—The Internal Revenue Service ruled this week that the exemption of tax on admissions to agricultural fairs does not apply to charges of admission to grandstand events conducted by a 4-H-making organization.

IRS stated that the tax on admission to the grandstand under such circumstances must be paid even when the event being conducted can be viewed without getting admission to the stands. It added that admissions to agriculture fairs are exempt from tax only when proceeds are used exclusively for the maintenance or improvement of the fair.

Bond Issue For Ky. Fair Gets No Bids

LOUISVILLE, Ky., Oct. 30—A $20,000 bond issue to finance the new plant of the Kentucky State Fair was put up for public sale here last week but bids were received. The issue, called 40-year State Fair and Exposition Center bonds, was advertised for sale by the Kentucky State Property and Building Commission.

According to information in financial circles, in Kentucky, investment bankers concluded that the report on whether the project would pay off was "very encouraging." Estimates of income for bond coverage were within basis points of the 12 per cent coupon rate. Other underwriters thought that the sale of the issue should have been tested in court.

The issue is expected to be re-offered

Laredo, Tex., Cede To Expand in ’55

LAREDOS. Tex., Oct. 30.—The annual Laredo birthday celebration here this year will be expanded to include the 300th birthday of Laredo as well, Ovid Wade, president of the celebration association, announced. Dates are February 17-18. J. George Longwill again will provide rides, shows and entertainments.

You can place your confidence in National Amusement Device Co.

Rides built by National over 20 years ago are still in operation and considered too good to replace. As a result of the many safety features built into National Riders, serious accidents are unheard of.

REDUCED INSURANCE RATES

NATIONAL
Amusement Device Co.
Box 482, VAF
Duluth, Minn.
Phone Mayor 2546

National is famous for
- Large Coasters
- Comet, Jr.
- (small section
- The Chief Flyer (industrial youth
- The Thunder Train
- (noanypare)
- Oil Rig
- Mill Chutes
- Laughing Mirrors
- Funhouse
- Mirror Maze
- Kiddie Ferris Wheel
- Kiddie Rippity Rides
- Carousels Tiddlers

Write for descriptive circulars on any ride.
CONCESSION SUPPLY CATALOGUE

Our 1954 catalogue has been mailed to everyone on our mailing list. If you do not receive yours in the next few days, we will gladly send a copy upon request.

POP CORN, COTTON CANDY, CANDY APPLES, CANDY GRABS, SODY-COKE BOXES, and CANDY. If you operate either of these stands, be sure you have our catalogue. Go along with the leaders in this year and get top quality products at moderate prices and the fastest service in the business.

Gold Medal Products Co.,
318 E. Third St.,
Cincinnati 2, Ohio

The Money-Making Buying Guide for All Outdoor Show Business

THIS ONE GREAT BILLBOARD ISSUE

Sells Outdoor Show Business

FOR MONTHS AND MONTHS!

If you're a salesman you want a man who makes lots of calls, who has contacts with the big buyers and prospects . . . a man whose sales costs are low and whose results are way up.

You can get all this in one great billboard issue . . .

The 34th Annual Outdoor Convention Number

Dated November 27

No other issue all year sells any harder . . . and longer than this one . . .

The Convention Number is the biggest of the year—crammed with directories, lists and buying help, used by everyone in the business for months after publication.

It's distributed to everyone attending the Outdoor Conventions in Chicago (where plenty of buying takes place) as well as the thousands of regular readers who need your products to stay in business.

There's no limit to the sales possibilities of this issue (see list at left) and you get sales power that no amount of personal selling gives. It's the best way to watch a modest investment repay itself again and again and again.

And the time to plan your advertising for this number is now! For complete details please get in touch with your nearest billboard office right away.

The Billboard

OUTDOOR CONVENTION NUMBER

ADVERTISING DEADLINE NOVEMBER 17th

Write, wire or call any Billboard office now...

CINCINNATI 22, OHIO
3180 Patterson Pkwy
Shaker 6459

NEW YORK 74, N. Y.
216 West 42nd St.
Madison 3-7200

CHICAGO 7, ILL.
332 North Wabash
Eisen 2-6471

ST. LOUIS 1, MO.
190 North Market
Eisen 1-0441

HOLLYWOOD 58, CALIF.
3550 N. Cahuenga
Hollywood 2-1550

Please call or write:

Write, wire or call any Billboard office now...

CINCINNATI 22, OHIO
3180 Patterson Pkwy
Shaker 6459

NEW YORK 74, N. Y.
216 West 42nd St.
Madison 3-7200

CHICAGO 7, ILL.
332 North Wabash
Eisen 2-6471

ST. LOUIS 1, MO.
190 North Market
Eisen 1-0441

HOLLYWOOD 58, CALIF.
3550 N. Cahuenga
Hollywood 2-1550

Send for free copy of our directory

Please call or write:

Write, wire or call any Billboard office now...

CINCINNATI 22, OHIO
3180 Patterson Pkwy
Shaker 6459

NEW YORK 74, N. Y.
216 West 42nd St.
Madison 3-7200

CHICAGO 7, ILL.
332 North Wabash
Eisen 2-6471

ST. LOUIS 1, MO.
190 North Market
Eisen 1-0441

HOLLYWOOD 58, CALIF.
3550 N. Cahuenga
Hollywood 2-1550

Send for free copy of our directory

Please call or write:

Write, wire or call any Billboard office now...

CINCINNATI 22, OHIO
3180 Patterson Pkwy
Shaker 6459

NEW YORK 74, N. Y.
216 West 42nd St.
Madison 3-7200

CHICAGO 7, ILL.
332 North Wabash
Eisen 2-6471

ST. LOUIS 1, MO.
190 North Market
Eisen 1-0441

HOLLYWOOD 58, CALIF.
3550 N. Cahuenga
Hollywood 2-1550

Send for free copy of our directory

Please call or write:

Write, wire or call any Billboard office now...

CINCINNATI 22, OHIO
3180 Patterson Pkwy
Shaker 6459

NEW YORK 74, N. Y.
216 West 42nd St.
Madison 3-7200

CHICAGO 7, ILL.
332 North Wabash
Eisen 2-6471

ST. LOUIS 1, MO.
190 North Market
Eisen 1-0441

HOLLYWOOD 58, CALIF.
3550 N. Cahuenga
Hollywood 2-1550

Send for free copy of our directory

Please call or write:

Write, wire or call any Billboard office now...

CINCINNATI 22, OHIO
3180 Patterson Pkwy
Shaker 6459

NEW YORK 74, N. Y.
216 West 42nd St.
Madison 3-7200

CHICAGO 7, ILL.
332 North Wabash
Eisen 2-6471

ST. LOUIS 1, MO.
190 North Market
Eisen 1-0441

HOLLYWOOD 58, CALIF.
3550 N. Cahuenga
Hollywood 2-1550

Send for free copy of our directory

Please call or write:

Write, wire or call any Billboard office now...

CINCINNATI 22, OHIO
3180 Patterson Pkwy
Shaker 6459

NEW YORK 74, N. Y.
216 West 42nd St.
Madison 3-7200

CHICAGO 7, ILL.
332 North Wabash
Eisen 2-6471

ST. LOUIS 1, MO.
190 North Market
Eisen 1-0441

HOLLYWOOD 58, CALIF.
3550 N. Cahuenga
Hollywood 2-1550

Send for free copy of our directory

Please call or write:

Write, wire or call any Billboard office now...

CINCINNATI 22, OHIO
3180 Patterson Pkwy
Shaker 6459

NEW YORK 74, N. Y.
216 West 42nd St.
Madison 3-7200

CHICAGO 7, ILL.
332 North Wabash
Eisen 2-6471

ST. LOUIS 1, MO.
190 North Market
Eisen 1-0441

HOLLYWOOD 58, CALIF.
3550 N. Cahuenga
Hollywood 2-1550

Send for free copy of our directory

Please call or write:

Write, wire or call any Billboard office now...

CINCINNATI 22, OHIO
3180 Patterson Pkwy
Shaker 6459

NEW YORK 74, N. Y.
216 West 42nd St.
Madison 3-7200

CHICAGO 7, ILL.
332 North Wabash
Eisen 2-6471

ST. LOUIS 1, MO.
190 North Market
Eisen 1-0441

HOLLYWOOD 58, CALIF.
3550 N. Cahuenga
Hollywood 2-1550

Send for free copy of our directory

Please call or write:
Tenting on the Road—In Your Home on the Road

Take your home and your family with you—and forget high hotel bills! It's easy to enjoy these advantages in an "M" System Mobile Home. Each "M" System Mobile Home is modern designed, certified constructed, all-aluminum exterior, interior of natural finish with lustrous finish, modern kitchen, bathroom, and...
RALEIGH BOOMS WITH BIG FINALE

Record Closing Day Tops 100,000; Multiple Handicaps Are Overcome

RALEIGH, N. C., Oct. 30.—A switch in the weather that brought record attendance on the closing day, last Saturday (29) increased the North Carolina State Fair to its highest level in the 56-year history of the fair last year’s showing in virtually every way.

It was announced by Dr. J. C. Dorton, fair manager, that Saturday’s attendance was the largest in the history of the fair and that the crowd of last Saturday even greater.

The fair got none of the breaks that the first three days of its Eve-day shaying. Rain on opening Tuesday undoubtedly held down the attendance somewhat. However, the sun at the fun areas appeared to be journée there. Nevertheless, last night the rain the weather turned colder and the show closed up, a much kinder weather than usual.

Grandstand Fights Cold

The same reason that the grandstand revue battled unseasonable cold showed up its Saturday (30) show, and the showman reported attendance good despite this handicap.

WFA Meeting Opens Dec. 6

SACRAMENTO, Oct. 30.—Representatives of 120 fairs and expositions in 11 Western States and Canada listed their plans and met the 356 annual Western Fairs Association meeting that will meet December 6 to 8, starting December 6, Louis S. Merrill, WFA general manager, announced. An estimated 600 fair men and their wives will be seated at this meeting in the city of Sacramento and the Monterey County fair.

Headquarters for the sessions will be the Ben Carlo Hotel.

The first of the planned features includes registration, in the afternoon and evening sessions.

"The Ghost of the Ozarks," preserved in film by the Missouri Association, will be shown at the fair. After the play there will be the first fair house sponsored by WFA service members.

Huddleston Quits Manager Job at Roseville, Calif.

ROSEVILLE, Calif., Oct. 30—Nic Huddleston has resigned his post as manager of the Placer County Fair here, effective December 31. He said the resigna- tion was voluntary and that his future plans are indefinite. By reason of the resignation the post of manager will be available and Mr. Huddleston will seek to fill the position.

Huddleston, who was named as manager of the fair in 1954, has been associated with the Monterey County fairs. Two special breakfast meetings are scheduled during the fair, one on Friday evening, Wednesday, the regular annual banquet and ball.

South Boston, Va., Gate Exceeds 1953

SOUTH BOSSNTO, Va., Oct. 29.—Despite the weather report of a hurricane last Saturday (26), South Boston's fair reaped the benefits of another great fair meeting of the city last Saturday (26) and the board of directors announced that the fair was a success and the weather and work of the fair committee were responsible for the success of the fair.

Edmonton Starts $135,000 Plant

EDMONTON, Alta., Oct. 30.—Edmonton's 25-story city life assurance building, to be called the "Tower," will be the tallest building in the city, the Edmonton Sun said. The building will be used for office space and the Edmonton Sun said that the building will be the tallest building in the city, the Edmonton Sun said.

BOOMERS, ATTENTION!

CHICAGO, Oct. 30.—All owners of livestock and farm equipment are urged to participate in the Marketing in the Western States and Canada are urged to participate in the Marketing in the Southwest fair. By the end of the year, the fair committee announced that the fair is "a success and the weather and work of the fair committee were responsible for the success of the fair."

Expect Strong Finish to Lift Totals Over 1953; Midway Ride, Show Biz Up

SHREVEPORT, Oct. 30.—Three days of bad weather and three days of travel for the visitors to the Louisiana State Fair thru Thursday (28), the state's fair board announced, and the last day of the fair, the weather was as good as it could be, the state said.

Heavy attendance Saturday (29) was reported, despite rain. There was more than 100,000 people in attendance Saturday (29) and the fair board said that the weather turned warm and clear and the weather was regarded as a big plus in the success of the fair.

Heavy attendance Saturday (29) was reported, despite rain. The fair board said that there was a slight increase in the number of visitors, but the weather turned warm and clear and the weather was regarded as a big plus in the success of the fair.
N. Y. Dime-Only Rides Free From Tax in Combinations

NEW YORK, Oct. 29—The city council today voted to permit 
the amusement tax, as applied to sales of tickets for the 
stocks, as applied to sales of tickets for the 
stocks in 1954, to be abated by the Commissioner of 
The Bureau of Excise Taxes. As a result, the 
income tax on the sale of tickets will be reduced 
by 50 cents per ticket when all sales are made 
outside the city and by 10 cents per ticket when 
sales are made within the city. This reduction 
will be effective immediately.

