

The Billboard

record-phone dealers
Your Annual Billboard

FALL MARKETING SECTION

starting on page 77

OCTOBER 1, 1955 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Building of Arenas, Auditoriums Booms

Cities, Fairs Launch Big Construction Drives; Problem Is Lack of Attractions

By TOM PARKINSON

CHICAGO, Sept. 24.—A double-header boom in construction of big-capacity auditoriums and arenas continues throughout the country. In city after city, more and more steel girders are reaching upward and outward to roof-over more thousands of seats and space.

The two-headed power drive comes not only from municipalities but also from fairs. In each case, business interests and community leaders have seen the need and supplied the impetus.

Backers generally see the buildings as showcases. One of the prime purposes is to publicize the locality and they do this by drawing large crowds to name attractions. Show-wise, the big halls make sense because the great number of seats means high-priced attractions can scale tickets at reasonable prices and still win.

Show Clamor

But while the number and quality of arenas and auditoriums is increasing, the number of shows available to them has remained static, for the most part. The number of major ice shows, for example, has been constant for several years and buildings are clamoring for premium time on the routes. Not a few locations are unable to make connections and comprise a back-log of demand similar to that found for other types of attractions as well. The universal plea of auditorium-arena managers is "give us more shows."

They want ice, circuses, musicals, dramas, and every other kind of show. They want more name attractions and package shows. They seek special events framed especially for their style of structure.

New Showbiz

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A dictionary check, however, reveals that almost all buildings are tagged correctly. Generally, an auditorium has fixed seats and a stage, although many now have a so-called arena for temporary seating as well. Arena is the word usually taken to mean a roofed structure with space for sports and shows, "a place of public contest or exertion." Stadium, to much of the trade, means an open-air seating structure, such as a football bowl. Even the dictionary claims that a stadium and a coliseum are the same, but it goes vague about a roof for either.

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Ordinary viewers, chained for years to one monopolistic program, went "switch-happy" —flicking back and forth between ITV and BBC just for the pleasure of being able to see an alternative picture.

But for ad agency men, still stiff from the struggle to fight their commercials thru the throttling laboratory bottleneck, there could be no let-up. Plugs over ITV are scheduled to fill what are known as "natural breaks," and no one, outside the inner sanctums of the program contractors who operate the station, is yet certain when these may occur. So red-eyed admen kept focused every minute that the new channel's screen was alive, eager to assess their own creations against those of rival agencies.

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All signs point to this, and the indications are that this segment of the record business, which already totals between 40 and 50 per cent of the over-all dollar volume, will loom even larger for dealers, manufacturers and distributors.

That the new year will exceed the dollar volume of last year's packaged record business is freely predicted; whether it will exceed the percentage of the over-all record business it now holds depends largely upon what happens in the singles field—whether this field expands or merely holds its own.

Big Growth

In years prior to the LP disk, the classical business was regarded as the "stable" segment of the record business, even tho this segment constituted only between 12 and 15 per cent of the over-all volume. Today, this stable segment has grown in many ways. It includes not only a tremendous classical market, but an ever-growing pop

market, a jazz market, even a rhythm and blues and a hillbilly market.

Additionally, the tendency for manufacturers to enter the package field and to expand their sway in the package field is constant. Two factors are responsible: One is the lucrative nature of the package field itself; the second is the increasingly unstable nature of the singles business.

Singles Wax

The singles business, it is pointed out, has not decreased. Rather, it has grown more competitive; it has become more a gamble for any particular manufacturer. Labels, more than ever, fall upon long no-hit periods and experience lean sales until the cycle is favorable. Any analysis of the best-selling pop singles chart for the past year bears this out.

Research has shown that neither the majors nor larger indies have a corner on hits. The same best-selling lists will show that any number of small indies have the artist and repertoire resourcefulness and the distribution and promotional facilities to come up with top selling disks.

Every Tactic

Facing such a condition, established labels, while trying to hold their position in the singles field, are using every tactic to consolidate their stake in the package field — today's version of the old classical business insofar as it represents stability.

The majors, of course, are the more obvious adversaries in the package business and enjoy initial, tho very real, advantages in strength of catalog, roster of artists, etc.

The competitive picture, however, is certain to become much fiercer as indies, which have cut sharply into the singles picture, begin to venture into the package field.

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Rugged Paths For Publisher

NEW YORK, Sept. 24.—The lure of the packaged record field for disk manufacturers parallels, somewhat, present-day conditions in the music publishing field. A publisher can still make a lot of money on a pop hit if he lands one, but the competition is so rough that more and more pop publishers seek a foothold in the more stable part of the business—the educational and standard field.

As in single records, song hits come from all over, and pop publishing is increasingly a gamble, with income derived from performances rather than actual publication. For income from the latter source, eyes turn campus-wise where the upsurge of band and instrumental music has meant gold for those in the field.

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JOHNSON SUCCESS ADDED

NBC TeleSales Manifests Power of Closed Circuits

NEW YORK, Sept. 24.—The use of closed-circuit TV to generate maximum support at the dealer level and to make immediate sales of sponsor's merchandise is being demonstrated these days by the NBC's TeleSales department. The most striking example is the \$7,000,000 in new orders that were received by the Johnson Motors Company after a 45-minute color closed circuit show September 7 beamed to 2,700 dealers in 18 cities. The show demonstrated the company's new line of outboard motors.

The telecast was done for Johnson Motors after its \$250,000 buy on "Today" and "Tonight" to show the company's dealers what they could expect in the way of TV support. It featured original music and lyrics and a roster of some of the network's top talent, both on the executive and entertainment side.

The success of the Johnson Motors closed circuit has wide implications for American industry. By getting large enough advance orders from dealers and distributors, sponsors, in the future, may

be able to take themselves off the hook for a portion of their TV outlays.

Advantages

On one hand they may receive immediate and tangible financial returns even before their properties debut. On the other, even if the orders do not pour in, they make certain that their products will be pushed by dealers, because they have demonstrated to them that they are doing their part and that TV is being used for much of the selling job.

The intriguing part of the closed-circuit shows is that they are in color and invariably attract attention in the hinterlands. Then again they combine name NBC talent, plus top company and NBC brass. And the cost to the sponsors is nominal. In most cases they are telecast to NBC affiliates with facilities for receiving color.

In the last months, three other important closed-circuit shows were also held for NBC advertisers—General Cigar, the Aluminum Company of America and Cluett-Peabody. About 2,875 people wit-

nessed the General Cigar hoopla, which was undoubtedly the biggest single promotion directed at the cigar industry. General Cigar has bought one quarter of the National Collegiate Athletic Association's national and regional football games.

Alcoa Show

The theme of the Alcoa closed-circuit show on September 15 was "Christmas creations of aluminum," and it was beamed to department store buyers across the nation. Included in this 35-minute show was such talent as Dave Garroway, Francis Horwich, Bud Collyer, Albert McCleery, Charlie Ruggles, and Steve Allen. Another impressive closed-circuit presentation was made recently to 2,300 retailers of the Cluett-Peabody men's apparel line. It was telecast to 51 stations across the country where the viewers gathered.

Upcoming in October are closed-circuit shows for the Beecham Packing Company, Hallmark greeting cards and the Packaging Institute of America. This last telecast is an unusual one. Tho the others are made for sponsors who are NBC clients, the color show is being directed at members of the packaging institute to show them the impact of color on their profession. NBC will give its ideas on how to package for the color age including the use of texture in paper as a means of catching the interest of viewers. Hallmark closed-circuit viewers will get an interesting glimpse of technical tricks used in its "Alice in Wonderland" presentation.

In addition to 18 closed-circuit shows already programmed by the NBC TeleSales department since its official organization January 1, it has also produced 117 kines for its sponsors who are not as interested in the larger type presentations. Kines, of course, are also made for NBC salesmen interested in getting new clients in the medium. And NBC has used color-circuit shows to sell TV to such clients as Sears, Roebuck and Scott paper.

The aim of the network's Tele-

(Continued on page 5)

PARTICIPATIONS

CBS May Open Up 2 Web Half Hours

NEW YORK, Sept. 24.—CBS-TV is understood to be mulling plans to open its Wednesday and Friday 7:30-8 p.m. stanzas, "Brave Eagle" and "Champion," to participation sponsorship if it fails to line up full-time bankrollers for those time slots within the next few days.

The web this week yanked its "My Friend, Flicka" show, which had been tentatively set for the Friday 7:30-8 p.m. spot, from its programming line-up for the time being, reportedly at the request of 20th Century-Fox. The film company is understood to be unhappy with its production of the stanza thus far and wants additional time to refurbish the show.

The Friday 7:30-8 p.m. situation at the web is still far from settled. Tho "Champion" is the show that's now set for the time period as of this writing, the web is still prepared to yank it if a sponsor suddenly arrives on the scene with a suitable property. CBS-TV, itself, is prepared to offer "Yankee Privateer," its own package, for that time slot.

The only thing that's certain about the situation at this writing is that time is fast running out for the web to make a final decision on whether or not to air "Champion" or some other show on a participation sponsorship basis or make some other move that will get it off the hook.

The network, in its efforts to sell the Wednesday and Friday slots, has found itself bucking hard against the widespread belief that these CBS periods face tough competition from ABC's "Disneyland" and "Rin-Tin-Tin" shows. CBS has been combatting this belief by pointing out that on the basis of available information "Disneyland" and "Rin-Tin-Tin" are aired in most markets in time periods that are non-competitive to those that CBS is now trying to sell.