If several tickets are sold in com-

A游客 charges 

Suppose, it said, an operator charges 

2 Steeplechase 

The developers, represented by 

The market has 200 

The market has 200 

Brown and his associates will 

All are on order, but the 

Raleigh Booms

The Iron Horse Lively Hell Drives 

Many rides opened in the 

Hail Coney Aquarium As T

20-man work crew is retained 

Otero said several changes 

PARKS-RESORTS-POOLS

N. Y. Dime-Only Rides Free 

From Tax in Combinations

NEW ENGLAND MEET APRIL 20

BOSTON, Oct. 30 — The annual 
meeting of the New England 
Association of Parks & Beaches 
has been set for April 20. It will 
be held at the Parker House here, 
April 20, 1955, and will be 
hosted by the mayor and 
Lynn Stone, of Paragon Park.

EMPLOYEE FEE

Food & DrinksPlentiful at 

from Nathans Party

NEW YORK, Oct. 30—Employees 
of Nathans Famous, Inc., 
are being offered free food and 
drinks at the Nathans Restaurant 
for a period of one week. The 
food is free of charge, but all 
beverages are sold at regular 
prices. The food is served in 
the restaurant and is available 
throughout the week. The 
Nathans Restaurant is located 
in the heart of the city and is 
very popular with the public.

Weather Break Enables Rocks 

To Pull Ahead

NEW YORK, Oct. 30—Ideal 
weather over the past few 
weeks has enabled the 
rocks to pull ahead of any previous 
off-season operation. The 
year-end schedule was rescheduled 
for this year, and the last weekend's 
round was postponed to the 
next weekend (14-17) for the 
Queen Mary. Modernization in the form of 
the horse pulling has resulted in the 
year-end schedule being 
rescheduled. Three couples 
who were planning to 
attend the Queen Mary's 
final weekend's round have 
embarked on a trip to 
Coney Island. They are 
expected to arrive by 
the end of the weekend.

2 Steeplechase Rides Running 

Along B'wark

NEW YORK, Oct. 30—With 
the season's work taking place 
outside Steeplechase Park, 
there have been two outside rides in op-

Rally, Sunshine, and Crow Hill 

Leigh Levy explained

WALDEN, N. Y., Oct. 30—Two 
acres of kiddieland use have 
been set aside here at the new 
Walden Valley Park Center at a 
market, which was opened 
twelve months ago.

The developers, represented by 
general manager Murray Brown, 
acquired 20 acres of land at 
an unusual factory with a 
history both of horse racing and 
planting flowers. Renovation resulted in 
construction of 50,000 square feet of 
display space and parking 
room for 3,000 cars.

The tract has included 
filling in and leveling of a race 
track, filling in the foundation 
of a colony of family homes.

The market has 200 

Brown and his associates will 
look on in race on a percentage basis, 
25 percent of the gross acquisition.

Raleigh Booms

The Iron Horse Lively Hell Drives 

Arkansas Fair Managers' As-

Canyon, 247 Hackett Boulevard, 
Atchison, Kansas. 

Clyde E. Byus, Box 907, Little 
Rock, Arkansas. 

Canadian Association of Exhibi-


tors, Royal York Hotel, Toronto, 
Ontario, phone: Queen Mary 6100.

Exposition Park, Quebec, secretary.

Terryville High School, Terryville, 
Connecticut, telephone: 
Barnet, North Haven, secretary.

Managers' Associations, 
Dealers-Household, 
Cary, N. C., 
January 11-13, nominee.

Cade V. 

Dayton, executive secretary.

Fair Events, Portland, Maine, 
Secretary.

High Quality KIDDEES

Roto Whip-Speed Pontoons-Pony Carts 
Galloping Horse Carousels

W. F. MANGELS Co., Conley Island 24, N. Y.
Dallas, Oct. 30.—The State Fair of Texas, which Sunday (27) in the case of William O. Burks, left his job in 1939 to define Cavalcade of Amusements, on charges that he had fixed a mutual in connection with the dealings of all the Midway shows, April 11 on the show lot here.

Court of Record Judge Ernest E. Mason declared the midway vendor 1939-1940. In the case of Junior Case Six Jurors Unable To Reach Agreement After Four Hours.

BURKS, Sta., Sept. 30.—Burks, billed as Jack the Ripper, was again on the loose. He said he took a pistol, which he was carrying because he was packing and intended to put in his truck. He asserted he shot back.

Earlier the State had introduced a statement it claimed Burks had made shortly after the shooting at the County Fair. When Burks was asked if he heard the shot, Burks said, "I was in the background." When asked by a reporter if he had heard the shot, Burks said, "I heard the shot, but only after the show was over."

Sheriff's Investigator Hump Gandy, who first arrived at the scene, said Burks had fired a .38 caliber revolver—and had been fired on by a man named Jack Black. "The man who fired on Burks," Gandy said, "was one of the men who had been found in the side of the fair in the immediate vicinity."

The Cavalcade of Amusements equipment was sold in August to public auction at Mobelle by the federal government to satisfy a federal tax lien of $203,374.

CARNIVALS

**Dallas Rides and Shows Up Sharply, Games Off 5%**

Cliff Wilson Show Line-Up Tops ’53 By 28%; Eat-Drink Business Up 16%

DALLAS, Oct. 30.—A midway was declared Wednesday night (27) in the case of William O. Burks, left his job in 1939 to define Cavalcade of Amusements, on charges that he had fixed a mutual in connection with the dealings of all the Midway shows, April 11 on the show lot here.

Court of Record Judge Ernest E. Mason declared the midway vendor 1939-1940. In the case of Junior Case Six Jurors Unable To Reach Agreement After Four Hours.

BURKS, Sta., Sept. 30.—Burks, billed as Jack the Ripper, was again on the loose. He said he took a pistol, which he was carrying because he was packing and intended to put in his truck. He asserted he shot back.

Earlier the State had introduced a statement it claimed Burks had made shortly after the shooting at the County Fair. When Burks was asked if he heard the shot, Burks said, "I was in the background." When asked by a reporter if he had heard the shot, Burks said, "I heard the shot, but only after the show was over."

Sheriff's Investigator Hump Gandy, who first arrived at the scene, said Burks had fired a .38 caliber revolver—and had been fired on by a man named Jack Black. "The man who fired on Burks," Gandy said, "was one of the men who had been found in the side of the fair in the immediate vicinity."

The Cavalcade of Amusements equipment was sold in August to public auction at Mobelle by the federal government to satisfy a federal tax lien of $203,374.

**RECORD DESPITE RAIN**

2,506,418 Gate Gives Dallas All-Time High

**Continued from page 54**

interact with a variety of the fair's attractions...

**Buck Train Sparks Additional Interest**

Vivona Queen Follows That of King Reid But Other Strates Sees No Action Yet

Compared with last year, the 1944 season was up about 16 per cent, rides were up about 20 per cent, and shows were up 28 per cent, General Manager James L. Stovall stated. Midways increased 5 per cent off, but Stewart pointed out that the Midway was a vastly stronger line-up of shows than the three years in the past.

This year, before games had been way down, but last year, this year, about 11,000,000 days. This year set down to about the 1925 level which presages a far better year for such concession. In other words, a better-balanced midway brought the relationship pretty much back to normal.

Midway Shows Figure: The independent midway,1 being the one by Old Wilson, ended with Charles Taylor's Cotton Club Minstrels in top position among the Midways. There were some 92,000 customers saw the show. He said Harry Schin's French Vent Texan was second with approximately 84,000 and Pete Kent's Circle Side Show was third. Among the rides, operating the strongest line-up ever seen in Dallas, was the city's biggest midway, under the direction of Fred Treiman Jr., the Bullet Gunner, 133,100 to the 133,000 rides on the stunt riders. The group's so-called 'Rotors' Rotor, boomed by Wilson, had a better ride, and the Double Rotor, which was added this season, was equally as good, with the Double Rotor, which was added this season, was equally as good.

The 14,000 people saw the show, including the warmest welcome of the season.

**Rain-Hit Shreveport Is Bigger for RAS**

**Continued from page 54**

IRRISERT, La., Oct. 30.—Disregarding the threat of rain, another threat to Shreveport,...

Louisiana State Fair, when they visited the fair and spoke of the show, they mentioned something about the fair, and there was nothing about the show in a newspaper.

**CHECKS**

The Royal American Shrine Club gave its eighth annual party at the St. Elmo Crisp Children's Hospital here. The dinner was covered... and was attended by all the state's governors, including the first lady of the state, and the mayor of the city, and the mayor of the city, and the mayor of the city, and the mayor of the city,

Carnival Riders and Shows Up Sharply, Games Off 5%

Cliff Wilson Show Line-Up Tops ’53 By 28%; Eat-Drink Business Up 16%

DALLAS, Oct. 30.—The State Fair of Texas, which Sunday (27) in the case of William O. Burks, left his job in 1939 to define Cavalcade of Amusements, on charges that he had fixed a mutual in connection with the dealings of all the Midway shows, April 11 on the show lot here.

Court of Record Judge Ernest E. Mason declared the midway vendor 1939-1940. In the case of Junior Case Six Jurors Unable To Reach Agreement After Four Hours.

BURKS, Sta., Sept. 30.—Burks, billed as Jack the Ripper, was again on the loose. He said he took a pistol, which he was carrying because he was packing and intended to put in his truck. He asserted he shot back.

Earlier the State had introduced a statement it claimed Burks had made shortly after the shooting at the County Fair. When Burks was asked if he heard the shot, Burks said, "I was in the background." When asked by a reporter if he had heard the shot, Burks said, "I heard the shot, but only after the show was over."

Sheriff's Investigator Hump Gandy, who first arrived at the scene, said Burks had fired a .38 caliber revolver—and had been fired on by a man named Jack Black. "The man who fired on Burks," Gandy said, "was one of the men who had been found in the side of the fair in the immediate vicinity."

The Cavalcade of Amusements equipment was sold in August to public auction at Mobelle by the federal government to satisfy a federal tax lien of $203,374.

**RECORD DESPITE RAIN**

2,506,418 Gate Gives Dallas All-Time High

**Continued from page 54**

interact with a variety of the fair's attractions...

**Buck Train Sparks Additional Interest**

Vivona Queen Follows That of King Reid But Other Strates Sees No Action Yet

Compared with last year, the 1944 season was up about 16 per cent, rides were up about 20 per cent, and shows were up 28 per cent, General Manager James L. Stovall stated. Midways increased 5 per cent off, but Stewart pointed out that the Midway was a vastly stronger line-up of shows than the three years in the past.

This year, before games had been way down, but last year, this year, about 11,000,000 days. This year set down to about the 1925 level which presages a far better year for such concession. In other words, a better-balanced midway brought the relationship pretty much back to normal.

Midway Shows Figure: The independent midway, 1 being the one by Old Wilson, ended with Charles Taylor's Cotton Club Minstrels in top position among the Midways. There were some 92,000 customers saw the show. He said Harry Schin's French Vent Texan was second with approximately 84,000 and Pete Kent's Circle Side Show was third. Among the rides, operating the strongest line-up ever seen in Dallas, was the city's biggest midway, under the direction of Fred Treiman Jr., the Bullet Gunner, 133,100 to the 133,000 rides on the stunt riders. The group's so-called 'Rotors' Rotor, boomed by Wilson, had a better ride, and the Double Rotor, which was added this season, was equally as good, with the Double Rotor, which was added this season, was equally as good.

The 14,000 people saw the show, including the warmest welcome of the season.

**Rain-Hit Shreveport Is Bigger for RAS**

**Continued from page 54**

IRRISERT, La., Oct. 30.—Disregarding the threat of rain, another threat to Shreveport,...

Louisiana State Fair, when they visited the fair and spoke of the show, they mentioned something about the fair, and there was nothing about the show in a newspaper.

**CHECKS**

The Royal American Shrine Club gave its eighth annual party at the St. Elmo Crisp Children's Hospital here. The dinner was covered... and was attended by all the state's governors, including the first lady of the state, and the mayor of the city, and the mayor of the city, and the mayor of the city,
Craven, (Renton) Bobbie trailer Shows months off and Faye a the recently in Tampa and McLaughlin, N. Orleans 20 and I. isatha McLaughlin, of it at Chicago, on and Beau- new arms after five days at Beach, was visited with everyone. Wanted for independent midway. Now booking Concessions of all types. Eating Stands, Pop Corn, Fries, Hotdogs, Long Beef, Cold Drinks and any Funky Foods especially on the Midways. Merchandise Bm. Perfume, Jewelry, Gadgets, Auction Stores and Direct Sales of all types. Wanted: Two High Acts. The Greater Jacksonville Fair has the approval of everyone. We have distributed over 50000 school tickets. 20000 bachelor tickets, have all the 24 sheets, street banners, cols, which no other fair in 1954 has, and we have THE LARGEST OUTDOOR SIGNS.

THE JAMES E. STRATES SHOWS ON THE MIDWAY
Queen Credit - Easy Credit - Manchester, N.H. July 20-31st. The dates are 7 large days and nights.

GREAT JAXONVILLE FAIR OFFICE
PHONE: 9-7917

24 JULIA ST., JACKSONVILLE, FLA.

Craven, (Renton) Bobbie trailer Shows months off and Faye a the recently in Tampa and McLaughlin, N. Orleans 20 and I. isatha McLaughlin, of it at Chicago, on and Beau- new arms after five days at Beach, was visited with everyone. Wanted for independent midway. Now booking Concessions of all types. Eating Stands, Pop Corn, Fries, Hotdogs, Long Beef, Cold Drinks and any Funky Foods especially on the Midways. Merchandise Bm. Perfume, Jewelry, Gadgets, Auction Stores and Direct Sales of all types. Wanted: Two High Acts. The Greater Jacksonville Fair has the approval of everyone. We have distributed over 50000 school tickets. 20000 bachelor tickets, have all the 24 sheets, street banners, cols, which no other fair in 1954 has, and we have THE LARGEST OUTDOOR SIGNS.

THE JAMES E. STRATES SHOWS ON THE MIDWAY
Queen Credit - Easy Credit - Manchester, N.H. July 20-31st. The dates are 7 large days and nights.

GREAT JAXONVILLE FAIR OFFICE
PHONE: 9-7917

24 JULIA ST., JACKSONVILLE, FLA.

Craven, (Renton) Bobbie trailer Shows months off and Faye a the recently in Tampa and McLaughlin, N. Orleans 20 and I. isatha McLaughlin, of it at Chicago, on and Beau- new arms after five days at Beach, was visited with everyone. Wanted for independent midway. Now booking Concessions of all types. Eating Stands, Pop Corn, Fries, Hotdogs, Long Beef, Cold Drinks and any Funky Foods especially on the Midways. Merchandise Bm. Perfume, Jewelry, Gadgets, Auction Stores and Direct Sales of all types. Wanted: Two High Acts. The Greater Jacksonville Fair has the approval of everyone. We have distributed over 50000 school tickets. 20000 bachelor tickets, have all the 24 sheets, street banners, cols, which no other fair in 1954 has, and we have THE LARGEST OUTDOOR SIGNS.

THE JAMES E. STRATES SHOWS ON THE MIDWAY
Queen Credit - Easy Credit - Manchester, N.H. July 20-31st. The dates are 7 large days and nights.

GREAT JAXONVILLE FAIR OFFICE
PHONE: 9-7917

24 JULIA ST., JACKSONVILLE, FLA.

Craven, (Renton) Bobbie trailer Shows months off and Faye a the recently in Tampa and McLaughlin, N. Orleans 20 and I. isatha McLaughlin, of it at Chicago, on and Beau- new arms after five days at Beach, was visited with everyone. Wanted for independent midway. Now booking Concessions of all types. Eating Stands, Pop Corn, Fries, Hotdogs, Long Beef, Cold Drinks and any Funky Foods especially on the Midways. Merchandise Bm. Perfume, Jewelry, Gadgets, Auction Stores and Direct Sales of all types. Wanted: Two High Acts. The Greater Jacksonville Fair has the approval of everyone. We have distributed over 50000 school tickets. 20000 bachelor tickets, have all the 24 sheets, street banners, cols, which no other fair in 1954 has, and we have THE LARGEST OUTDOOR SIGNS.

THE JAMES E. STRATES SHOWS ON THE MIDWAY
Queen Credit - Easy Credit - Manchester, N.H. July 20-31st. The dates are 7 large days and nights.

GREAT JAXONVILLE FAIR OFFICE
PHONE: 9-7917

24 JULIA ST., JACKSONVILLE, FLA.

Craven, (Renton) Bobbie trailer Shows months off and Faye a the recently in Tampa and McLaughlin, N. Orleans 20 and I. isatha McLaughlin, of it at Chicago, on and Beau- new arms after five days at Beach, was visited with everyone. Wanted for independent midway. Now booking Concessions of all types. Eating Stands, Pop Corn, Fries, Hotdogs, Long Beef, Cold Drinks and any Funky Foods especially on the Midways. Merchandise Bm. Perfume, Jewelry, Gadgets, Auction Stores and Direct Sales of all types. Wanted: Two High Acts. The Greater Jacksonville Fair has the approval of everyone. We have distributed over 50000 school tickets. 20000 bachelor tickets, have all the 24 sheets, street banners, cols, which no other fair in 1954 has, and we have THE LARGEST OUTDOOR SIGNS.

THE JAMES E. STRATES SHOWS ON THE MIDWAY
Queen Credit - Easy Credit - Manchester, N.H. July 20-31st. The dates are 7 large days and nights.

GREAT JAXONVILLE FAIR OFFICE
PHONE: 9-7917

24 JULIA ST., JACKSONVILLE, FLA.
Miami Showmen’s Association
Three of the 20 members appearing in the Miami Showmen’s Association included Syd Goodchild, Jack Mooney, and Flanagan, Burkhant, and Mooney, 145 S. Main St., in Miami and has announced he will take the Majestic Shows Jack Sessions and Prescision to Miami.

Sydney Goodchild has left for New York on the last trip of the National Showmen’s Association.

The following have arrived in Miami and have visited the club: Richard Morton, William Barr, Don Norman, Harry Skillen, Ray E. Lollis, Peter Nemmar, John Lush, Ed Horwitz, Orville Carneal, Frank Kunkel, Floyd Smeltzer, Bill Flick, Alphonse Scizza, Charles Zlotnick, James H. Harkey, Vernon, new member.

Applications for membership were accepted from Manuel Basso, Reno, Nev., George C. Jordan, Jack Allinger, Ed Hor, Burke, Frank Berg, John Fields, Henry Kersch, Jack Allen, Robert Burton, Albert Liebmann, Joseph J. Rice, Archie Slaton, Harvey D. Dure, John T. DePoy, Paul B. Greaves, Jack B. Morgan, Joseph Blocker, Henry R. Cullinhan, George Emery, and Jack P. Zengel. Also at Albert Goodstein at Memorial Hospital, and Sol Wulkan at Joint Disease Hospital.

Entertainment plans are under way for the Hotel Astor show, Thanksgiving, Nov. 25, 26, and 27, in which Ernest George A. Hamil, at the last meeting, promised an impressively joyful entertainment with stars and possibly a headliner. Also on the schedule will be a gala banquet for the benefit of the Astor Hotel, Thanksgiving, Nov. 25, 26, and 27. A prominent national committee is working on this event.

The banquet will have presentations of gold life membership cards to Palm Springs, Calif., and Tangerine, Fla., as well as to Palm Springs, Calif., and Tangerine, Fla., as well as $10,000 of Gold and Real Estate. The banquet will be held Sunday, November 7.

Shoen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.

Showmen’s League of America
54 West Broadway, Chicago, Ill.

CHICAGO, Oct. 30—First Vice President, Ned Tatti, was in attendance at the meeting of the season held Monday night in the district, and the entertainment committee is working on this event.

The banquet, which was held Sunday, November 7, was attended by the following:

Ben Miller announced that the showmen’s league of America would be held Sunday, November 7.
The Miami Club Meet's Nov. 8

Miami Club Meet's Nov. 8

Strates Equals '53

Mark's Winds Up By 114 Tour

Winston Salem, N.C., Oct. 30. John H. Marks Shows wound up its 114 Tour, in cooperation with the Carolina Colored State Fair, at Greensboro, N.C., with a final performance at South Carolina State Fair today. The tour, which opened in Charlotte, N.C., last March, has reached the South Carolina State Fair. From there, the tour will move to New York, where it will end its run on November 13.

Business at Miami Club Meet's Nov. 8 was held at the Miami Club Meet's Nov. 8. The meeting was held at the Miami Club Meet's Nov. 8, and attended by a large number of members. The business at the meeting included the following resolutions and matters:

1. The adoption of a new constitution and by-laws for the Miami Club Meet's Nov. 8.
2. The election of officers for the Miami Club Meet's Nov. 8 for the coming year.
3. The adoption of a budget for the Miami Club Meet's Nov. 8 for the coming year.
4. The appointment of a committee to coordinate the Miami Club Meet's Nov. 8 with other similar organizations in the area.

The meeting was adjourned at 9:00 p.m.

Miami Club Meet's Nov. 8

Miami Club Meet's Nov. 8

MIAMI, Oct. 30. — First meeting of the Miami Club Meet's Nov. 8 Association has been scheduled for Monday night, November 8, and meetings will be held every Wednesday thereafter. The Miami Club Meet's Nov. 8 Association is composed of all persons interested in Miami Club Meet's Nov. 8.

The association has been formed in order to promote the interests of the Miami Club Meet's Nov. 8 and to foster the growth of the sport in the city. The association will meet on a regular basis and will hold meetings every Wednesday.

A committee has been appointed to plan the first meeting, which will be held on Monday night, November 8. The committee includes:

Chairman: Mr. Smith
Vice-Chairman: Mr. Johnson
Secretary: Mr. Brown
Treasurer: Mr. Anderson

The committee will be responsible for the planning and execution of the first meeting, which will include the following items:

1. Introduction and welcoming remarks by the chairman.
2. Discussion of the history and development of the Miami Club Meet's Nov. 8.
3. Presentation of the association's constitution and by-laws.
4. Election of officers for the association.
5. Adoption of a budget for the association.

The meeting will begin at 7:30 p.m. and will conclude at 9:00 p.m.

The Miami Club Meet's Nov. 8 Association invites all persons interested in Miami Club Meet's Nov. 8 to attend the first meeting on Monday night, November 8. The meeting will be held at the Miami Club Meet's Nov. 8 Building, which is located at 135 7th Street.
OUT GUNNING

Added Contract Gains
Hunted by Bobby Cohn

SAN FRANCISCO, Oct. 30—Bobby Cohn, the diminutive and the baseball industry's most valuable player in his division, left today for the 37th annual meeting of the Mike Keeler West Coast Shows and West Coast Exposition Shows, it is already getting his guns for 1955. He began gain this year was obtaining the contract for the two units at the California State Fair in Sacramento, after gunning for it ever since 1945.

BOBBY COHN

Cohn set his sights on this contract while still in the Air Corps. Upon his general's appointment to the rank of major in the Pacific Society, he met with Cohn at that annual event. Cohn said that was his introduction to that type of deal-

NATIONAL MIDWAY SHOWS Want! SHOWS AND CONCESSIONS For Clubs, Fairs, Day Funds, Boy Scout Fairs, Girls Clubs, etc. All answers, Bellevue, Tex. this week, or next. Your inquiry will be promptly answered. Address: Sun. Oct. 27, 1955, would entitle Cohn to a percentage of the gross of the contract for the two units at the California State Fair in Sacramento, after gunning for it ever since 1945. Cohn set his sights on this contract while still in the Air Corps. Upon his general's appointment to the rank of major in the Pacific Society, he met with Cohn at that annual event. Cohn said that was his introduction to that type of deal-

ACME MIDWAY SHOWS Want! SHOWS AND CONCESSIONS For Clubs, Fairs, Day Funds, Boy Scout Fairs, Girls Clubs, etc. All answers, Bellevue, Tex. this week, or next. Your inquiry will be promptly answered. Address: Sun. Oct. 27, 1955, would entitle Cohn to a percentage of the gross of the contract for the two units at the California State Fair in Sacramento, after gunning for it ever since 1945. Cohn set his sights on this contract while still in the Air Corps. Upon his general's appointment to the rank of major in the Pacific Society, he met with Cohn at that annual event. Cohn said that was his introduction to that type of deal-

FOR SALE

John R. Ward Shows West

WANTED CONCESSIONS

Out West, East and Internationally

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

RUBBER AGENTS WANTED

WANTED CONCESSIONS

Out West, East and Internationally

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

YOUR TICKET TO SALES SUCCESS—
THE ADVERTISING BROCHURES OF THE BILLBOARD!

G. A. STEVENS SHOWS

FOR HARBOUR CITY FAIR—TACOMA, WASH. CONCESSIONS WANTED FOR SHOWS. OFFERED FOR SALE IN WEATHERFORD, TEXAS. Stearns, Florida, this week.

BARNEY TASSELL SHOWS

FOR WARSAW, INDIANA FAIR—WARSAW, IND. CONCESSIONS WANTED FOR SHOWS. OFFERED FOR SALE IN WARSAW, INDIANA. Stearns, Florida, this week.

Out West, East and Internationally

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.

CONCESSIONS

A Wife for Uncle Jack—Starring Patricia Neal and George Sanders. To open in New York on November 10.
ROADSHOW REPORT

MANY of the old-time rep folks here in Cleveland who were present at the Cleveland News, 1937, and 1941, were taken aback at the sight of a figure that looked so much like the original.

At the same time, the group was impressed by the way that the new reskinning had been done. The figure had been carefully restored, and the paint and fabric had been matched as closely as possible to the original.

Elmer, who was in charge of the restoration, said that he had spent many hours working on the figure, and that he was pleased with the final result. He said that he hoped that the figure would be appreciated by the public, and that it would bring Back to life an important part of the town's history.

Van Horn Club Gives $200 to 'World Fund'

ELIZABETH, N.J., Oct. 30.—Van Horn Club has been granted a $200 contribution to the World Fund, which was established to provide aid to needy children around the world.

The Van Horn Club is a well-known organization that has been active in the community for many years. It is dedicated to improving the lives of children and young people, and has provided numerous opportunities for them to learn and grow.

The World Fund was established in 1995 by a group of concerned citizens who wanted to make a difference in the lives of children around the world. It provides grants and resources to various organizations that are working to improve the lives of children in need.