A similar situation holds true for "Rin-Tin-Tin," which is picked up live from New York by only 19 ABC stations, of which only 11 are in competition with CBS basic stations, leaving CBS with 40 basic outlets where "Rin-Tin-Tin" would not compete with a Friday 7:30-8 p.m. show.

It should be pointed out, however, that among the markets where the CBS 7:30-8 p.m. segments are in active competition with those of ABC are New York, Chicago, Philadelphia and Detroit, which are among the most important in the country.

Nets Gamble for High Stakes In '\$64G Question' Tug-o-War

NEW YORK, Sept. 24.—The tug-of-war now going on between CBS-TV and NBC-TV over "The \$64,000 Question" is a perfect illustration of the high stakes now being played for in TV today. As of press time Revlon, the sponsor, had not made a decision as to whether to shift its property from CBS to NBC, but all indications are that it will remain on the former web.

At stake is several million dollars of Revlon billings, daytime and nighttime, and, beyond that, another \$7,500,000 in expenditures which are being contributed to NBC by the Armstrong Cork Company and Pontiac on two of the new higher budgeted dramatic stanzas now opposite "The \$64,000 Question." Conceivably the relationship between Armstrong and Batten, Barton, Durstine & Osborn could be damaged if "The \$64,000 Question" gives it a shellacking in the ratings this season.

On the network side, the action of Revlon, which is considering the damaging switch from CBS to its strongest competitor, only reinforces the belief of CBS bugs that it must never allow the same situation to occur again. The solution is the creation and ownership of more properties programmed on

its network. Revlon's position, of course, is understandable in light of the fact that it has its own self interests to serve.

New Show

There is no question but that Revlon will come up with another important half hour of time on CBS. Revlon will probably co-sponsor its new show, "Panelopoly," in the 10-10:30 time period on the network Sundays. Kent cigarettes, which now has the half hour for "Appointment With Adventure," will most likely drop that show and co-sponsor "Panelopoly," too. Kent has been under no pressure to drop "Appointment," but feels, in light of the success of "The \$64,000 Question," it would be better off with the new property, especially since its present show has not done as well as expected.

NBC supposedly was offering Tuesday 9:30-10 p.m., which would be accomplished by shifting the hour dramatic shows back a half hour and moving out "Big Town" so they could go 10-11 p.m. In addition, it also offered Thursday night 8:30-9 p.m., but Borden which owns this period for "People's Choice," refused to cooperate.

NBC's next offer for Revlon's

RAYE OPENER TRENDX 24.4

NEW YORK, Sept. 24.—Martha Raye gave a first-class rating drubbing to her CBS-TV and ABC-TV opposition in the initial show of her Tuesday 8-9 p.m. series. Trendx shows her hour average as 24.4. The two CBS shows averaged 10.6, and ABC's two programs got a combined 8.9. Raye's first half hour received a 21.6; "Navy Log," 9.4; the second half hour of Warner Brothers Presents, 7.3. Her second half hour received a 27.1 against Phil Silvers' 11.8 and "Wyatt Earp's" 10.5.

ABC-TV Sells Thurs. Period

NEW YORK, Sept. 24.—ABC this week sold its Thursday 10-10:30 p.m. to Pharmaceuticals, Inc., which will air the Ted Mack "Amateur Hour" in that period, which gives the web a boost in the networks' race to sell out of prime time periods.

The sponsor originally toyed with the idea of putting the Mack show into its ABC Sunday night period, where it's been airing "Life Begins at 80." It decided, how-

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Daylight Time Mess To Cost TV Millions

NEW YORK, Sept. 24.—The television industry stands to lose close to \$2,000,000 in cash, and will suffer additional incalculable harm, thru a disruption of viewing habits of its audiences. This stems from confusions that will be caused for a five-week period, starting tomorrow, by a shift of time standards in various cities thruout the country.

Up to this year, practically every area in the nation maintained uniformity in switching from daylight saving time to standard time on the last Sunday in September. But this year some cities will continue to operate under daylight saving time for an additional five weeks, while others switch back to stand-

NOT 'THERE'

Ad Fuss May Cancel ECAP From Show

NEW YORK, Sept. 24.—The Electric Companies Advertising Program and "You Are There" may be coming to a parting of the ways after several seasons of sponsorship. ECAP jointly sponsors the Sunday CBS-TV show with the Prudential Life Insurance Company.

The cancellation would result from the political dynamite of the ECAP commercials on the show which have been found objectionable by the network and which makes its position a difficult one. Some of these commercials favoring private ownership of power may alienate viewers who are against that practice, and Congressmen who represent them, especially in Southern States where power is owned publicly.

The web naturally feels that it shouldn't even indirectly be considered as favoring one side or the other in such a controversial issue, tho it is only leasing facilities and its show. Should ECAP move out, CBS might try to find one client for the program and Prudential might be out of the sponsorship picture too.

ard time tomorrow. The resultant lack of uniformity has wreaked havoc with station programming schedules and network production plans.

The estimate of \$2,000,000 loss was calculated by Robert E. Jamieson, CBS-TV's sales service

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JOHNSON SUCCESS ADDED

NBC TeleSales Manifests Power of Closed Circuits

NEW YORK, Sept. 24.—The use of closed-circuit TV to generate maximum support at the dealer level and to make immediate sales of sponsor's merchandise is being demonstrated these days by the NBC's TeleSales department. The most striking example is the \$7,000,000 in new orders that were received by the Johnson Motors Company after a 45-minute color closed circuit show September 7 beamed to 2,700 dealers in 18 cities. The show demonstrated the company's new line of outboard motors.

The telecast was done for Johnson Motors after its \$250,000 buy on "Today" and "Tonight" to show the company's dealers what they could expect in the way of TV support. It featured original music and lyrics and a roster of some of the network's top talent, both on the executive and entertainment side.

The success of the Johnson Motors closed circuit has wide implications for American industry. By getting large enough advance orders from dealers and distributors, sponsors, in the future, may

be able to take themselves off the hook for a portion of their TV outlays.

Advantages

On one hand they may receive immediate and tangible financial returns even before their properties debut. On the other, even if the orders do not pour in, they make certain that their products will be pushed by dealers, because they have demonstrated to them that they are doing their part and that TV is being used for much of the selling job.

The intriguing part of the closed-circuit shows is that they are in color and invariably attract attention in the hinterlands. Then again they combine name NBC talent, plus top company and NBC brass. And the cost to the sponsors is nominal. In most cases they are telecast to NBC affiliates with facilities for receiving color.

In the last months, three other important closed-circuit shows were also held for NBC advertisers—General Cigar, the Aluminum Company of America and Cluett-Peabody. About 2,875 people wit-

nessed the General Cigar hoopla, which was undoubtedly the biggest single promotion directed at the cigar industry. General Cigar has bought one quarter of the National Collegiate Athletic Association's national and regional football games.

Alcoa Show

The theme of the Alcoa closed-circuit show on September 15 was "Christmas creations of aluminum," and it was beamed to department store buyers across the nation. Included in this 35-minute show was such talent as Dave Garroway, Francis Horwich, Bud Collyer, Albert McCleery, Charlie Ruggles, and Steve Allen. Another impressive closed-circuit presentation was made recently to 2,300 retailers of the Cluett-Peabody men's apparel line. It was telecast to 51 stations across the country where the viewers gathered.

Upcoming in October are closed-circuit shows for the Beecham Packing Company, Hallmark greeting cards and the Packaging Institute of America. This last telecast is an unusual one. Tho the others are made for sponsors who are NBC clients, the color show is being directed at members of the packaging institute to show them the impact of color on their profession. NBC will give its ideas on how to package for the color age including the use of texture in paper as a means of catching the interest of viewers. Hallmark closed-circuit viewers will get an interesting glimpse of technical tricks used in its "Alice in Wonderland" presentation.

In addition to 18 closed-circuit shows already programmed by the NBC TeleSales department since its official organization January 1, it has also produced 117 kines for its sponsors who are not as interested in the larger type presentations. Kines, of course, are also made for NBC salesmen interested in getting new clients in the medium. And NBC has used color-circuit shows to sell TV to such clients as Sears, Roebuck and Scott paper.

The aim of the network's Tele-

(Continued on page 5)

PARTICIPATIONS

CBS May Open Up 2 Web Half Hours

NEW YORK, Sept. 24.—CBS-TV is understood to be mulling plans to open its Wednesday and Friday 7:30-8 p.m. stanzas, "Brave Eagle" and "Champion," to participation sponsorship if it fails to line up full-time bankrollers for those time slots within the next few days.

The web this week yanked its "My Friend, Flicka" show, which had been tentatively set for the Friday 7:30-8 p.m. spot, from its programming line-up for the time being, reportedly at the request of 20th Century-Fox. The film company is understood to be unhappy with its production of the stanza thus far and wants additional time to refurbish the show.

The Friday 7:30-8 p.m. situation at the web is still far from settled. Tho "Champion" is the show that's now set for the time period as of this writing, the web is still prepared to yank it if a sponsor suddenly arrives on the scene with a suitable property. CBS-TV, itself, is prepared to offer "Yankee Privateer," its own package, for that time slot.

The only thing that's certain about the situation at this writing is that time is fast running out for the web to make a final decision on whether or not to air "Champion" or some other show on a participation sponsorship basis or make some other move that will get it off the hook.