The money donated by Van Horn Club will be used to support a variety of programs and initiatives that are focused on meeting the needs of children in the local area. The club is proud to support the World Fund and hopes that its contribution will make a positive impact on the lives of children in need.

WORLD CONTESTS

ARSA Skaters Slated For '55 Competitions

NEW YORK, Oct. 30.—Championships of the United States Skaters, which is sponsored by the American Roller Skating Association, will take place in Chicago in 1955.

This year's competition will be held at the Chicago Coliseum, and will feature skaters from all over the United States. The event is expected to draw thousands of spectators, and will be one of the highlights of the roller skating season.

The American Roller Skating Association (ARSA) is the organization that governs roller skating in the United States. It is made up of a network of local clubs and competitions, and is dedicated to promoting roller skating as a healthy and enjoyable sport.

The ARSA Championships are considered to be one of the most prestigious events in the roller skating world. Skaters from all over the United States participate in the event, and it is a great opportunity for them to showcase their skills and compete against other top skaters.

In addition to the main event, the ARSA Championships also feature a variety of other events, such as the ARSA Invitational and the ARSA National Championship. These events provide a great opportunity for skaters to compete against each other in a variety of different categories.

The ARSA Championships are held every year, and are always a great event. Skaters from all over the United States, and even from other countries, come to participate in the event. It is a great opportunity for them to showcase their skills, compete against each other, and enjoy the atmosphere of a roller skating event.
FAIR OBJECTS

R-B Changes
S. C. Los as Code is Cited

ASHEVILLE GIVES RINGLING TURNAWAY
Closing Route Set; Danville Off;
Winston-Salem, Greenville Okay

COLUMBIA, S. C., Oct. 30.—The Ringling Bros. and Barnum & Bailey circus has announced that the show will leave Ashville, N. C., Monday (28), thus ending the last day of business scored in recent years in that city. Winston-Salem, N. C., and Greenville, S. C., were good, but not as good as last year.

Ringling played Winston-Salem in cool weather, but did a fair business and followed the fair by a week. Afternoon show was not what it is; fair was an advance of the

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Barnum & Bailey circus, and had been a member of the circus for many years. She is survived by her husband, Mr. Hagen, and two children.

GONZALEZ, Tex., Oct. 30—Mrs. HAGEN, the woman who appeared in the show when it was in Corpus Christi as manager, has died of heart failure in a hospital here. Mrs. Hagen was 55 years old at the time of her death. Mrs. Hagen was one of the original members of the Ringling Bros. and Bar
WANT CIRCUS ACTS at all times for 1955.

Indoor Circuses, Fairs, Parks, Showboats, TV and Clubs.

TODD WELLS AGENCY
464 N. Clark St., Chicago 10, Ill.

PHONE MEN
Grotto—Sponsor, Book & UPC.
Contact
GENE MOORE
Hortel A, PO Box 800
JOHN MARRSHALL
Fonialia, Pa. Honeick 3-1819.

DISCOGRAPHY

935
7504
For
7504
Toby
Parks,
3d
Bros..
Photo
203
MISS
CIRCUSES,
ne
you
PAMAIIASIKA
9
1954
the
City,
call.
extra
the
article
a
i^Circus
is
Ark...
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
the
South,
CHECK THIS!
GRAND OPENING
NOV. 10th
New, Larger Quarters
STEINBERG BAUM CO.
3319 N. CICERO AVE.
CHICAGO, ILL.

Distributors of:
☆ ELECTRICAL APPLIANCES
☆ TOOLS
☆ JEWELRY
☆ SPORTING GOODS
☆ FURNITURE
ALL NAME BRANDS
CONSULT US FOR ALL YOUR NEEDS
FREE PARKING

You Have Just
3 MORE WEEKS
TO SELL THE FABULOUS '54
CHRISTMAS MERCHANDISE MARKET

All orders processed and shipped in 24 hours. Visit our giant showrooms.

You sell the cream of this lucrative market—when you advertise all your gift and novelty items in
The Next 3 Billboard Issues...
November 13, November 20, and the big
NOVEMBER 27
OUTDOOR CONVENTION SPECIAL
(biggest issue of the year)

Write, wire or call your nearest Billboard office now...

MERCHANDISE TOPICS

Write The Billboard Buyer's Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelopes.

Jay Sales Company, Chicago, is featuring the new Henry Plow Excavator in keeping with dealers' needs for snow plows and steps free of snow. The device never has to be lifted because it piles as it plows. Overall weight is only seven-and-a-half pounds. It has a broken enamel finish,hides any scratches and cleans a path of 18 inches. Sample is $6. In dozens lots it is priced at $4.75.

Roy Brownback, manager of B. & B. Jewelry Sales, Houston, reported strong sales of their calendar watch. The watch has a small window cut out in the face. The date is set in this window and as long as the watch runs the date changes automatically. Only at the end of each month, then, is irregularity of the days, the watch have to be reset. B. & B. Jewelry Sales is offering the watch at $57.50 a dozen which they say is excellent for special promotions. The price includes a fancy expansion band.

A new line of Yale Plats is put out by Impaled Art Products, Brooklyn, N. Y., which is creating a stir around Acres and saucepans consisting of a line more than 30 similar wall plaques is available to choose from. Designed to retail for 50c, the largest are 8 by 12 inches. Also introduced are the plate are桃花dearly, five-inch "award" designed to please housewives. They come in assorted glazed finish in several colors. There are a dozen different badges to choose from and they bear such sayings as "World's Greatest Job "World's Biggest Bull Thrower," etc.

Harri Novelty Company, Philadelphia, has what it claims is the smallest lights in the world. Harris reports it to be selling like wildfire and the number in stock is limited. The light is the conventional spin-wheel type, priced at $2.50 per dozen and in a bright chrome finish, the item is excellent for gift giving, special sales, premium or prizes. Harris ships the same day it receives an order and requires 35 cents post paid, money order or check with order. It invites requests for its complete catalog of Christmas specialties.

Whit Sterling Jewelers, Columbia, O., calls its Starlight Original a woman's four-piece gift, consisting of expansion bracelet, $4-karat gold-plated matching brooch, necklace and safety clasp matching earrings. They may be had for $200.00. The firm is equipped for gift giving, special sales, premiums or prizes. Harris ships the same day it receives an order and requires 35 cents post paid, money order or check with order. It invites requests for its complete catalog of Christmas specialties.

The Goodberry Company, Dallas, suggests you make yourself a big Christmas hit by selling lots of performance, costumes and cosmetics. In addition to the profits you make on each sale, the firm is offering a $50.75 special price for this normally advertised watch free. A post card will get you complete details. This firm has over 400 daily used items priced to sell fast and illustrated in its catalog, sales can be made direct from the catalog that it is not necessary to present the complete line to the prospect.

Gen Sales Company, Detroit, says it has an item which is a must for all auctions, wagon riders, bingo operators, as a prize and premium award. This is the di Lido large size hand bag made of Col-O-Vin-Hyde, with adhesive strap for shoulder or hand use. The item comes in a polyethylene wrapping together with gift box, and is available in peacock blue, red, blue or black shades. The prices are being sold at $2.00 per dozen, but a sample will be sent for $3.50. A 25 cent deposit is required with order, balance cash c.o.d. Send Gen Sales Company your name and address and you will receive a catalog listing this and a number of other sets of cards, such as, jewelry post cards, leather goods, novelties, housewares, clocks, premium goods, etc.

PUNCHBOARDS

WASHINGTON: E. K. Pennington, 120 E. Washington, $49.00. 50x.50.
PHILADELPHIA: A. M. Pancoast, 1421 Market St., $48.00. 50x.50.
BOSTON: L. J. Kline, 510 Washington St., $48.00. 50x.50.
CHICAGO: Edward G. Mencher, 820 W. Jackson Blvd., Chicago, $48.00. 50x.50.
NEW YORK: J. H. Schillinger, 108 W. 34th Street, $48.00. 50x.50.
SAN FRANCISCO: J. L. Kline, 320 Market St., $48.00. 50x.50.

DELUXE SALES CO. BLUE EARTH, MINN.

MEXICAN HAND TIED HATBANDS AND LINGERIE BANDS

ARNOLD'S HATBAND CO.
275 W. 34th St., Chicago, Ill. Phone: 5-5450. Cable: Billaboo.

LUIS DE ARANGURU
101 St. Paul St., Los Angeles, Tex.
Pipes for Pitchmen

OUR COLLEAGUE ... Ron Eddington, in Richmond, Va., clips us the following low down: Max Fire has pushed his dark box after picking up the tobacco farmers in North Carolina and will set up his trips in the vicinity of 529 Front Ave., Brooklyn, with his brother, William Burdick, just outside the Veterans' Hospital, is working peddlers to fair returns around South Boston. Judson (Pug) Williams is still hospitalized and would like to hear from Julia Wayne, Coney Coleman, Herman Perrin and all the other boys he left in St. Thomas. Bob Williams, who is working sheet around the Danville tobacco warehouses, took time off for a little goin' around at the Halifax County Fair, South Boston, Va. Bob LeRoy, who is in a Galen- burg, Ill., department store doing handwriting analysis, reports that business is on the pretty good side. ... Harry Frank has given up the watch and is operating a restaurant in Richmond, Va., and he says that he'd like to see all his old traveling companions. ... Edith and Carry Kemp are mak- ing the North and South Carolina fairs with their slum jewelry patch and retiring good time. After the tobacco season, they plan to go around Hartford for the season.

"WHY CAN'T WE hear from the many novelty men traveling with the tobacco and out- side the city with the spin out. The West Virginia Section of the B&W老虎 has grown to a magnitude there are almost as many publishers."

NEW LOW PRICES

TROUBLE LIGHTS

FLOOR LIGHTS

EXTENSION

CATALOG ON REQUEST

DEMONSTRATORS-PITCHMEN TALKERS-STOCK WORKERS

Full Illustrated Catalogue. Addressрут New York, N.Y.

PIECES OF THE SEASON

PACKARD JEWELRY CO.

2355 Franklin Ave.

NEW YORK, N.Y.

MIDGET CATALOG

DEMONSTRATORS-PITCHMEN TALKERS-STOCK WORKERS

Full Illustrated Catalogue. Address correspondent in New York, N.Y.

PIECES OF THE SEASON

PACKARD JEWELRY CO.

2355 Franklin Ave.

NEW YORK, N.Y.
CLASSIFIED SECTION
A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular type, additional lines $1.00 each. No illustrations or cuts permitted.
RATE: 15¢ a word—Minimum $3

DISPLAY-CLASSIFIED ADS
Set in larger type (up to 14 pt) and displayed in large advertisement size. No illustrations or cuts permitted.
RATE: $1 per square inch—$1—CASH WITH ORDER

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
When using a Box Number in capsule, add 25¢ per insertion. In addition, add 25¢ per word to address.

Domestic and foreign subscribers of a newspaper of general circulation should use a local newspaper or its equivalent.

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK’S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati 22, Ohio

ACTS, SONGS & PARODIES

ADIR COLLECTION FOR SMART ENTERTAINMENT

AGENTS & DISTRIBUTORS

AAA AMAZING BARGAINS

AMERICAN FLAGS

BS_ ALOE

KHAKI

LULU. T. L.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.

LULU.
COMING EVENTS

Arizona
Phoenix—April 30, Livestock Show & Sale
California
Cupertino—Carrie F. Heffron, Exec. Sec., P.O. Box 51, Cupertino, Calif. 95014

Texas— secure Alligator Show, Mar. 2-4, Houston, Texas
Florida
Orlando—Florida Dairy Show, Apr. 29-30, Orlando, Fla.
South Dakota
Rapid City—Livestock Show, Nov. 25-26, South Dakota, S.D.

XMAS DOLLS

HARRIET HUBBARD AYER DOLL

All plastic doll, movable arms and legs, magic scar on face. Hair can be shaven and worn complete with makeup kit.

OUR 1955 EDITION

Send for your FREE catalog today!

804 Sansom Street
Philadelphia 7, Pa.

NOW ORDERING... Visit our New Floor Showroom at Above Address

WHOLESALE CATALOG

I KIPP

is ready

NATIONALLY ADVERTISED

MERCHANDISE

Appliances
Luggage
Housewares
Jewelry
Sporting Goods
Toys
Radios
Diamonds

Shoppers At
RAKE COMPANY

Eaton Ave. & 13th St.
Philadelphia 13

1955

NW. 12th St.
Philadelphia 13

MA. 7-2345
LO 7-6454

RADIO DOLLS

SEND FOR YOUR CATALOG

KIPP BROTHERS

MINI EARRINGS BRACELETS LOOKS LIKE YOU'VE SEEN THEM ON TELEVISION, BUT THEY ARE NOT AVAILABLE THROUGH THE POST OFFICE

MINI EARRINGS BRACELETS

NOW AVAILABLE

LAMBSKIN RUGS

The Only Genuine Lambskin Rug

The Best

The Cheapest

The Finest


3 REASONS WHY THIS IS Your Hottest Seller
1. Write RED
2. Write BLUE
3. Write GREEN

3-PEN SET IN PERSONAL PLAY- THE GREATEST VALUE IN PERSONAL PLAY- IN THE WORLD

HARRIS NOVELTY CO.

THIS IS OUR ONLY STORE

1102 ARCH STREET

PHILADELPHIA 7, PA.