The network, in its efforts to sell the Wednesday and Friday slots, has found itself bucking hard against the widespread belief that these CBS periods face tough competition from ABC's "Disneyland" and "Rin-Tin-Tin" shows. CBS has been combatting this belief by pointing out that on the basis of available information "Disneyland" and "Rin-Tin-Tin" are aired in most markets in time periods that are non-competitive to those that CBS is now trying to sell.

A similar situation holds true for "Rin-Tin-Tin," which is picked up live from New York by only 19 ABC stations, of which only 11 are in competition with CBS basic stations, leaving CBS with 40 basic outlets where "Rin-Tin-Tin" would not compete with a Friday 7:30-8 p.m. show.

It should be pointed out, however, that among the markets where the CBS 7:30-8 p.m. segments are in active competition with those of ABC are New York, Chicago, Philadelphia and Detroit, which are among the most important in the country.

Nets Gamble for High Stakes In '\$64G Question' Tug-o-War

NEW YORK, Sept. 24.—The tug-of-war now going on between CBS-TV and NBC-TV over "The \$64,000 Question" is a perfect illustration of the high stakes now being played for in TV today. As of press time Revlon, the sponsor, had not made a decision as to whether to shift its property from CBS to NBC, but all indications are that it will remain on the former web.

At stake is several million dollars of Revlon billings, daytime and nighttime, and, beyond that, another \$7,500,000 in expenditures which are being contributed to NBC by the Armstrong Cork Company and Pontiac on two of the new higher budgeted dramatic stanzas now opposite "The \$64,000 Question." Conceivably the relationship between Armstrong and Batten, Barton, Durstine & Osborn could be damaged if "The \$64,000 Question" gives it a shellacking in the ratings this season.

On the network side, the action of Revlon, which is considering the damaging switch from CBS to its strongest competitor, only reinforces the belief of CBS bugs that it must never allow the same situation to occur again. The solution is the creation and ownership of more properties programmed on

its network. Revlon's position, of course, is understandable in light of the fact that it has its own self interests to serve.

New Show

There is no question but that Revlon will come up with another important half hour of time on CBS. Revlon will probably co-sponsor its new show, "Panelopoly," in the 10-10:30 time period on the network Sundays. Kent cigarettes, which now has the half hour for "Appointment With Adventure," will most likely drop that show and co-sponsor "Panelopoly," too. Kent has been under no pressure to drop "Appointment," but feels, in light of the success of "The \$64,000 Question," it would be better off with the new property, especially since its present show has not done as well as expected.

NBC supposedly was offering Tuesday 9:30-10 p.m., which would be accomplished by shifting the hour dramatic shows back a half hour and moving out "Big Town" so they could go 10-11 p.m. In addition, it also offered Thursday night 8:30-9 p.m., but Borden which owns this period for "People's Choice," refused to cooperate.

NBC's next offer for Revlon's

RAYE OPENER TRENDX 24.4

NEW YORK, Sept. 24.—Martha Raye gave a first-class rating drubbing to her CBS-TV and ABC-TV opposition in the initial show of her Tuesday 8-9 p.m. series. Trendx shows her hour average as 24.4. The two CBS shows averaged 10.6, and ABC's two programs got a combined 8.9. Raye's first half hour received a 21.6; "Navy Log," 9.4; the second half hour of Warner Brothers Presents, 7.3. Her second half hour received a 27.1 against Phil Silvers' 11.8 and "Wyatt Earp's" 10.5.

ABC-TV Sells Thurs. Period

NEW YORK, Sept. 24.—ABC this week sold its Thursday 10-10:30 p.m. to Pharmaceuticals, Inc., which will air the Ted Mack "Amateur Hour" in that period, which gives the web a boost in the networks' race to sell out of prime time periods.

The sponsor originally toyed with the idea of putting the Mack show into its ABC Sunday night period, where it's been airing "Life Begins at 80." It decided, how-

(Continued on page 13)

Daylight Time Mess To Cost TV Millions

NEW YORK, Sept. 24.—The television industry stands to lose close to \$2,000,000 in cash, and will suffer additional incalculable harm, thru a disruption of viewing habits of its audiences. This stems from confusions that will be caused for a five-week period, starting tomorrow, by a shift of time standards in various cities thruout the country.

Up to this year, practically every area in the nation maintained uniformity in switching from daylight saving time to standard time on the last Sunday in September. But this year some cities will continue to operate under daylight saving time for an additional five weeks, while others switch back to stand-

NOT 'THERE'

Ad Fuss May Cancel ECAP From Show

NEW YORK, Sept. 24.—The Electric Companies Advertising Program and "You Are There" may be coming to a parting of the ways after several seasons of sponsorship. ECAP jointly sponsors the Sunday CBS-TV show with the Prudential Life Insurance Company.

The cancellation would result from the political dynamite of the ECAP commercials on the show which have been found objectionable by the network and which makes its position a difficult one. Some of these commercials favoring private ownership of power may alienate viewers who are against that practice, and Congressmen who represent them, especially in Southern States where power is owned publicly.

The web naturally feels that it shouldn't even indirectly be considered as favoring one side or the other in such a controversial issue, tho it is only leasing facilities and its show. Should ECAP move out, CBS might try to find one client for the program and Prudential might be out of the sponsorship picture too.

ard time tomorrow. The resultant lack of uniformity has wreaked havoc with station programming schedules and network production plans.

The estimate of \$2,000,000 loss was calculated by Robert E. Jamieson, CBS-TV's sales service

(Continued on page 3)

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BILLBOARD SCOREBOARD

New TV Spot Campaigns—Who Bought Them Where

A guide for TV stations and advertisers on new contracts set from September 6 thru 10.

The following data is tabulated from a weekly survey of all U. S. TV stations made by The Billboard. It shows the new national spot commercial campaigns set on those stations during the survey week, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Table with 2 columns: Product and Advertiser, and Product and Advertiser. Lists various products like soap, toothpaste, and their respective advertisers.

REGIONAL SUMMARIES

Eastern

List of advertisers and products in the Eastern region, including items like tooth powder, soap, and magazines.

List of advertisers and products in the Eastern region, including items like soap, toothpaste, and various food products.

Southern

List of advertisers and products in the Southern region, including items like margarine, batteries, and coffee.

List of advertisers and products in the Southern region, including items like coffee, cigarettes, and automobiles.

Midwestern

List of advertisers and products in the Midwestern region, including items like seltzer, sugar, and toilet tissue.

List of advertisers and products in the Midwestern region, including items like cigarettes, flour, and cereal.

Rocky Mountain & West Coast

List of advertisers and products in the Rocky Mountain & West Coast region, including items like milk, soap, and toothpaste.

List of advertisers and products in the Rocky Mountain & West Coast region, including items like shampoo, cereal, and toothpaste.

Famous Film Festival Makes So-So Bow, Gets 4 Sponsors

NEW YORK, Sept. 24. — ABC-TV's "Famous Film Festival," the first major attempt at feature film programming by a network, hit the air this past Sunday night with an initial rating reaction which altho far from spectacular, was equally far from discouraging.

The network this week celebrated the occasion by breaking its long-standing sponsor bottleneck and pulling in four national bankrollers for the stanza. Tomi bought two spots per week on the show, while Philip Morris, Tums and Hoover Vacuum Cleaners each bought one.

The 15-city Trendex rating on the opening show, "Odd Man Out," starring James Mason, was 6.4 for the first half hour, 5.5 for the 8-8:30 p.m. segment, and 5.6 for the final third.

In terms of share of audience figures for that first half hour,

ABC pulled 18.3 per cent, compared to NBC's 17.2 per cent and CBS' 57.8 per cent.

At 8 p.m., when CBS and NBC let loose with their heavy guns in the persons of Ed Sullivan and Martin and Lewis, ABC's share of audience dropped to 10.7 per cent while NBC's climbed to 37.9 per cent and CBS' was 49.3 per cent.

ABC-TV network execs weren't too discouraged by the Trendex report in view of the fact that this was the first time out for the stanza, which bowed without benefit of any large scale audience promotion buildup.

SHOWCASE

Local Stars Get Break With Moore

NEW YORK, Sept. 24.—Local TV station personalities throuthout the country will get a crack at a network showcase plus a stint at a New York personal appearance in coming weeks via CBS-TV's Garry Moore daytime stanza.

Starting early next month, Moore will bring a different local TV star to New York to appear on his Friday morning show. The personality that's judged best each month will be awarded a week's engagement at the RKO Palace Theater or the Village Vanguard night club.

Seek Sponsor Of 'Zoo Parade'

NEW YORK, Sept. 24. —The Ted Bates Agency has told NBC-TV for its client, American Chiclet, that it must come up with another client for "Zoo Parade" or it will cancel its alternate week order for the show.

Every indication is that the network will put its sales power behind the show because of its investment in it this season. The producers of "Zoo Parade" have been in Africa for several months shooting footage for the program.

WCBS Keeps Spots Pace

NEW YORK, Sept. 24. —Spot sales at WCBS-TV here is continuing to boom. Its George Skinner show, which this week added a new girl singer, Carole Bennett, to its line-up, is now 90 per cent sold out with 45 spot announcements per week.

A similar sales picture holds true for its feature film stanzas, which are far ahead of last year in sale of spots.

Nickel Shortage Hits Tube Makers

WASHINGTON, Sept. 24. —Radio and television tube manufacturers are feeling the pinch of a nickel shortage, and a cutback in production may result, according to Commerce Department's Receiving-Tube Industry Advisory Committee.