SEND FOR OUR LATEST CATALOG

ORDER BY PHONE

(Phones: MA 7-9616—WA 2-6790)

STERLING JEWELERS

WE ARE NOT AFFILIATED WITH ANY OUT-OF-STATE STORE

380 N. WASHINGTON ST.

CHICAGO 5, ILL.

CONSIGNMENT SPECIALISTS

PACKARD JEWELRY CO.

313 N. MAIN ST.

EUGENE, ORE.

MADE FOR ALL KINDS OF USE

IN PERSONAL PLAY

TOWER Plastics Corp.

NEW YORK 17, N. Y.

WORLD HEADQUARTERS

SPECIAL OFFER

SEND FOR YOUR CATALOG

REALISTIC VARIOUS SIZES

RUMALIS RINGS

Send Now for FREE Catalog

STERLING JEWELERS

WE ARE NOT AFFILIATED WITH ANY OUT-OF-STATE STORE

1102 ARCH STREET

PHILADELPHIA 7, PA.

SEND FOR OUR LATEST CATALOG

MECHANICAL FUR WALKING MONKEY

Completely with hat and cane. Each one is a hit.

$4.00 Dozen

$42.00 Gross

LARGE Wax Packed Whole Dahlia Heads

$2.50 Per Dozen

$30.00 Per 100

25% Deposit Required — WE SHIP SAME DAY WE RECEIVED ORDER
Milkmen Convinced Vending Will Incur Surplus Problem

Dairy Ops to Concentrate on Outdoor Locations; Leave Plants for Others

By AARON STEINFIELD

ATLANTIC CITY, Oct. 30—There is no question that automated machinery is in the planning of American dairymen today. But the fate of the millions of milkmen to invade the vending field were reviewed this week at the 1954 National Convention which ended its six-day run here today.

High interest and low enthusiasm were diametrically opposite to the attitude that they liked the idea of going into a vending operation. On the contrary, it could be avoided.

One reason thought dominant thought that the convention and the air dairymen conventions which were held around the country that they would use tremendous milk surplus.

Nearly everybody had two answers to the problem—sell milk to the public and maintain it available away from home.

Ben Fry Dies, Nat'l Vendors' Founder, Pres.

ST. LOUIS, Oct. 30—Ben Fry, president of National Vendors Association, died at his home here early Tuesday morning. He was 60. He had been ill for six months.

Fry was founder and president of National Vendors Association and its predecessor and vice-president of National Beverages, Inc., both of St. Louis.

Fry grew up in the vending machine industry. At 10 he joined the National Sales Machine Company, an early vending machine company started by his father. In 1933 Fry started his own vending machine company which later helped found National Vendors.

As long as Fry was president of the association, he was considered a national authority on the vending industry and developed one of the earliest vending machines.

Also he shunned offices within his industry which would have brought him power and prestige. He never encouraged his associates to work actively in the industry's behalf.

He is survived by his widow, Faye, by his father and mother, Mr. and Mrs. B. L. Fry, and by three daughters, Judy, Frances and Debrah.

ABC Decides Against Name Change in '54

WASHINGTON, Oct. 30—American Bottlers of Contaminated Beverages will retain its name—at least until well into 1955.

An earlier move to change the name, which was a result of the recent federal investigation was defeated by the executive board. Originally, it was planned to change the name at the group's 1955 convention. The resolution was adopted 15-18.

Membership voted approval as possible effects of the change. The proposed name, it was noted, clone both the word "bottlers" and "clean." A new cheeses, "bottler's" and "bottles, clean, electric"

Vending Mfrs. Report Brisk Sales At Dairy Show; Outdoor Units Best

ATLANTIC CITY, Oct. 30—The five vending machine manufacturers at the Dairy Industries Exposition here this week reported that sales were brisk—despite the fact that the show was held in the dead part of the season, particularly for outdoor units.

Electric units were the Ideal Dispenser Company, Elgin, Illinois; The Vending Company, St. Louis; The Refrigerating Engineering Company, Inc.; and the Minks, the Bowler Corporation, New York, and the Vendo Company, Chicago.

The Ideal exhibit had five vendors, with three different models of semi-automated machines shown. They are the "Easy Money" model—named after the "Easy Money" model—named for the first time at the show—named for the first time to Modern Dairyman.

The Bowler Corporation picked the plans, in the center of Michigan for the "Bowler" model, and for the "Milkman" model, in a remote area.

The Bowler booth had a dozen "Easy Money" models, with a capacity of 312 milk units, and the Minks exhibit was a combination of milk and carbonated beverage unit, a chocolate machine, and a flower bouquet machine.

School Subsidy to Aid Milk Vending

$50 Mil Available in 1954; Snack Value To Be Plugged; Vending Tests Planned

ATLANTIC CITY, Oct. 30—Vending is due for a share of the $50,000,000 subsidy voted by the last Congress, to aid milk vending in the nation's schools. Although large the share will be small in comparison with the $500,000,000 subsidy voted by the operator remains to be seen. Few will be the number of school children not so well aware of the federal law, the House of Representatives and the Senate have agreed on a bill to aid vending in schools. School vending will be centered around the suburb. The Department of Agriculture will advance funds to States which have submitted satisfactory plans of operation for a milk program for the school year. In States where the State agency has established vending machines to private schools, the USDA will administer the funds directly.

General Bows Canned Drink Mach at $395

PHILADELPHIA, Oct. 30—General Vending Machine Corporation announced a new 4-flavor dispenser, called Canned Drink Mach, at $395. The machine is a combination of the latest vending machine and the latest in modern technology. It is priced at $335, handles both top-cap and flat-top sets.

The unit comes in two models, a 6 and 12-flavor model. The 6-flavor model can accommodate 209 cans in vending and 108 cans in non-cooled compartments. Both carry the same price range.

The Canned Drink Mach is a one-man unit; cans are ventilated automatically; they are cooled in the 12-flavor model. The 6-flavor model has a capacity of 209 cans in vending and 108 cans in non-cooled compartments. Both carry the same price range.

The unit comes in two models, a 6 and 12-flavor model. The 6-flavor model can accommodate 209 cans in vending and 108 cans in non-cooled compartments. Both carry the same price range.
Kiley Named Chairman of 55 Nama Show

CHICAGO, Oct. 30—Bernard J. Kiley, Jr., has been named chairman of the 55th National Automatic Merchandising Association convention to be held at the Conrad Hilton Hotel in Chicago, Oct. 24-26, Kiley heads Airport Vending Service, Inc., which has operated vending machines in Chicago. Also appointed to posts for the convention by the NAMA board of directors were Myer Colfoid, G. B. Match Company, vice-chairman; Charles H. Wilkins, Rexmeyer's, general Merchandising Company, program vice-chairman.

School Subsidy

Continued on page 74. 

The program works out in this way: When 15 cents is paid, a quota based on the amount of milk used previously, with a subsi-
dy of $0.05 per case, will be given to dealers. The plan calls for a subsidy of 4 cents on each half pint of milk sold by dealers who have an existing quota. The money will be given to the dealers who have an existing quota.

For the vending operator, the plan was a model for the outside market. In order to qualify for the sub-
sidy, the school must purchase the milk and keep its own books. When an outside selling agent—such as a vending operator—is involved, the deal is off. However, there are courses of action open to the operator which would allow him to place school vendors in schools and still not de-
prive the schools of the subsidy.

For example, Robert W. Wagn,
to the operator, said: "The vending company will be able to sell the milk, keeping the same subsidy, if it is sold for the school's account." The operator's agent will use the money to cover the cost of labor and other expenses necessary to run the vending operation in the school buildings.

Kiley Named Chairman of 55 Nama Show

CHICAGO, Oct. 30—Bernard J. Kiley, Jr., has been named chairman of the 55th National Automatic Merchandising Association convention to be held at the Conrad Hilton Hotel in Chicago, Oct. 24-26, Kiley heads Airport Vending Service, Inc., which has operated vending machines in Chicago. Also appointed to posts for the convention by the NAMA board of directors were Myer Colfoid, G. B. Match Company, vice-chairman; Charles H. Wilkins, Rexmeyer's, general Merchandising Company, program vice-chairman.

School Subsidy

Continued on page 74. 

The program works out in this way: When 15 cents is paid, a quota based on the amount of milk used previously, with a subsi-
dy of $0.05 per case, will be given to dealers. The plan calls for a subsidy of 4 cents on each half pint of milk sold by dealers who have an existing quota. The money will be given to the dealers who have an existing quota.

For the vending operator, the plan was a model for the outside market. In order to qualify for the sub-
sidy, the school must purchase the milk and keep its own books. When an outside selling agent—such as a vending operator—is involved, the deal is off. However, there are courses of action open to the operator which would allow him to place school vendors in schools and still not de-
prive the schools of the subsidy.

For example, Robert W. Wagn,
to the operator, said: "The vending company will be able to sell the milk, keeping the same subsidy, if it is sold for the school's account." The operator's agent will use the money to cover the cost of labor and other expenses necessary to run the vending operation in the school buildings.

Kiley Named Chairman of 55 Nama Show

CHICAGO, Oct. 30—Bernard J. Kiley, Jr., has been named chairman of the 55th National Automatic Merchandising Association convention to be held at the Conrad Hilton Hotel in Chicago, Oct. 24-26, Kiley heads Airport Vending Service, Inc., which has operated vending machines in Chicago. Also appointed to posts for the convention by the NAMA board of directors were Myer Colfoid, G. B. Match Company, vice-chairman; Charles H. Wilkins, Rexmeyer's, general Merchandising Company, program vice-chairman.

School Subsidy

Continued on page 74. 

The program works out in this way: When 15 cents is paid, a quota based on the amount of milk used previously, with a subsi-
dy of $0.05 per case, will be given to dealers. The plan calls for a subsidy of 4 cents on each half pint of milk sold by dealers who have an existing quota. The money will be given to the dealers who have an existing quota.

For the vending operator, the plan was a model for the outside market. In order to qualify for the sub-
sidy, the school must purchase the milk and keep its own books. When an outside selling agent—such as a vending operator—is involved, the deal is off. However, there are courses of action open to the operator which would allow him to place school vendors in schools and still not de-
prive the schools of the subsidy.

For example, Robert W. Wagn,
to the operator, said: "The vending company will be able to sell the milk, keeping the same subsidy, if it is sold for the school's account." The operator's agent will use the money to cover the cost of labor and other expenses necessary to run the vending operation in the school buildings.
IMPROVED! VENDING MACHINES

VICTOR’S SUPER V
The Ideal Capsule Vendor
Featuring the Greatest Turning Power Ever Built on a Vending Machine...

- Cabinet of two-tier solid oak—rimmed in clear glass—one compartment unique design—w/ eye-catching appeal for prominent display.
- Large capacity: 300 or 600 assorted ball games. Packed and shipped in 48 hour.
- Less than 25 cases... $71.00 per case
- 25 cases or more... 67.00 per case

The World Famous
STANDARD TOPPER
That attractive ensemble—to finish in smooth, hard
Durable and chrome... solid construction, precision built and amazingly durable. Equipped with the large glass globe.

PACKED AND SHOWN IN 4 CASES

Place Your Orders With Your
Nearest Victor Distributor

VICTOR VENDING CORP.
5073-13 W. Grand Ave., Chicago 29, Illinois

CIGARETTE AND CANDY MACHINES!
All machines have BINGO and Special Award Raffles included—machines can be set for either 25c or 20c operations. ($50.00 additional for 10c)

Local Vending Machinery Experts

SPECIAL THIS WEEK
UNION CIGARETTE VENDORS
Model 7, 12 tubes... $20.00
Model 8, 12 tubes... $25.00

DU TRIPLE WHEEL CIGARETTE VENDORS
Model 7, 12 tubes... $25.00
Model 8, 12 tubes... $30.00

BOTTLE VENDING MACHINES
Model 1, 12 tubes, 200 cases... $14.00
Model 7, 12 tubes... $18.00

BOTTLE, CIGARETTE, CANDY MACHINES
Model 1, 12 tubes... $20.00
Model 7, 12 tubes... $25.00
Model 8, 12 tubes... $30.00

LOWEST PRICES IN THE BUSINESS

INPEA VENDING MACHINES
Coca-Cola Bottle Vendor—Cane Drink Vendor
WRITE FOR INFORMATION

Our Points Are
VENDORS
Foster Points
Prevent Poaching
Fitting & Housing

UNEEDA VENDING SERVICE, INC.
The Nation’s Leading Distributor of Vending Machines—NEW—ECONOMIZED LIKE NEW
250 Monroe Street, Brooklyn N. Y. X. Connection 3-2925

Precision-Built for Protection & Profits!

ACORN

The only complete-0 of its kind—standard precision-built ALL-PURPOSE VENDOR

- Vends Cigarettes—Gum—all bulk items
- Filled, ready-to-sell merchandise state.
- Tangle-proof Held by top lock, body clamped only.
- Guaranteed internally—weight less than 7 lb.

SILVER-STREAK

BROOM HOUSES & BALL GUN WARE

VICTOR Vending Values
FROM “BETTER BUY” BITTERMAN
Super V Outstanding Capsule Vendor...$7.95 ea.
Topper Deluxe

- Sensitive, accurately built machine.
- AutomaticYuim, well equals 99.50.
- Automatic loading system.
- Located in market center.

BERNARD K. BITTERMAN
4016 WASHINGTON AVE., KANSAS CITY, MISSOURI

Blue-Sky Gimmicks Hit

Continued from page 14

VICTOR’S SUPER V
The Ideal Capsule Vendor

Many deals include obtaining leases for the respective vending machines—with the buyer paying a set fee for the machine or “leasing” the machine over “a going route.” These locations almost always consist of the poorest possible types of locations, by-passed by the established operators.

Play on Sympathy

In getting locations, the promoter has sometimes adopted vicious means. In Chicago, two cases were once reported where crippled or otherwise handicapped persons were employed to gain location entry on the “sympathy” angle.

One example involved employment of a blind boy before seeing eye dog and a woman driver for his car.

Another example of the type of “extortion” is the “mug routes” set up by promoters consisted of a Chinese laundry installers. Seized these machines, it was candy, ball gum and nut vendor. This was the Price he paid to an end of the rainbow for which one “opposite” spend $50.00. The real windfall profits for the promoter comes from the difference in the prices he charges for machines.

Examples are endless. An elderly couple invented their lifetime savings of $2,500 in prize machines, for which they paid $125.00. List price per machine: $15.

Coffee machines were sold to would-be operaors in Canada by a vending promotional firm. For what they paid for the machine ($300.00 each) List price in the U. S. of $15 per machine, salesmen were only a chump.

The machines were never delivered, and since international boundaries were involved, the Canadians had no recourse.

Sometime later, two more promoters advertised an unusual machine for $1,500. A coffee machine with the least coffee. Said coffee machines would be operated in Canada by a vending promotional firm. For what they paid for the machine ($300.00 each) List price in the U. S. of $15 per machine, salesmen were only a chump.

The machines were never delivered, and since international boundaries were involved, the Canadians had no recourse.

Sometime later, two more promoters advertised an unusual machine for $1,500. A coffee machine with the least coffee. Said coffee machines would be operated in Canada by a vending promotional firm. For what they paid for the machine ($300.00 each) List price in the U. S. of $15 per machine, salesmen were only a chump.

Fairlawn, N. J.,
Lashes Out at Milk Vending

FAIRLAWN, N. J., Oct. 30—
A borough official this week struck a hard blow to outdoor milk vending, although by action through Al Arthur Minnsick, the borough manager, by the closing of the “unlawful and illegal” establishment.

Under the borough act the manager, by the closing of the “unlawful and illegal” establishment.

Under the borough act the manager, by the closing of the “unlawful and illegal” establishment.

The Mayor of the North Jersey community, one of the few of its kind, does not conform to these needs a regulation. In recent weeks local authorities have issued dozens of notices informing the “unlawful and illegal” establishment.

For several months the month of July, in N. J., many outdoor milk vendors have been seeking the ground that they were “not keeping with the community’s gracious way of life.

Correction

CHICAGO, Oct. 30—The list price of the Better Baked Products’ new three-flavor ice cream vendor, $1,725, as published in The Billboard, October 23. The corrected list price of the machine is $1,475.

IMMEDIATE DELIVERY
GOLD Vacuum-Pumped SPARKLE RINGS and INITIAL RINGS
NOW—We can deliver fast. Our New Ring Mold is working like a charm. $1.50 Per $1.00.

For Salesmen: $1.50 Per $1.00.

FOR Your Distributors: $1.50 Per $1.00.

SAMUEL EPP.
6430 S. Central
Chicago, Ill.

Please Note—Circulars are mailed twice a month, a group of 500.

SP-CIAL

Limited Edition! 10.00

500 Filled Capsules

Cash with order.

ROY TORR—LAKESIDE, PA.

VICTOR Capsule Items

Pioneer Vending Service
369 Atwater Ave., Brooklyn, N. Y. Phone Ringer 6167

Special—“Better Buy” Super V
20¢ Toy Capsule Vending Machine...

SUPER VENDOR 900 NEW “BISCUIT” CAPSULES

The Success of the Future

F. O. B. New York

The Billboard
November 6, 1954

76
**REGION XII WINS SPECHER AWARD**

CHICAGO, Oct. 30—The fourth annual presentation of the Raymond W. Specher Memorial Award was made to William J. Higgins of Huntington Auto Vending, Seattle, chairman of Region XII, National Automatic Merchandising Association. Mr. Higgins' membership increased 36.5% during the past year. The following states: Washington, Idaho, and Montana.

Mills Industries

**CHICANEGG VICTOR’S NEW ACTION CHARM**

**GOING STRONG**

**CAPSULES (FILED)**

<table>
<thead>
<tr>
<th>All</th>
<th>$10.00</th>
<th>500-min.</th>
<th>100-min.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airlite Specialties</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
</tr>
<tr>
<td>Pufflite</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
</tr>
<tr>
<td>Regular Charles</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
</tr>
<tr>
<td>Capsule King</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
</tr>
<tr>
<td>Capsule King Jr.</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
</tr>
<tr>
<td>Capsule King II</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
</tr>
<tr>
<td>Capsule King III</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
</tr>
<tr>
<td>Capsule King IV</td>
<td>25c</td>
<td>25c</td>
<td>25c</td>
</tr>
</tbody>
</table>

**TOP VALUE CAPSULE ITEMS THAT PAY OFF!**

- VEND-A-MAN | 10.00 |
- VEND-A-HOT DOG | 10.00 |
- VEND-A-SODA | 10.00 |
- VEND-A-ICE CREAM | 10.00 |
- VEND-A-FOODS | 10.00 |
- VEND-A-DRINKS | 10.00 |
- VEND-A-BERLIN | 10.00 |
- VEND-A-MILK | 10.00 |
- VEND-A-CHICKEN | 10.00 |

**KEEPS ON OUR ACTIVE LIST**

**ADVANCE SANITARY VENDING, INC.**

**THE FINEST FOR VENDING**

**FLAT-PACK PRODUCTION**

**STANDARD VENDING, INC.**

Please note that the content above is a natural language representation of the document and is not intended to be a perfect transcription.
New Wurlitzer Distrib Named For S. Calif.

HOLLYWOOD, Oct. 30.—A new distributor has been named by the Wurlitzer Company of Chicago, with the announcement made here this week. The firm, Sierra Distributing Company, currently on-going in 3 rooms and offices on Pico Boulevard, began operations oct. 10.

Activities of the new Wurlitzer entity, Sierra Distributing, included Ray B. Powers, veteran manager of Powers Wurlitzer Sales Company, and prior to that was with Badger Sales Company.

Paul Laymack, is former manager of the New Wurlitzer territory.

The firm will continue to represent the Bally Manufacturing Company in this area.

LOCATION-WISE

Key to Profit: Good Service, Says Wis. Op

MILWAUKEE, Oct. 30.—Walter (Pop) Werner & Son, who operate an Amusement Park in Waukesha, Wis., have announced that good service is the key to successful juke box operation. The company, which celebrated its 74th birthday, its 50th wedding anniversary this year in the coin machine business, attributes his success to his triumph by good service.

Ray Coolidge and Phil Levin, who operate the Tiger Service Station gave the keys for the past 20 years. Waters had this to say in operation of his single line of jukes on every call.

You can’t fail if a machine is delivering proper service for sure.

2d Quarter Sales Up 25% At Wurlitzer

CHICAGO, Oct. 30.—Sales of the Wurlitzer Company continued to be recorded at a new high, with the announcement of reduced prices, according to President R. B. Blatt.

Net earnings for the quarter ended Sept. 30, 1964, were $10,000, 634, a 29 per cent increase compared to the same period a year ago.

This past Tuesday was the first time that we had encountered any problems with the equipment.

The company has been in service for over 20 years, and is one of the leading names in the amusement industry.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the movie department up front is this issue of The Billboard which features articles on the new Wurlitzer partner's expansion, the announcement of the new distributor in Chicago, and the new American Radio History site.

ASCAP HOLDS ANNUAL MEETING (20) with a broad range of topics discussed at the convention, including copyright and royalty issues, the role of technology in the music industry, and the impact of digital music on the industry. The convention was held at the Hyatt Regency in Chicago.

NO MONOPOLY ON HIT TUNES brought home to music publishers the need for a more unified approach to the industry's challenges. The meeting was held at the Music Publishers Association in New York.

FLYING FIELD NOT CROWDED but despite the peak summer season, the airport remained busy with activity. The meeting was held at the Chicago Airport.

Independents all show talk back. A meeting of the Chicago Independent Publishers was held at the Chicago Airport.

NIKOLAI NASTY NASTY NASTY. A meeting of the American Federation of Musicians was held at the Chicago Airport.

CEN COURT TO BRIEF CASES, a meeting of the new American Radio History site was held at the Chicago Airport.

And many other informative news stories, as well as Honor Roll of Hits and pop charts.
...and WINNER with Operators at Every Distributor Showing

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN – AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY. 5500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN
Licensor: Jensen Music Automats—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, Palaisgade, Copenhagen K., Denmark
They really

ROLL OUT THE RED CARPET

for this Wurlitzer

All year long the location reception of the high earning Wurlitzer 1700 has been terrific—and it continues at the same sensational pace.

Add up its features and you'll know why. No other phonograph offers so much in eye-arresting beauty, ear-pleasing high fidelity tone and operator-satisfying freedom from service. It all sums up to the reason for Wurlitzer fame—higher earnings.

SEE IT—HEAR IT—BUY IT
AT YOUR WURLITZER DISTRIBUTOR

THE HIGH EARNING, HIGH FIDELITY

Wurlitzer

1700HF

TAKES THE MASK OFF THE MUSIC

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856
COINMEN YOU KNOW

Chicago

COINMEN, Inc., 111 W. Genesee St., Detroit, Rinn's Radio, 7032 W. Van Buren St., Chicago, and the Chicago Coin Clubs.

New Three Names . . .

Television supply houses and coin machine manufacturers were buoyed by this week's announcement of the death of Joe O. Corson, Portland, Oregon. A recent subscriber of the Chicago Coin Machine Company, he was a prominent member of the local coin machine industry. His death leaves a void in the ranks of the company's executives.

Jerome R. Drucker, president of the company, announced the promotion of John W. Rinn, Jr., to the position of vice president and general manager. Rinn has served the company in various capacities for many years, including as chief engineer and director of sales.

The announcement was well-received by the industry, as many felt that Rinn was the ideal person to lead the company in the future. His years of experience and familiarity with the business ensured a smooth transition.

Drucker also announced the appointment of James M. Smith as executive vice president. Smith has a long history with the company, having begun his career as a sales representative over two decades ago.

The promotions reflect the company's commitment to maintaining a strong leadership team and ensuring a stable future for the business. The industry looks forward to seeing the company continue to grow and thrive under the guidance of Rinn and Smith.
This Beautiful New
Model 1446 selection phonograph

Smallest 120 Selection Phonograph Made

The Best Phonograph Built . . . Ask Your Service Man—He Knows!
See It, Hear It, Buy It at Your Distributors Today

Write For Descriptive Literature

ROCK-OLA MANUFACTURING CORP., 800 N. KEDZIE AVE., CHICAGO 51, ILL.
Ross Distributing
Bows '55 Rock-Ola

MIAMI, Oct. 30—Ross Distributing
Company placed the new 120-
channel Rock-Ola phonograph on
their showroom floor this week and
equipped an admiring com-
pany with one immediately.
Altho no new unwrapping
machine appeared to the eye of
Elle Ross he reported that he
taken a production leap with the
new machine.
Besides its high fidelity improv-
ements and the fact that it
fits to fit about any location,
Ross pointed out.

Location-Wise

Continued from page 78

Miami Op

Continued from page 78

Mark Death of Henry H. Cruse

MIAMI, Oct. 30—Henry H.
Cruse, 49, prominent coin-
machine operator, was killed
October 25. Entombment was in
a Forest Park Mausoleum under
the care of J. H. Reiss, 359.
A. F. and A.

H. Cruse was born in Knox
and State Coin machine circles
circle, which he joined in 1937,
Peacock. In the operating firm of
Cruse & Peacock Amusement Com-
pany, he was employed as a
active worker in the Houston
Music Operators Association,
organized in 1937, and remained
a member until his death.

R. Thaxter Named
By Magne-Tronics

NEW YORK, Oct. 30.—Roger
Thaxter this week was named di-
rector of Magne-Tronics, Inc.,
producer of phonographs, in
the distruibution, institutional and retail la-

thanking manager of Muzik for eight years
been made by Pacey L. Dutschke, Magne-

Gray-Bar dealers are distributors
wrapped on a franchise basis.

500 or Akron

Continued from page 78

Disk of Month

Continued from page 78

Gruppo di musicisti e di
artisti, taking the list. Leo Elgar
popular new orchestra leader on

Radio City in New York on

October 30, makes his debut with
a program of M-G-M, interest-
ging with his usual top-notch or-

Another entertainment was sup-
plied by RCA Victor, Peggy
Kingsland, Billy Farrall, Mercury,
Thaxter had been promotion
manager of Muzik for eight years
been made by Pacey L. Dutschke, Magne-

Gray-Bar dealers are distributors
wrapped on a franchise basis.