Substantial quantities of high-grade nickel are essential in the production of receiving tubes, and unless more nickel can be made available, electronic tube and equipment plants will suffer cutbacks.

viewers who tuned into "Famous Film Festival" at 7:30 p.m. stayed with it right thru 9 p.m. The high audience gain that NBC and CBS made at 8 p.m. were mainly the result of new viewers turning on their sets for the first time that evening, as indicated by the hefty increase of the sets-in-use figure at 8 p.m.

As viewers become better acquainted with the caliber of the features being aired, more and more of them will tune to ABC-TV at 7:30 p.m. and once they do so, it's felt, NBC and CBS will have a hard job getting them to turn off the feature when it's only one-third thru in order to switch to the other networks.

As a result of the fact that ABC-TV now has sold five of the nine available spots in the show for at least the next two weeks, some of the ABC o.&o. and affiliated stations throuthout the country are finding it necessary to bounce bankrollers who bought into the show on a spot basis.

'Circus' Stays In Chi Till '56

CHICAGO, Sept. 24.—ABC-TV's "Super Circus" will stay in Chicago until sometime after the first of the year. One of three network origination programs remaining in Chicago, it was scheduled to move to New York October 30.

Elliott H. Henry, director of publicity at WBKB, Chicago ABC web outlet, said the delay was possibly due to New York's not being ready to accept the show at that date and certain legal negotiations which will not be completed by then.

Advertisement for WGAL-TV Lancaster, Pa. featuring a map of the region, a "\$5 1/2 BILLION MARKET" graphic, and contact information for MEEKER TV, INC.

MONEY-SAVING SUBSCRIPTION ORDER form with fields for Name, Occupation, Company, Address, City, Zone, State, and a checkbox for Payment enclosed.

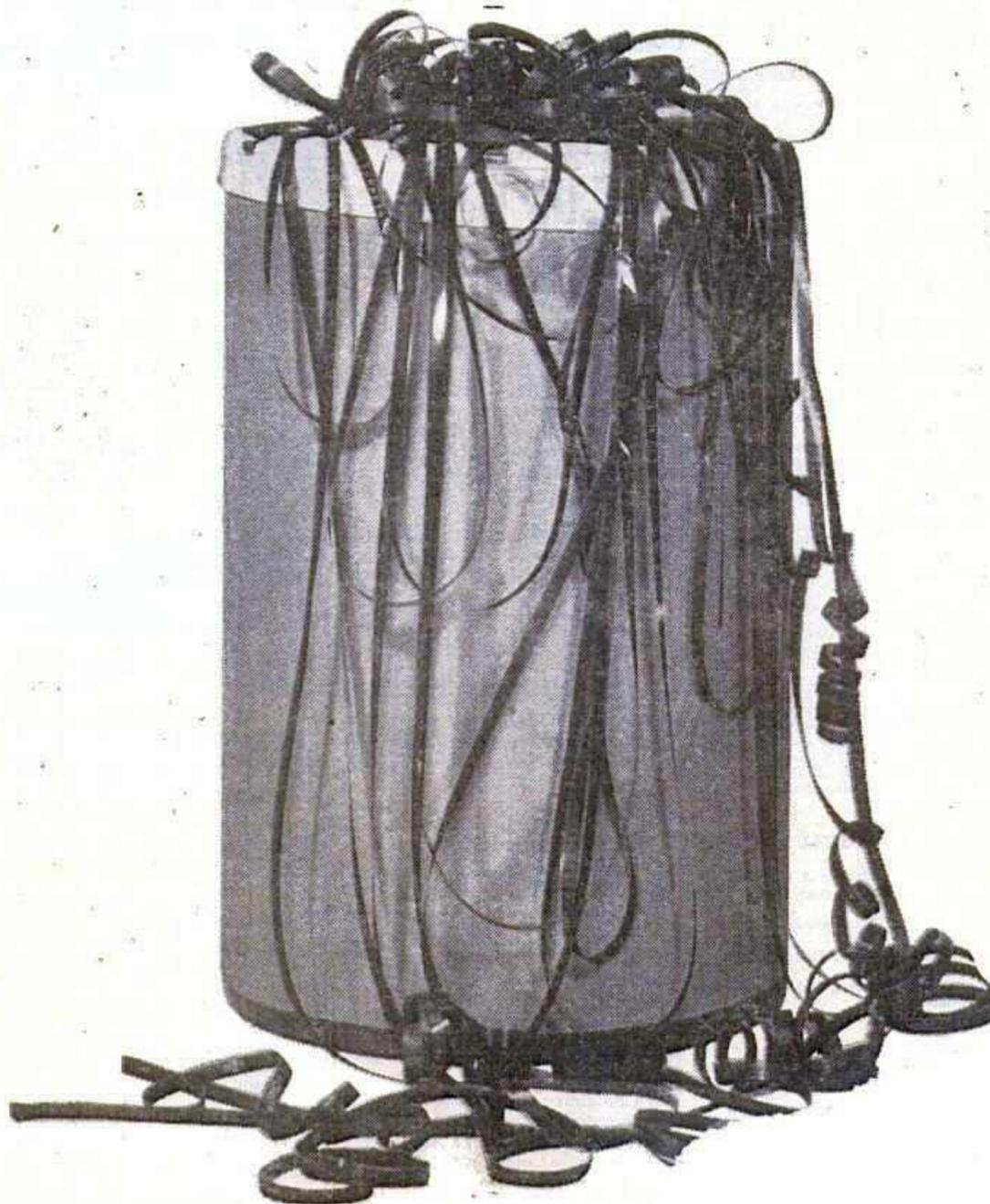


NEWSFILM editors screen more than a mile of film every day—but less than 500 feet is selected for the dramatic 12-minute program that is first choice of stations and sponsors everywhere.

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To see how NEWSFILM means better television news programs for you, call CBS Television Film Sales, Inc. Offices in New York, Chicago, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta, Boston. In Canada: S. W. Caldwell, Ltd., Toronto.

More than you'll ever see



VOX JOX

By JUNE BUNDY

COFFEE ON CULLEN: (NBC's Manhattan flagship, WRCA, staged a stand-out promotional campaign to introduce its new early morning deejay, Bill Cullen, to the press and public. In addition to page ads in the dailies and trades, the station sent out thermos bottles full of coffee to the press, with special tags reading, "This is the radio-TV press party season. What is needed most now is a Morning-after Press Party, which I'm herewith providing in absentia. WRCA Program Director Steve White screened hundreds of deejay-applicants for the 6:30-9:30 a.m. spot before he finally settled on Cullen. In addition to records, the show features live music by Eddie Saffranski and his crew.

THIS 'N' THAT: Dick Alliger, WBUX, Doylestown, Pa., writes, "We have cashed in on the publicity given to the TV show, 'The \$64,000 Question,' with a sequel tagged, 'The 64-Cent Question.'" The take-off gimmick is used by deejay Jimmy Ort on the Saturday afternoon WBUX show, "Rhythm at Random" (which Alliger directs), and which is aired from a local farmers' market, The Montgomeryville Merchandise Mart. Incidentally, Alliger adds, "We use The Billboard Push Pop charts in our booth at the Mart."

Chuck Parmelee, WSPD, Toledo, O., vacationed in New York City last week, headquartering at flack Buddy Basch's office. Basch will head for Houston shortly to see deejays during Juliana Larson's opening at the Shamrock there September 29. . . . Dottie Checchi, who recently resigned as record librarian at WORL, Boston, to enter a convent, has been replaced by her sister, Claire Checchi, and Thomas Carroll. . . . Jerry Nesler, KCBO, San Diego, is doing his Saturday night show from a record hop, which he conducts regularly. Speaking of record hops, Jerry Kay, WTIK, New Orleans, reports that the station's "Rock and Roll" party at a local beach was a big success and drew 5,000 in spite of rain. . . . Detroit deejays really get around. Last month, Ed McKenzie, Don McLeod, Ross Mulholland, Bob Seymour, Joe Van, Paul Winter and Fred Wolf turned out for the Michigan State Fair opening day. . . . Elby Stevens, WTVN, St. Johnsbury, Vt., has also been covering North County fairs this year.

(Continued on page 52)

DEALER DOINGS

By GARY KRAMER

BUFFALO: Gladys and Charles Covage, owners of the three Covage record shops in this city, have devised a neat way of kicking off new record releases locally, via a joint promotional tie-up with deejay Guy King of station WWOL and the Squirt Beverage Corporation. Each week the Covages select a new record, which is spotlighted three or four times a day on King's platter show. Listeners are informed that for six Squirt bottle caps and 50 cents they can get copies of the disk at the Covage stores.

The A. Harris Department Store, Dallas, has opened a multi-million dollar store of the latest design in Oak Cliff, Tex., large suburban development of Southern Dallas. Departments of the downtown store will be duplicated in this new store, including the record department. . . . Not long ago, Vince Land, six-foot six-inch manager of the record department of the A. Harris store, slipped on the turf in front of Dallas' fashionable Neiman-Marcus store, fractured a leg, and for a time was making the rounds of Dallas on crutches. Land insists that altho five-foot Marion Eamons was with him at the time, that it is not true that they were arguing whether Eamons' record department at Titcher-Goettinger Department Store was better than A. Harris', and that Eamons pushed him down.