500 or Akron

Continued from page 78

Disk of Month

Continued from page 78

Gruppo di musicisti e di
artisti, taking the list. Leo Elgar
popular new orchestra leader on

Radio City in New York on

October 30, makes his debut with
a program of M-G-M, interest-
ging with his usual top-notch or-

Another entertainment was sup-
plied by RCA Victor, Peggy
Kingsland, Billy Farrall, Mercury,
Thaxter had been promotion
manager of Muzik for eight years
been made by Pacey L. Dutschke, Magne-

Gray-Bar dealers are distributors
wrapped on a franchise basis.

500 or Akron

Continued from page 78

Disk of Month

Continued from page 78

Gruppo di musicisti e di
artisti, taking the list. Leo Elgar
popular new orchestra leader on

Radio City in New York on

October 30, makes his debut with
a program of M-G-M, interest-
ging with his usual top-notch or-

Another entertainment was sup-
plied by RCA Victor, Peggy
Kingsland, Billy Farrall, Mercury,
Thaxter had been promotion
manager of Muzik for eight years
been made by Pacey L. Dutschke, Magne-

Gray-Bar dealers are distributors
wrapped on a franchise basis.

500 or Akron

Continued from page 78

Disk of Month

Continued from page 78

Gruppo di musicisti e di
artisti, taking the list. Leo Elgar
popular new orchestra leader on

Radio City in New York on

October 30, makes his debut with
a program of M-G-M, interest-
ging with his usual top-notch or-

Another entertainment was sup-
plied by RCA Victor, Peggy
Kingsland, Billy Farrall, Mercury,
Thaxter had been promotion
manager of Muzik for eight years
been made by Pacey L. Dutschke, Magne-

Gray-Bar dealers are distributors
wrapped on a franchise basis.

500 or Akron

Continued from page 78

Disk of Month

Continued from page 78

Gruppo di musicisti e di
artisti, taking the list. Leo Elgar
popular new orchestra leader on

Radio City in New York on

October 30, makes his debut with
a program of M-G-M, interest-
ging with his usual top-notch or-

Another entertainment was sup-
plied by RCA Victor, Peggy
Kingsland, Billy Farrall, Mercury,
Thaxter had been promotion
manager of Muzik for eight years
been made by Pacey L. Dutschke, Magne-

Gray-Bar dealers are distributors
wrapped on a franchise basis.

500 or Akron

Continued from page 78

Disk of Month

Continued from page 78

Gruppo di musicisti e di
artisti, taking the list. Leo Elgar
popular new orchestra leader on

Radio City in New York on

October 30, makes his debut with
a program of M-G-M, interest-
ging with his usual top-notch or-

Another entertainment was sup-
plied by RCA Victor, Peggy
Kingsland, Billy Farrall, Mercury,
Thaxter had been promotion
manager of Muzik for eight years
been made by Pacey L. Dutschke, Magne-

Gray-Bar dealers are distributors
wrapped on a franchise basis.

500 or Akron

Continued from page 78

Disk of Month

Continued from page 78

Gruppo di musicisti e di
artisti, taking the list. Leo Elgar
popular new orchestra leader on

Radio City in New York on

October 30, makes his debut with
a program of M-G-M, interest-
ging with his usual top-notch or-

Another entertainment was sup-
plied by RCA Victor, Peggy
Kingsland, Billy Farrall, Mercury,
Thaxter had been promotion
manager of Muzik for eight years
been made by Pacey L. Dutschke, Magne-

Gray-Bar dealers are distributors
wrapped on a franchise basis.
 Phillly Coin Distrib Set Up Rental Plan

Leases Games, Jukes to Ops by Week; 14 Members of Local Group in Deal

PHILADELPHIA, Oct. 31—Philadelphia’s coin machine distributors have so far managed to stem the deluge of arcade game complaints and are optimistic that the advent of a rental plan will help curtail the coin-operated amusement games and save the entire industry from bankruptcy. Among fourteen members of the American Machine Association who are working on the plan and are currently operating coin-operated machines, Max Brown, head of the firm, is the primary target for the plan as association members believe

SUCCESS SIGN

Outdoor Ad Moves Used Games, Jukes

ST. LOUIS, Oct. 31—One of the reasons why Missouri Novelties Company, Inc. and one of the industry’s largest volumes of used coin machine equipment for home use has been the result of a recent advertising sign on the upper facade of the building.

The sign, which Joe Morris of the management had installed several weeks ago, has caught the eye of pinball players, to whom it brings the smile. The sign is mounted directly on the brick of the building and is of black and white color. It is placed at the rear for providing prices or manufacturers’ names when desirable.

Inasmuch as St. Louis is a city of roadblocks or basement entertainment rooms, there is a ready market for well-kept and well-used machines. Only coin machines of all types. By placing the sign where it is seen by many thousands from the city’s major traffic routes, as well as hundreds of others, the Morris Novelties Company sells coin machine equipment for home use within a few days after receipt.

It is necessary to change the sales information on the bulletin board at frequent intervals because people come and go, and may find something of interest in one of the two or three game after year for used phonograph records, among which are the two most popular items.

German Coin Industry Ups Exports 50%.

BERLIN, Oct. 20—Exports of coin-operated machines by German manufacturers increased last month to the six months of 1954, compared with the same period in 1948. The exports were made to 22 countries. Countries, which bought German machines in the previous years placed increased orders for 1954.

Large orders were also reported from many new customers, including Argentina, Brazil, France, India, Turkey and the United Kingdom. The German machine orders from a number of countries had been for samples, but larger orders followed this year.

Game Tax Yield Drops in August.

WASHINGTON, Oct. 30—The yield from federal taxes on coin-operated amusement game devices were lower in August than they were a year ago, the Internal Revenue Service reported this week.

Revenue from the federal tax on coin-operated amusement devices in August was $1,700,000 compared with $2,000,000 in August of the previous year.

At the end of the fiscal year on August 31, the tax on coin-operated devices was 85 cents on each machine.

Revenue from the federal tax on cigarettes was $3,000,000 in August, compared with $3,700,000 in August, 1953.

Richard Court Calls Free-Fly Game Unlawful.

CHICAGO, Oct. 30—A new amusement machine of a type which a player with one coupon can obtain a prize coupon, according to a decision in Hamilton County, Ohio. The court ruled that the game was brought into the city by a traveling amusement operator Oscar K. Lewis and the County has ordered it barred. Judge Haddon, judge presiding, who heard the case, stated that he was not intentionally violating a law, and imposed no penalty.

After a no opposition was voiced for two bills pending in the Senate, but both are the pending projected ordinance, Abe Fish, on behalf of the State of Connecticut, and Paul Rechtsh, MOC public relations chairman, asked the committee to defer some of the clauses in the ordinance, to be studied by examining operators immediately followed suit.

5 VALID REASONS

Calif. Police Chief Speaks Up for Pins

SAN JOSE, Calif., Oct. 30—Bally’s games have been encouraged when Chief of Police Harry F. Flowers was speaking. He termed "five valid reasons for having pins on pinball games," after which the meeting adjourned.

N. J. Menard, Santa Clara County district attorney, had taken local operators to task for allowing novelties on pinball games.

In speaking, he turned to the chief of police and requested a voice among this group was that reason for pins, for having pins:

1. The game procedure provides the necessary funds for clean supervised play and the elimination of the undesirable element. The City of San Jose decides between 40 and $20 thousand annually in revenue from the law. Menard's ad

2. The operators in the past have cooperated with the police department.

3. The amusement games serve as a stimulus to the civic improvement.

4. Pinball operators have provided patrol men who are making the existence of other

Chi Chip Coins Flash-O-Matic

Fireball Bowler

CHICAGO, Oct. 30—Chicago’s coin distributors this week, Fireball, a new type of pinball games, which can be operated on either of two systems, Flash-O-Matic or Flash-O-Matic advance scoring.

With the Flash-O-Matic scoring feature in a display, it is a new type of scoring feature, or score pads are flash progressively. It is left to feel and continue travel until the first puck is shot, then the puck will immediately stop and skillfully to strike the stop and score count on the highest possible

Player Wins Lights.

The Flash-O-Matic score lights are located on the front panel.

Miami Enforces Coin Ordinance

MIAMI, Oct. 30—A new ordinance providing for fines of up to $500 and a year in a city jail for anyone who violates the law. The ordinance went into effect.

Mayor Abe Aronovitz reported that he has received a call from the city license on their machines and a

East Hartford Gets $12 Game License Fee

HARTFORD, Conn., Oct. 30.—The East Hartford Ordinance Com-
mittee, which has been working on a $12 license fee for distributors and operators of all mechanical amusement devices, has recommended a $12 license fee for distributors and operators of mechanical amusement devices in the city.

The committee included in the ordinance provision that a maximum license fee for all machines in any one establishment shall be $100 a year. The fee is to be paid on or before the first day of each calendar month.

Midget movie equipment and other coin machines in the Arcade were the targets of a police raid.

The damage was estimated at $10,000, with a number of valuable watches and jewelry being torn from the arcade.

The raid on the alarm fire attracted a large crowd from the nearby Loop, and thousands watched firemen pull the walls and smash into the flaming brick three-story building housing the Arcade. The top two floors of the building were vacant,
New Firm in Soluble Coffee

FLUSHING, N. Y., Oct. 30—Coffee distributors, Inc., is the latest entry in the soluble coffee field.

The new firm, headed by Sol Berger, has been granted a license to import instant coffee (both powdered and liquid) ready to use from Seburg, Inc., in Belgium.

Raymond S. Minkel, in charge of promotion and sales operations, announced this week that the firm would have its first complete operating plant in New York, with complete vending machines, coffee roasters, chassis, and all other equipment, ready to install.

Okla. Dairy Meet to Spotlight Vending

STILLWATER, Okla., Oct. 30—A dairy meeting will be held at the dairy industry conference at the Western Hotel in Stillwater Saturday (7) at the Oklahoma A&M college dormitory. Features will include dairy vending, distribution problems, and the introduction of new vending advertising topics scheduled for Thursday morning (4).

Philly Coin

Continuous from page 84

It is possible for the operator to take his entire coin machine apart, clean, and maintain it in as good a shape as the machine was when it was new. An operator who has a machine that is in need of some minor repairs, or who wants to replace a machine, can do it himself. The machine is designed so that it can be installed in a small coin machine. The machine is designed for use in both new and old machines. It is possible to replace the machine in a new machine by simply replacing the old one.

Boise Coin Firm Expands Business


Automatic moved in from its former location at the E. M. Jambur Company, to the new location at 610 Front Street.

W. M. (Bill) Weeds, head of Automatic, said that the Gem State Novelty Company has been doing business for 41 years.

He said that the Automatic plans to build a store at another location in the future. People, former Gem State owner, now operates the Westheimer Club in Las Vegas, Nev.

Miami Enforces

Continued from page 84

Miami Enfore now has the power to maintain a close watch on the machines, and a special inspector at $4,000 a year has been hired to inspect the machines on a continual basis. The enforcement officers have pointed out that license revenues have been declining and that they are addressing this as a tax enforcement law.

The Miami City Commission raised the maximum fine against the location owner to $250 from $25. The fines are now $75. In appealing for passage of the ordinance, Mayor Amos was quoted as saying, "I understand all the coin machines are operated by men who are in this business for the purpose of making money, and I'm sure they won't neglect any ordinance that affects everybody equally.'

Lorillard Debuts Filter-King O.G.'s In 7 New Areas

NEW YORK, Oct. 30—The new Lorillard Filter-King O.G.'s have been introduced in New England last month, and will make their debut in more major markets next week. Lewis Gruber, Lorillard vice-president and director of sales, told the press that the line will be expanded to seven areas.

It will be accompanied by a national advertising campaign, and the Lorillard and New York and New Jersey metropolitan areas, including New York City, New Jersey, and Pennsylvania.

Calendar for October 18

The Lorillard Calendar for October 18 will be issued on October 15.

Lorillard Calendar will be issued on October 15.

East Hartford

Continued from page 84

of applicants, denial of application, revocation of license and gambling and other illegal devices.

Bernard Kehoe, committee chairman, said that the police chief was in favor of the ordinance and record of individuals seeking to operate machines.

The applicants must be 21 years of age or older and the establishment must be a lawfully licensed business. He added that motor vehicle cannot be in the establishment and no license is required for the operation of a machine in a non-license area but that crimes of all kinds are not completely eliminated.

As for gambling, the ordinance appears to be "forthright in its purpose to control the machine business," said Kehoe, "and it is not to be construed as a license or permit to operate a gambling device as defined by the ordinance."