DENVER: Mr. and Mrs. Glen C. Bernard, owners of Bernard's Record Shop, have utilized a tie-in to good advantage with nearby Lakeside Park, where stock car races are held. The Bernards provide the records for music at the Sunday night races in return for plugs over the public address system. Name bands and recording artists are also brought to the amusement park, and many of them come into the shop. Autograph parties and personal appearances are easy to arrange because of the proximity of Lakeside Park and Elitch Gardens, and the Bernards are now making plans for more promotions of that type for the coming year.

The Record Barr of Jesup, Ga., is now relocated in the Belk Griffith Department Store in the Crossroads Shopping Center, Savannah, Ga. The name of the store has been changed to "Windy Herrin's Record Barr." Herrin is one of Savannah's better known radio personalities, being affiliated with radio station WCCP. Phyllis Barr, owner of the Jesup store, continues to be associated with the Record Barr, and she writes that all types of records will be handled, as well as pre-recorded tapes, recording and listening equipment.

JUKE BOX WRAP-UP

J. P. Seeburg's new 200-selection phonograph makes its debut to music operators throughout the country as distributors hold week-long showings. Reports indicate that operator enthusiasm over new model is greater than ever before. AMI distributors also gear for operator showings. New multi-color 120-selection phonograph went on display Sunday (23).

Sentinel Radio Corporation begins to move with its recently introduced combination coin-operated TV and juke box cabinet. Shipments of restyled model under way. At the same time, firm names field representatives. Unit features 27-inch black and white television set and simulated juke box grille and panel, designed to accommodate any and all existing multi-selection juke box wall boxes.

AMI, Inc., reported to be preparing to enter high-fidelity home market. Units rumored to run from floor consoles to table models. Firm will use same multi-horn sound system in home sets that it uses in juke boxes.

For full details on these stories see Music Machine department on page 109.

Business Exec

Continued from page 16

bandleaders or their managers will attend the sessions. Of these 50, some 25 will be "big names" in the business.

Plan Elections

The meeting will also elect officers and a board of directors. The present officers, Brown points out, are temporary. The meeting will also try to formulate some plan of action with regard to the repeal of the 20 per cent cabaret tax. This will be done in co-operation with the NBOA. Also scheduled for discussion is a means of aiding new bands.

Band managers contacted in New York also indicated the likelihood that discussion would be centered around the possibility of seeking a revision in regulations of the American Federation of Musicians with regard to percentages earned by dance band managers. AFM regulations limit this to 5 per cent of the net after travel expense, provided scale is cleared. Many band managers feel this limitation is entirely too narrow; that it has the effect of keeping "risk" capital out of the band business. It's easier to promote singers, is the point of view.

Brown stated that the future of DOLA depended upon the results of the Chicago meeting. "We've got to get the bands back on TV and records," he concluded.

10-Inch LP's

Continued from page 16

some consisting of sides never before released.

Covers are laminated, four-color jobs. There are no liner notes, the back of the liner taken up with advertising copy plugging other albums in the "House Party" series.

Among the artists featured are Frankie Laine, Jo Stafford, Tony Bennett, Paul Weston, Rosemary Clooney. Eight of the 33 sets are tagged for Christmas exploitation, carrying holiday themes.

Hal Cook, Columbia director of sales, predicted the line would have its greatest potential among teenage buyers. Low cost, top names and color display should all stimulate movement. He indicated that the success of the diskery's CL 500, 12-inch pop line played a role in leading the company back into the 10-inch LP fold under the special six-tune format.

Look Ad

A full-page ad in the November 1 issue of Look magazine will keynote the campaign.

Epic's 10-inch drive, also due to kick off October 3, will debut with the release of 15 packages in a new series tagged "LN 1100." The \$1.98 sellers also feature top names on the label and from the diskery vaults. Among them are such talent as Roy Hamilton, Johnny Ray, Al Jolson, Eddie Cantor, etc. Marve Holtzman, artist and repertoire chief, said new artists will also be showcased on the LP's from time to time.

Schaeffers, Kassner

Continued from page 16

"Auf Wiederseh'n" and "Man With the Banjo."

Kassner also has secured for his Kassner, Inc., firm the world rights to the background score for the United Artists film, "Not As a Stranger," clefted by George Antheil. One theme already has been excerpted from the score and has been cut instrumentally by two diskeries.

In addition to his publishing activities, Kassner has gone into the personal management field and has inked warbler Bill Darnel. The latter has recorded for Coral and Decca, and most recently for label "X."

Kassner is leaving this weekend on a six-week trip to England and the Continent to visit his branches in London; Berlin; Paris; Milan, Italy, and Amsterdam, Holland.

FOLK TALENT & TUNES

By BILL SACHS

WLW's "Midwestern Hayride," which has just concluded its fourth year as a summer replacement on the NBC-TV network, continues on the NBC television hook-up for the fall and winter, switching from Friday night to Wednesday night, 9:30-10 o'clock. First show of the fall season came off last Wednesday (28). For the present, Whitehall Pharmaceutical Company is sponsoring the "Hayride" on alternate weeks, with Robert Roberts, of the Biow agency handling. Negotiations are now on to fill the open time. On the initial show for Whitehall were Hugh Cherry, emcee; the Hayseeds, the Willis Brothers, Phyllis and Billy Holmes, Mimi Roman, the Hayriders Band, Skeeter Bonn, Clay Eager, Dixie Lee, and the Midwesterners square dancers. Penny Nichols appeared as gueststar. Miss Roman leaves the "Hayride" October 1 to return to her home in New York.

Porter Wagoner and his mainstays, steel man Don Warden and electric-stand man Speedy Haworth, are currently on a Canadian tour for A. B. Bamford to carry them three weeks. Following that, Porter and the boys continue on their own for another two weeks, swinging thru the Northwest and Southwest before returning to Springfield, Mo. in late October. . . . Rex Allen and Jim Edward and Maxine Brown gueststar on "Ozark Jubilee" via the ABC-TV network from Springfield, Mo., Saturday (1).

Al Turner, formerly of "Big D Jamboree" and Station KLIF, Dallas, has moved to KTBB, Tyler, Tex., where he's promoting two shows a month at the Mayfair Building. Turner spins all the western wax on KTBB. His initial show, September 11, drew 1,700 paid admissions, and included Jimmy and Linny (Decca), Bill Dudley (Capitol), Carolyn Bradshaw (Fabor), the Texas Sweethearts, Treon and Dwight, Jo Bill (Imperial) and Cornbread. His second show, Tuesday (27) had the Belew Twins (Coral), Buddy Griffin (Ekko), Ralph Sanford (King), the Lovett Sisters (Imperial), Jo Bill, Cornbread, and the "Country Picnic" from KRLD-TV, Dallas.

Ann Jones and Her Western Sweethearts have just invaded Minnesota after an extended trek thru Idaho, Wyoming, Montana and the Dakotas. From Minnesota they swing back into Montana and the Dakotas. Their plans are to work down into Texas and back thru New Mexico, Arizona and California, returning to Oregon around the holidays. To make the extended tour, Ann has taken leave of absence from KVAN, Portland, Ore., turning her show over to Kenny Debord. Miss Jones and her fem contingent plan to take off the second week in November to attend the big disk jockey convention in Nashville. Ann's newest release on the Sims label is "My Heart Can't Say Goodbye" b.w. "Get Up and Go," with the "Heart" side showing up best.

Kenny Smith and the Westerners now air every Saturday night, 11:30-midnight, via KTKT, direct from the stage of Tucson Gardens, Tucson, Ariz. On Wednesday and Friday nights the combo holds forth at Military Inn, near Frey, Ariz. Group plays every other Sunday night at Ajo, Ariz. Newest member of the unit is Little Jimmy Byrd, lead guitar and fiddler, who doubles on numerous other instruments. . . . Sheriff Tex Davis, director of country & western operations at WCMS, Norfolk, reports that his first fall show of the season, September 11-12, headlined by Elvis Presley and Hank Snow, and including the Louvin Brothers and Cowboy Copas, broke all attendance records for the town. "The whole gang was great, as usual," typewrites the Sheriff, "but the teen-agers went wild when Elvis went into his act. The girls mobbed him afterward and literally tore him apart for souvenirs." (Continued on page 6)

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

For the past few weeks we've all looked on admiringly as rhythm and blues expanded into the pop field. R.&b. disks have many pop buyers; r.&b. hits are on the best selling pop charts; and pop artists have been quick to cover r.&b. tunes. Now a curious thing is happening: r.&b. is being influenced by the pop music field. R.&b. writers are trying to write for the pop market; r.&b. singers, in many instances, want to be pop singers, and a number of r.&b. labels are cutting more and more pop-styled sides.

Frankly, no one knows what the outcome of this interchange will be. It is no secret, however, that many serious students and lovers of r.&b. music are viewing with alarm this increasing pop influence. They point out that the pop market latched onto r.&b. music because it was r.&b. It offered an excitement and sound not found in the run-of-the-mill pop record. The pop buyers liked it not because it was diluted r.&b., but because it was true r.&b.

It will be interesting, in coming months, to watch the progress of these pop-styled tunes and sides being put out by the writers, artists and a.&r. men. Traditionally, attempts by artists to break into fields other than their own have not been too successful. When a Hank Williams, for instance, made it in the pop field, he made it as a result of the powerful universal appeal of his country material. For similar reasons, r.&b. went pop. But let us not try to pre-judge what is happening. Let the pop influence in r.&b. get a fair trial, and if it bombs out it will be dropped quickly enough. A number of artists, of course, may be hurt in the process.

Jockey Jack (Jack Gibson), of WERD, Atlanta, drops us a note to point out that the South is full of deejays who are kings in their own individual areas. Jack says: "Take Ed Cook of Miami; in St. Louis it's Spider Burke; in New Orleans it's Okey Dokey; in Birmingham, Eddie Castleberry . . . and a flock of others such as Ally Pat and Roosevelt Johnson." We're aware of Jack, and so are the labels and the artists. . . . Lorenzo W. Milam, of WJVB, Jacksonville, is building up the character of the announcer (Pappy Sharpe) into an easy-going Southern type. This involves no high-pressure advertising, but rather a "you-can-buy-it-if-you-want-it" attitude. A bit of rhyming jive talk is also used, but Milam figures the real feature of the show is the bluesy, low-down piano background used all during the talking. This is conducive to a relaxed atmosphere.

Evelyn Johnson, of the Buffalo Agency, Houston, drops us a line that the recent packaging of B. B. King, Louis Jordan, Donna Highower and Johnny (Guitar) Watson has proved one of the biggest things in the personal field. With vocalists Harold Conner and Dottie Smith it's reported the unit is playing to capacity.

Could Make This **HIT RECORD**

A ROCKIN' RHYTHM ROMPER

"SEARCH MY HEART"

MERCURY 70713



PAGE

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Ballroom Ops Meet With Band Leaders' Org at Chi Session

Band Org Will Move to Name Business Exec

ALBUQUERQUE, N. M., Sept. 24.—Maestro Les Brown, chief of Dance-Orchestra Leaders of America, discloses this week that the bandmen at their first annual convention in Chicago (see separate story) will attempt to pledge enough money to hire a high-powered executive who would promote the band business on an institutional level.

Brown, who has been touring this section of the country, stated this would be the most important single piece of business DOLA would take up in the Windy City. Such an executive, to Brown's way of thinking, would be paid at least

\$25,000 annually plus expenses—very likely more—and would correlate band activities on various levels, including television, radio, records, ballrooms, musicians' union, and publicity.

DOLA's opening sessions Monday (26) will be held jointly with the NBOA. On Tuesday, however, DOLA will have its own meetings. Brown stated that at the DOLA session names would be submitted as likely candidates for the promotional job. Of course, all of this is contingent upon the membership okaying the cost of such an office. It is felt the maestri will take to the idea, in view of the desire of all to restore the band business to its former prosperity.

Brown expects that some 50

(Continued on page 20)

Ballroom Ops Would Assist Smaller Bands

CHICAGO, Sept. 24.—The ballroom industry is expected to focus its attention on semi-names, particularly the new ones, and territory bands, trying to devise means to give a helping hand to this branch of struggling musicians, at the joint conclave of the National Ballroom Operators of America and DOLA Monday (26) in Chicago.

Tom Archer, of Des Moines, head of NBOA, and Les Brown, DOLA prexy, both predict a large turn-out for the joint meeting of the ballroom operators and band leaders, with bookers, managers, record companies and others also invited.

For DOLA, it will be its first annual convention and actually the first time the band leaders have had an opportunity to get together since formation of the organization on the West Coast earlier this year. The group was formed as a result of an all-industry committee set-up following the NBOA convention last year.

Joint effort of both NBOA and DOLA will be to help promote dancing, but leaders of the organization point out that the semi-names and territory bands are in the most distressing position at the present time.

Semi-names are having tough

(Continued on page 17)

Welk Sets 6 House Marks in 10 Dates

HOLLYWOOD, Sept. 24.—Maestro Lawrence Welk was the holder of six new house records out of 10 dates played September 11-21 on the ork leader's first one-nighter tour in four years.

Welk played to a total of 39,555 for a total gross of \$79,566 and a take-home of \$38,752.60 for the leader. Welk set new records at St. Paul; Val Air Ballroom, Des Moines; Armar, Cedar Rapids, Ia.; Aragon, Chicago; the Million Dollar, Milwaukee, and Elitch's Garden's, Denver. Latter record was held by Sammy Kaye until Welk topped the spot, pulling 4,046 payees at a \$2.25 top.

SIDES GALORE

Everywhere Cap Looks It's Sinatra

NEW YORK, Sept. 24.—Capitol is suffering from an embarrassment of record-riches on Frank Sinatra. Since the singer's latest release ("Fairy Tale" backed by "Same Ole Saturday Night") has only been out a short while, Capitol didn't put out any singles on his "Our Town" tunes. Instead they packaged a group of songs from the NBC-TV musical-drama on an EP.

However, dealers are said to have reported many calls for the "Love and Marriage" side (which received heavy deejay play), and Capitol capitulated this week and released it as a single, backed by another song from the EP, "The Impatient Years." Consequently, Sinatra may soon have three new releases out at the same time, because the crooner's new M-G-M movie, "The Tender Trap," opens shortly, and the label has a commitment to release his waxing of the film's theme song at that time.

Merc. Ships 98-Cent EP

NEW YORK, Sept. 24.—Mercury Records is marketing a special 98-cent EP—one in a series of "Tops in Pops" EP packages—featuring four of its top artists in a move to spark additional sales for its EP line this fall.

The 98-cent EP is designed as a "leader," and all other Mercury EP's will retain the label's regular \$1.49 price. Mercury ran a special EP promotion this summer, wherein all its EP releases were specially priced at 98 cents, but the sale ended July 31. Dealer cost on the special EP will be 60-cents.

The "Tops in Pops" package features current sides by Georgia Gibbs, Rusty Draper, Sarah Vaughan and Chuck Miller. Distributor orders to date on the special EP have topped orders on any previous Mercury EP release by 37 per cent, according to the firm's veepee-sales manager, Morry Price.

SCORE: KEAN 10; NICHOLSON, ONE

NEW YORK, Sept. 24.—In a story in the September 10 issue of The Billboard it was erroneously stated that Bobby Nicholson, deejay who had been appearing over WRCA, wrote the music for RCA Victor's "Howdy Doody" records. Eleven such albums were made by Victor and the music, lyrics and scripts for 10 were written by Edward G. Kean. Nicholson wrote one.

Col'bia to Jump Back Into 10-In. LP Field

'House Party' \$1.98 Line Bows Oct. 3; Epic Sets Same Date for Like Moves

NEW YORK, Sept. 24.—Columbia Records, which discontinued its 10-inch LP lines early this summer, is back in the field bigger than ever, but the product it will offer has a number of unique twists. On October 3 the company will begin shipment of a new pop 10-inch series, each disk holding six tunes and selling at a new low list of \$1.98.

In an associated move Epic Records will also ship and exploit a new line of 10-inch LP's, basically similar in concept and design, altho containing a number of variations to the product issued by its sister diskery, Columbia.

Columbia's new 10-inch line, to be known as the "House Party"

(CL 2500) series, will be the firm's push promotion for October. It's exploitation will be aimed largely at traffic outlets, with heavy distributor concentration urged on the syndicate store, rack-jobber-type outlet. At the same time, dealers generally will be offered extensive point-of-sale material to plug the line to consumers.

Top Artists

Top artists will be featured in the 33 LP's scheduled for October release, with much of the material they perform taken from the standard catalog, some of it salvaged from discontinued 10-inchers and

(Continued on page 20)

Capitol Signs Haley Bandsmen

NEW YORK, Sept. 24.—Capitol's new Eastern artist and repertoire man, Andy Wiswell, has signed three ex-members of Bill Haley and his Comets, marking his first personal pacting of artists since he joined the label last month. The boys, who left Haley last week, are Joe Ambrose, sax; Dick Reynolds, drums; Marshall Lytell, bass.

The new group is billed as the Jodimers, a combination of the first letters of their names. They will be augmented by three other musicians—Charles Hess, guitar; Jim Buffington, drums, and Bob Simpson, piano. All six will double on vocals, and a featured gimmick will be the novelty of two drummers in one small group. The boys are managed and booked by Matty Rosen.

Meanwhile Wiswell is shopping around for more artists for his personal stable, in addition to handling present Capitol performers headquartered in the East—Les Paul and Mary Ford, Jane Frohman, etc.

1,000 Deejays to Show For Nashville Festival

NASHVILLE, Sept. 24.—WSM, home of the "Grand Ole Opry," expects 1,000 disk jockeys to attend the Fourth Annual Disk Jockey Festival November 11 and 12. Plans for the festival, which originated in 1952 as a means of celebrating the anniversary of "Grand Ole Opry," are currently being crystallized.

During the 1954 festival, more than 900 deejays, country artists and representatives of disk firms attended the series of meetings, parties and special events.

WSM will stage a big Friday evening party. Awards to outstanding country artists and writers will be given by Broadcast Music, Inc., The Billboard, and Cashbox the morning of November 11. In the afternoon of that day, deejays will attend a special clinic in which they will hear a panel of record company executives discuss various phases of industry relations and service. Traditionally, this session has become a sounding board

ERA 'BOUDOIR' GIMMICK CLICKS VIA ALL MEDIA

HOLLYWOOD, Sept. 24.—Intent on writing a new page in their young tho impressive career in the record industry, Herb Newman and Lou Bedell, Era Records execs, this week pulled a major promotional coup prior to the release of the firm's new album, "Sounds of the Boudoir."

Company set a dozen love-lies for the window of Music City, Hollywood disk super-market, with one young lady to be named "Miss Boudoir." Stunt was covered by all the major wire and news services, in addition to a host of fan magazines, and radio, television and movie newsreels.