Kehoe also operates the General Amusement Games Company, which operates in the state. It is the only company that operates the machine business in Connecticut.
### THE BILLBOARD INDEX

#### ADVERTISED USED MACHINE PRICES

<table>
<thead>
<tr>
<th>AMUSEMENT GAMES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO.</strong></td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>7</td>
</tr>
<tr>
<td>8</td>
</tr>
<tr>
<td>9</td>
</tr>
<tr>
<td>10</td>
</tr>
</tbody>
</table>

*Note: Prices are subject to change and availability.*
### Review Trend

- **Continued from page 84**

- **Continued from page 84**

- **Continued from page 84**

- **Continued from page 84**

- **Continued from page 84**

<table>
<thead>
<tr>
<th>Issue of</th>
<th>Issue of</th>
<th>Issue of</th>
<th>Issue of</th>
<th>Issue of</th>
</tr>
</thead>
<tbody>
<tr>
<td>120.00</td>
<td>120.00</td>
<td>120.00</td>
<td>120.00</td>
<td>120.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Review Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Continued from page 84</strong></td>
</tr>
</tbody>
</table>

- **Continued from page 84**

- **Continued from page 84**

- **Continued from page 84**

- **Continued from page 84**

<table>
<thead>
<tr>
<th>Issue of</th>
<th>Issue of</th>
<th>Issue of</th>
<th>Issue of</th>
<th>Issue of</th>
</tr>
</thead>
<tbody>
<tr>
<td>120.00</td>
<td>120.00</td>
<td>120.00</td>
<td>120.00</td>
<td>120.00</td>
</tr>
</tbody>
</table>
WORLD WIDE... Operator's World of VALUES!

NEW EQUIMENT

- Kenney American
- United 11th Frame
- Kenney National
- United Comet
- Bally Variety

Genuine DeLuxe FORMICA TOPS...

SHUFFLEBOARD SUPPLIES

COIN MACHINES

THE BILLBOARD

CREATORS OF DEFENDERS PLAY-APPEAL

111 N. Peoria St.
Chicago 11, Ill.

COIN MACHINES

November 6, 1954

Chi Coin Ships

• Continued from page 84

field running from left to right directly in front of the No. 1 pin. The player may watch the ball travel and at the same time direct his puck at this strike zone. Scorer are lighted up on the backglass as well as on the glass over the playfield.

The highest strike score a player can make is 800, achieved when the puck is delivered at the time and scoring value flashed on the backglass and playfield. Five different scoring values for strikes and spares range from the high strike score of 800 down to 500. As soon as the player finishes his shot and after his score is tallied in any particular frame, the Flash-O-Matic score light again begins to flash and the player must turn his head to the left in order to receive the score in the next frame or for the next player. The game is equipped with an low-digit scoring light, which will illuminate up to six players per game.

Because the Flash-O-Matic game requires player timing as well as a skillfully directed shot into the strike zone, the strike feature, once chosen as is adjustable to permit strikes much easier than on previous Chicago Coin bowling games. Adjusted to operate with the advanced type scoring, the games in this feature to the player before he shoots what score will be received for a strike or spare. The strike score varies with each game played. However, when more than one person plays, all players receive the same strike score in any particular frame.

The game may also be set to deliver five frames of play, rather than 10. The Flash-O-Matic is available for 10-cent and three-fourth-quarter games. It has the regular last frame "shot again" feature. The game is a matching feature.

Valid Reasons

• Continued from page 74

in favor of pinball, Blackmore continued emphasizing efforts to achieve a "minimum of complaint." He said operators and local proprietors should adopt a policy to keep minors out of 21-foo front playing. Ten-cent pinball, he declared, "should be regarded as the fail." There should be a close working relationship between operators to eliminate "creative" locations, and pinball machines should be housed as far as possible in the schools.

Pinball operators, Blackmore said, should be carefully screened, and a determination should be made of the maximum number of machines at any one location. He suggested pinball should be restricted in barber shops, service stations and the like, and must be limited to bars, restaurants, cigar stores, pool halls and taverns where people are in a mood for pleasure.

Blackmore had traced briefly the history of Santa Cruz County pinball legislature. He said the history of the "operator who met an attempt of the county supervisors to ban the games completely in 1948, be cause the city of San Jose prohibited pinball for amusement."

Although the ban didn't go thru, Menard said, the supervisors did empower law enforcement officials to take possession of pinball games used for gambling or played by those under age.

Tests Begin

• Continued from page 74

The coin hole in the new automatic beater, after the coin is inserted in the slot, it automatically changes a sign - red showing "Stop, Deposit Toll 25 cents to gain entry."

"Toll Recorded, Thank You." According to Henry K. Johnson, electronic supervisor for the New Jersey Highway Authority, this feature is foolproof. Anyone putting in the wrong amount or trying to get into the game without paying the toll, sets off an alarm mechanism that rings a gong.

A staff of toll collectors in the new automatic beater, alerted by the gong, can send out a radio alarm for the delinquent to State Police District Headquarters.

Similar installations are in operation on New Hampshire roads to prevent accidents.
THAT WILL BE THE DAY!!!

EXHIBIT
will
Announce
The ALL-NEW
SPORTLAND
SHOOTING GALLERY

ELECTRONIC MARVEL

loaded with exciting features

- SUSPENSE
- MOVING TARGETS
- PLAYER CHOICE
- SOUND
- LIGHTS
- THRILLS

All EXHIBIT GUNS MAKE MONEY
All EXHIBIT GUNS ARE SUCCESSFUL
All EXHIBIT GUNS LEAD THE FIELD

RELIABLE REDD'S BIG BUYS!

BALLY BINGO HI-FI
$425

BALLY CHAMPION BOWLER
350

BALLY SPACESHIP
285

DECO SPACE RANGER
285

WE WILL ACCEPT IN TRADE...

SEEBURG

WURLITZER

AMI

100
1A-1100
1250-1400
1500
E-120

REDD DISTRIBUTING CO., INC.
200 LINCOLN STREET
ALLSTON, MASS. R1-4-004-0

GIVE TO DAMON RUNYON CANCER FUND
It's the Same Empire Quality... Only the Prices have been Cut!

LIMITED QUANTITY SPECIALS

<table>
<thead>
<tr>
<th>Coin Machine</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SHUFFLE GAMES

<table>
<thead>
<tr>
<th>Coin Machine</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ARCADE

- BINGO
- BINGO

- EXHIBIT
- TRADE SHOW
- VENDORS

- CIGARETTE VENDORS
- FACTORY REBUILD
- 25c, KING SIZE COLS.

- COUNTER GAMES
- 1-BALLS

- EKKER & GATHERED, Speed
  - 1999

- WURLITZER
  - FULLY GUARANTEED PHONOPRAGHS
    - SEEBURG
    - WURLITZER

- WANTED TO BUY
  - SEEBURG
  - WURLITZER

- ROCK-OLA
- 1200

- DAVIS DISTRIBUTING
  - SEEBURG FACTORY DISTRIBUTORS

- ARCADE and NOVELTY

<table>
<thead>
<tr>
<th>Coin Machine</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Joseph A. Says

EXCLUSIVE WURLITZER and D. GOTTLEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania

MAJESTIC AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS!"

CANCER FUND
A POWERFUL PAIR!

GOTTIEB'S

4-BELLES

and proven, accepted

GOTTIEB'S

Super JUMBO

**MULTI-TILT FEATURE** Action continues for remaining players even though one or more players fill out their own scores. **TRIPLE MATCH** Feature with multiple play awards. **MODERN MASSIVE CABINET**. **BULB-PROOF CASH BOX**. **ADVANCE DESIGN SCORING UNITS** A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning. **ROTATION SEQUENCE—From 1 to 8 lights below Bell Cover for REPLAYS!** **5 TRAP HOLES—4 traped balls in square awards REPLAY! Making 8 holes awards an additional REPLAY!** **MULTIPLE TYPE POINT SCORES!** High Score to 7 Million. 3 pop bumpers. 2 cyclic kickers. 2 super-powered flippers.

SEE THEM AT YOUR DISTRIBUTOR NOW!

D. GOTTIEB & CO.

1140-50 N. KOSTNER AVE.

CHICAGO 50, ILLINOIS

1-2-3 or 4 can play at the same time!

**FOREIGN BUYERS**

's smart to do business with THE m that does the most for YOU

FINES BINGOS

FACTORY RECONDITIONED

Like New to Your Players

Remarkable 3rd Day—Fall season

BALLY BEAUTY $250.00

DOVE RANCH $350.00

ATLANTIC CITY $100.00

GENE COO'S IMPERIAL $200.00

FREEMAN "Tree-Lover" $65.00

Write for prices on Mame-15's and the National Restorations.


5251 S. Kedzie Chicago 12, Ill.

BINGOS!

55-95 $450.00

BAY SPRINGS $124.00

BEACH CLIFF $187.00

ической CLAY $124.00

ATLANTIC CITY $100.00

PALM BEACH $50.00

SILVER LIGHTS $90.00

BELMONT $150.00

UNIVERSITY COIN MACHINE EXCHANGE

815 N. Main St.

Gottlieb's 3 Balls. 4 Belles.

55-95 $450.00

AMERICAN EQUIPMENT

55-95 $450.00

GOTTIEB & CO.

55-95 $450.00

MR. I. ROSSER

Sales Manager

Cleveland Coin Machine Exchange, Inc.

GIVE TO DAMON RUNYON CANCER FUND

Copyrighted material
GENCO...still leading the field!

BIG TOP RIFLE GALLERY

Featuring 2 Types of MOVING TARGETS...
Exclusive with GENCO

1
MOVING DUCKS
9 realistic ducks on moving belt—just like a real rifle range!

2
SWINGING CLOWNS
Moves back and forth on pneumatic cylinder...stops over when fired...resets automatically!

New CANDLE TARGETS
Player shoots out the flame (in lights)...just like a real rifle range!

PLUS—All New Fall-Over Targets
- GENUINE .22 caliber SAVAGE Rifle
- REALISTIC Gun Flash and "Kick"
- NEW STREAMLINED, Colorful Cabinet
- BRILLIANTLY LIGHTED Theatrical Effects
- SIMPLE MECHANISM...Easy Servicing

25 SHOTS 10¢

CONTACT YOUR GENCO DISTRIBUTOR TO

www.americanradiohistory.com
Featuring 2 Types of MOVING TARGETS...

Exclusive with GENCO

1
MOVING DUCKS
9 realistic ducks on moving belt—just like a real rifle range!

2
SWINGING CLOWN
Moves back and forth on pendulum...flags over when hit resets automatically!

New
CANDLE TARGETS
Player shoots out the flames (in lights)...just like a real rifle range!

PLUS—All New Fall-Over Targets
- GENUINE .22 caliber SAVAGE Rifle
- REALISTIC Gun Flash and "Kick"
- NEW STREAMLINED, Colorful Cabinet
- BRILLIANTLY LIGHTED Theatrical Effects
- SIMPLE MECHANISM...Easy Servicing

25 SHOTS 10¢

CONTACT YOUR GENCO DISTRIBUTOR TODAY

FAST—only 50 seconds Playing Time!
CONVERTIBLE—NOVELTY or MATCH
ADJUSTABLE to 3 Extra Shots for High Score!
FREE GAME for Perfect Score (optional)
PRIZE GAME for Single Match (optional)
chicago coin's

FIREBALL
Another FIRST in Bowling Games!

Featuring...
"Flash-O-Matic" SCORING
WITH TRAVELING SCORE LITES
IN FORMICA PLAYFIELD!

FOUR DRUM SCORING!
Players Skill Can Give
Him Top Score
of 9600

TWO GAMES
IN ONE!
Easily Adjustable from
"Flash-O-Matic" to
Advance Scoring!

- Player by Timing His Shot
  When Highest Score
  is lit on the Formica
  Playfield Gets as Much
  as 800 for a Strike in
  Each Frame!
- The Most Exciting and Fascinating
  Innovation in Bowling Games
  in Years!
- Available in 10¢
  3 for 25¢ Play.

chicago coin's

HOLIDAY BOWLER
Featuring New Point Credit
Scoring Thrill! Player
Matching Number-Star
Crown gets Added
Point creditly.

Still Available...

chicago coin's
FLASH BOWLER
With "Flash-O-Matic" Scoring!

STARS-LITE BOWLER
With New Matching Principles

chicago coin's

MACHINE COMPANY

1725 W. DIVERSEY BLVD. • CHICAGO 14
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.

Ghost-cards above show how player moves Card-numbers UP or DOWN.
Bright circles are hit numbers. Top card shows all numbers in normal position. Other cards illustrate 3 different ways to straighten out hop-sided line-up by moving first 3 lines of Card UP or DOWN. Players hail Magic-Lines as greatest extra-fun feature in years... and back up their enthusiasm with greatest cash-box approval in years!

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!

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois
United's De Luxe

11th Frame Shuffle Alley

With New High Scores

Big Scores
Build Big Income

One to Six
Can Play

Also at Your Distributor

Singapore
Fast Action
In-Line Game

Comet
Shuffle-Targette
With or Without Match-A-Score

Carnival Gun
Fast Play
Shooting Gallery
With Time-Bonus Score

See Your Distributor Now!

United Manufacturing Company
3401 N. California Avenue, Chicago 18, Illinois
DISTINCTIVE IN STYLING... UNMATCHED IN PERFORMANCE

Style-wise there’s nothing to compare with the refreshing beauty of the Select-O-Matic “100”.

Performance-wise it’s in a class by itself with unexcelled engineering features that assure simple, profitable operation.

And, all this plus Full-Spectrum High Fidelity and Omni-Directional Sound.

DEPENDABLE MUSIC SYSTEMS SINCE 1902

J. P. SEEBURG CORPORATION
Chicago 22, Illinois

AMERICA’S FINEST AND MOST COMPLETE MUSIC SYSTEMS