Album itself is an eye-opener, and features the sounds of a lady awakening and retiring. Wax was produced by George Draine and narrated by Phil Barto.

SIGNATURES

Schaeffers, Kassner in Rep Deals

NEW YORK, Sept. 24.—Publisher Edward Kassner this week locked up a deal whereby he has become representative for the Peter Schaeffers music companies of Germany for the United States and the British Empire.

The Schaeffers copyrights will be controlled thru a new firm here owned jointly by the German publisher and Kassner, and to be known as Schaeffers Music Corporation. Schaeffers is the original publisher of such Stateside hits as

(Continued on page 20)

Century to Open Dallas Distribbery

NEW YORK, Sept. 24.—Century Distributors, Inc., a new record distributing outfit, will open its doors in Dallas on October 1. Proprietors of the firm are Irv Katz, veteran disk sales exec, and Sid Gitelman, an attorney. The territory serviced will be Northern Texas and Western Louisiana.

Among the disk lines already inked for distribution are ABC-Paramount, Baton, Cadence, Kapp, Herald, Era, Tico.

Katz until recently was sales manager for Urania, and previously was associated with Eli Oberstein. He also was trade sales manager for Children's Record Guild and Young Peoples' Records for three and a half years, and sales manager for Apollo Records for five years.

Does Trading In E.M.I. Stock Cue Cap Tie-In?

Guesses Run From U. S. Marketing to British TV Field

HOLLYWOOD, Sept. 24.—Widespread speculation surrounded the unusually heavy trading of Electric & Musical Industries, Ltd., on the New York Stock Exchange during the past two weeks, with innumerable trade sources predicting the activity was tied in some fashion to Capitol Records.

E.M.I. traded 96,100 shares at the close of business September 16, and an additional 43,200 shares the week ending yesterday (23). Market sources indicated the trading was exceptionally heavy for E.M.I., and offered several explanations for the activity. The hardly authoritative, principal reasons for the trading centered about the possibility that E.M.I. might soon enter the domestic market with home entertainment equipment, or in the electronics field. Bill Fowler, Capitol vice-president,

(Continued on page 17)

Gov't Registers 1,103 Foreign Songs in Year

WASHINGTON, Sept. 24.—In the past the Music Division of the Copyright Office registered 1,103 copyrights on foreign music as it prepared for changes in its operations which were effected by the Universal Copyright Convention.

Under the Convention, protection is guaranteed for a minimum of 25 years either from time of the work's first publication or from the death of the author. Ratified by 15 nations including the United States and signed by 30 others, the Convention simplifies technicalities previously required to obtain international copyright protection.

The Convention, which went into effect September 16, means that each country which ratifies it will extend to artists, composers and authors of all other ratifying nations the same copyright protection that it affords to its own nationals.

'Hucklebuck' Suit Settled

NEW YORK, Sept. 24.—An action filed in New York Supreme Court, seeking to enjoin six defendants from publishing and recording the tune, "The Hucklebuck," was settled and discontinued this week. The suit was brought against United Music Corporation, Columbia Records, Decca, Mercury, Savoy and London Records. The plaintiff, Sydney Nathan, had charged that United Music's tune, "The Hucklebuck," was copied from his 1948 song, "The Boarding House Blues."

MILLER 'ROSE' TRIPLE CROWN

NEW YORK, Sept. 24.—The Billboard "Most Played in Juke Boxes" chart this week ranks Mitch Miller's "Yellow Rose of Texas" in the No. 1 slot, thereby qualifying the Columbia pop artist and repertoire chief as the latest winner of the Triple Crown Award.

For several weeks now the Miller waxing has led the pack on the best-selling and disk jockey listings. The award is given to any artist whose disk rates at the top of all three charts in any one week.

Col. Hits Peak Month of LP Sales-a-Million

NEW YORK, Sept. 24.—Columbia Records sold more LP's last month than in any month in the company's history, with over 1,000,000 packages moving out to the trade, according to Hal Cook, director of sales.

None of these sales were accounted for by mail-order club subscriptions, it was said, the figure relating only to sales to distributors.

Meanwhile, Cook asserted, September LP sales bid fair to outstrip those in August, and the diskery pressing facilities have been placed on 20-hour schedule to meet the demand.

Phonotapes Going Into Music Field

NEW YORK, Sept. 24.—Phonotapes, Inc., independent pre-recorded tape manufacturer specializing in literary material, is planning a quick expansion into the music field with reductions set in the suggested list prices of all its product.

New label on the music material will be Phonotape-Sonore, and first releases are expected in mid-October. Standard seven-inch reels (dual-track, 7½ i.p.s.) will list at \$8.95, five-inch at \$6.95. Among the first issues will be several Gershwin works recorded in Germany, in the same performances scheduled (Continued on page 17)

Gordon Signs With Dootone

HOLLYWOOD, Sept. 24.—Dootone Records, this week announced the signing of Dexter Gordon to launch the firm's new jazz catalog.

Twelve sides are to be cut featuring Gordon next week, with the initial release set to include a 12-inch LP and a number of singles. Dootone diskery previously entered the package field via best-selling LP and EP rhythm and blues tunes featuring the Penguins, the Medallions and other groups.

Helen Humes, former Count Basie vocalist, has also been added to the firm's rapidly expanding talent roster.

BRILL BLDG'S HAPPY

Pubbers Have Disks Galore to Crow Over

NEW YORK, Sept. 24.—The "hype" hangs heavy over the Brill building this week, with at least eight new tunes basking in heavy disk coverage, including "No Arms Can Ever Hold You," "Por Favor," "Bring Me a Bluebird," "Yaller, Yaller Gold," "Love and Marriage," "The Legend of Wyatt Earp," "Croce Di Oro" and "White Buffalo."

To date, Gil Publishing's tune, "No Arms Can Ever Hold You," has been sliced by Pat Boone, Dot; Jeff Clay, Coral; the Gaylords, Mercury; Jimmy Young, London, and George Showa, Decca. Winneton's "Por Favor" has been waxed by Vic Damone, Mercury; June Valli, Victor; the Nocturnes, M-G-M; Helene Dixon, Epic, and Billy May, Capitol.

"Love and Marriage," the Barton ditty from NBC-TV's "Our Town" musical, has been recorded by Frank Sinatra, Capitol (both as an EP and a single); Helen Grayco,

ART TALMADGE LIKES CALVERT

NEW YORK, Sept. 24.—Mercury veepee Art Talmadge is featured in the current "Men of Distinction" ads for Lord Calvert whiskey. Talmadge (referred to in the ad copy as "director of all Mercury's popular recording activities") is pictured holding the familiar glass and wearing a dignified expression befitting the first record industry exec to join Calvert's list of distinguished tipplers.

AFRICAN BEAT

Richmond Adds Many To Catalog

NEW YORK, Sept. 24.—Ever since the Bulawayo Sweet Rhythm Boys astounded the Western world with "Skokian," there have been rumblings from the African bush. That tireless jungle tracker, Howard S. Richmond, thru his overseas representative, has tied up a large catalog of African songs. These include a number of items calculated to fracture the trade. Among them:

A rhythm song currently a smash among the Yoruba people in Lagos, Nigeria; a "wonderful" instrumental, currently a favorite with the Ashantis of Accra (Gold Coast); a "lovely" ballad, a hit with the Baoule tribe at Abidjan (Ivory Coast); a mambo-type hit that first broke among the Cenofo people at Korogho (Ivory Coast); a rock-and-roll item that's getting action among the Toucouleur peo-

(Continued on page 17)

COAST DISK PUSH

Drug Rack Firm Reps Four Majors

HOLLYWOOD, Sept. 24.—Handy Spot, Inc., major drug and toiletry goods rack jobber in the Los Angeles and San Francisco market areas, has been appointed distributor by RCA Victor, Columbia, Capitol and Mercury records and will immediately begin to merchandise popular hit records and albums in approximately 150 outlets.

The decision to add phonograph records to the sundries lines the

Label "X"; the Laurie Sisters, Mercury, and Dinah Shore, Victor.

The Disney tune, "Yaller, Yaller Gold," (Wonderland) has been waxed by Fess Parker, Columbia; Lou Monte, Victor, and Gary Crosby, Decca. "Croce Di Oro" (Shapiro-Bernstein) has disks by Patti Page, Mercury, and Joan Regan, London, so far, while E. H. Morris has lined up platters on "Bring Me a Bluebird" by Ralph Young, Decca, and the Gaylords, with more to come.

The folksy TV influence is very much in evidence in the pop field this week. In addition to Disney's "Yaller, Yaller Gold," "White Buffalo" (featured in a forthcoming episode of ABC-TV's "Rin-Tin-Tin") has been cut by Bill Hayes, Cadence, and Jim Brown (also in the TV show), M-G-M, while "The Legend of Wyatt Earp" (Four Jays), another ABC-TV series, has been recorded by Bill Hayes and Ralph Young.

Signs Point to Majors' Mass Market Selling Via Rack Use

Sharp Increase on 'Pump Priming' Due as Diskers Delve Into Field

By BILL SIMON

NEW YORK, Sept. 24.—A sharp increase in activity in the last few weeks has pointed up the strong inclination of most of the major record companies to open up mass market selling via rack jobbers. The rack jobbers, of course, is the servicing agent who merchandises special products on racks set up in supermarkets, chain and syndicate stores.

Today, after several years of experimentation by some, and of watchful waiting by others, the

major record companies are getting out aggressively to line up new outlets.

Apparently this is one new area of market expansion on which the "name brand" boys agree. Just as the rack outlets agree that "name brands" are the key to a successful impulse-buying set-up.

Such companies as RCA Victor, Columbia, Capitol and Mercury have determined to their satisfaction that rack selling is a stimulus to the record business as a whole, that it catches a customer who never entertained an idea of "record shopping," confronts her with

an heavily advertised or "pre-sold" product.

'Pump Priming'

"It's pump-priming," as one diskery exec put it. "We want to get those turntables moving. Once we can get them started, there's a chance that they'll start building libraries." Since most of the racks carry only current hits, this new interest would have to be satiated via regular record shops, he claimed.

Rack jobbing of records, it is recalled, was initiated by Columbia Records three years ago thru that company's encouragement of the Music Merchants set-up in Philadelphia. RCA Victor entered the field seriously about two years ago and has named Irwin Tarr to head a department which today is (Continued on page 17)

Cap Merchandising Program Sprung in Attempt at Surprise

New in Line-Up Are 21 Pop, 4 Classical Albums; Dealer Aids

HOLLYWOOD, Sept. 24.—In what appears to be an obvious bold change of sales strategy, Capitol Records this week unveiled its October-November merchandising program at a series of dealer meet-

ings across the country. Unlike the firm's previous fall programs, which heretofore had been introduced at dealer meetings earlier in the season, Capitol has apparently elected to hold its program in abeyance and gain the element of surprise. Virtually all of the major recording companies have already introduced their product and sales plans at dealer and distributor meetings.

Highlight of Capitol's new merchandise is a total of 21 new 12-inch pop albums, only three of which are in the \$4.98 list category. These are "Jackie Gleason Plays Romantic Jazz," "Harry James in Hi-Fi" and Judy Garland's "Miss Show Business." The remainder of the company's pop LP's are all in the T series, \$3.98 list.

Letter packages include wax by (Continued on page 17)

New Comets Join Haley

NEW YORK, Sept. 24.—Jim Ferguson, manager of Bill Haley and His Comets, has lined up new personnel following the leaving of several of the boys who are forming their own group.

One of the replacements is Francis Beecher, a leading guitar man, formerly with the Benny Goodman sextet. Another is Rudy Pompelli, on sax and clarinet.

A third is Al Rex, who broke up his radio band on WDRF, Chester, Pa., in order to return to the Comets. He was the original bass man with the group. The new drummer is Don Raymond.

George Gobel Gets RCA Victor Pact

HOLLYWOOD, Sept. 24.—Comic George Gobel has been signed to a term recording contract by RCA Victor, with his initial disks scheduled to be introduced on his NBC-TV teleshow this fall.

John Scott Trotter, music director for the Gobel TV, will perform similar chores for the latter's recording sessions. Gobel previously waxed for the defunct Sears, Roebuck label some years ago.

RCA also renewed singer Tony Travis for another year, with Henri Rene, West Coast artist and repertoire chief, handling the negotiations.

Coast Record Dealer Org Set

HOLLYWOOD, Sept. 24.—A Southern California record dealers' association became a reality this week, with 113 charter members joining the group at a meeting held here Wednesday (21).

A total of 81 dealers attended the meeting, tho an additional 31 who could not attend returned membership acceptance cards. Group decided upon a tentative fee of \$10 as membership dues, collecting a total of \$440 at the meeting.

Chaired by Norty Beckman, Norty's Music, a steering committee composed of seven dealers was named to draw a set of bylaws and a constitution, with October 5 set as the date for formal election of officers and the adoption of a name for the association.

Steering committee includes Norty Beckman, chairman; Jerry Johnson, House of Sight & Sound; Moe Arbutel, Eastern-Columbia; Joe Friedman, Gene's Music; Ivy Indick, Index Radio; Mile Callecio, Mike & Bob, and Eleanor Roycroft, Southern California Music Company.

Marks Reps Cugat Firm

NEW YORK, Sept. 24.—Edward B. Marks Music Corporation has been appointed sole selling and licensing agent for Xavier Cugat's Alameda Music, Inc., new publishing firm the Latin maestro is starting. Fernando Castro, for 21 years with the Ralph Peer music publishing enterprises and well-known throught the Latin field, is general manager of the firm, with headquarters at Marks' office.

Prior to his tenure with Peer—where he actively promoted "Besame Mucho," "Perfidia" and many other tunes—Castro was with RCA Victor's a.&r. department for eight years. Marks, which has in the past published Cugat's big hits, also has an option whereby it has first choice to publish itself a certain amount of the tunes accepted by Alameda. Performing rights clear thru Broadcast Music, Inc.

I'VE GOT A HIT, SO SUE ME!

NEW YORK, Sept. 24.—Current heavy competition on ditties led one publisher wag this week to offer the following observation: "The only way you know if you've got a hit today is if you get a fast cover or are slapped with a lawsuit."

THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATING

The Nation's Top Television Programs

THE TV INDUSTRY'S MOST COMPLETE GUIDE SHOWING TOP 10 PROGRAMS IN EACH CITY AND ALL TV FILM SERIES IN ALL MAJOR MARKETS

This chart shows the latest ratings of TV programs in all markets covered by American Research Bureau's monthly reports. The complete study is published over a four-week span with all cities covered as the ARB reports become available. The 10 top-rated shows are listed first for each market, followed by every non-network film series playing in that market. Listings are by rank order, according to rating.

All film show listed are sold on a syndicated basis unless the title is preceded by a dagger (†), in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF. For complete program rating and audience composition information on a national or individual market basis, please consult ARB, National Press Building, Washington 4; 551 Fifth Avenue, New York; or P. O. Box 6934, Los Angeles 22.

- 35. Sportsman's Club (Syndicated Films), WXEL, Th-8:30 2.6
36. Big Playhouse (Screen Gems), WXEL, Th-6:30 2.0
36. Ames Bros. (R. C. Cola), WEWS, Th-8:45.. 2.0
38. Greatest Sports Thrills (Winik), WEWS, F-8:00 1.6
39. Bandstand Revue (Paramount), WXEL, W-7:00 1.4
40. James Mason (NTA), WEWS, Su-4:30... 0.3
41. Diane Lucas (Arthur B. Modell), WEWS, Su-4:30... 0.3

WASHINGTON 4 STATIONS

THE TOP 10 TV SHOWS IN WASHINGTON (* Indicates Non-Network)

- 1. \$64,000 Question, WTOP 44.6
2. Robert Montgomery Presents, WRC 31.0
3. Toast of the Town, WTOP 27.0
4. Dragnet, WRC 26.5
5. Private Secretary, WTOP 26.0
6. Variety Hour, WRC 23.7
7. Fireside Summer Theater, WRC 23.7
8. I've Got a Secret, WTOP 23.6
9. U. S. Steel Hour, WTOP 23.5
10. The Medic, WRC 23.1

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, August ARB Rating, Station, Day, Time, Top Opposition & Rating. Lists various film series like 'I Led Three Lives', 'Sherlock Holmes', 'Annie Oakley', etc.

SEATTLE-TACOMA 4 STATIONS

THE TOP 10 TV SHOWS IN SEATTLE-TACOMA (* Indicates Non-Network)

- 1. \$64,000 Question, KTNT 46.7
2. Disneyland, KING 34.2
3. The Medic, KOMO 32.4
4. Big Town, KOMO 27.6
5. Wednesday Nights Fights, KING 27.3
6. *Science Fiction Theater, KING 26.6
7. Dragnet, KOMO 25.9
7. Best of Groucho, KOMO 25.9
9. Rin Tin Tin, KING 25.2
10. *Mr. District Attorney, KING 25.1

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, August ARB Rating, Station, Day, Time, Top Opposition & Rating. Lists various film series like 'Science Fiction Theater', 'Mr. District Attorney', 'Death Valley Days', etc.

CLEVELAND 3 STATIONS

THE TOP 10 TV SHOWS IN CLEVELAND (* Indicates Non-Network)

- 1. \$64,000 Question, WXEL 45.5
2. What's My Line? WXEL 27.0
3. Bob Cummings, WNBK 24.5
4. Stage 7, WXEL 23.2
5. *Baseball, WXEL 23.0
6. Wednesday Night Fights, WEWS 22.7
7. I've Got a Secret, WXEL 22.6
8. Private Secretary, WXEL 22.0
9. The Medic, WNBK 21.9
10. Godfrey's Talent Scouts, WXEL 21.5

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, August ARB Rating, Station, Day, Time, Top Opposition & Rating. Lists various film series like 'Sherlock Holmes', 'Range Rider', 'Passport to Danger', etc.

BOSTON 2 STATIONS

THE TOP 10 TV SHOWS IN BOSTON (* Indicates Non-Network)

- 1. \$64,000 Question, WNAC 58.9
2. *Baseball, WNAC 44.4
3. *Baseball, WBZ 41.9
4. Toast of the Town, WNAC 37.3
5. Two for the Money, WNAC 34.7
6. Climax, WNAC 34.0
7. Robert Montgomery Presents, WBZ 33.9
8. U. S. Steel Hour, WNAC 32.7
9. I've Got a Secret, WNAC 31.2
10. Best of Groucho, WBZ 31.0

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, August ARB Rating, Station, Day, Time, Top Opposition & Rating. Lists various film series like 'Man Behind the Badge', 'Mr. District Attorney', 'I Led Three Lives', etc.

TV FILM SALES

CBS TV FILM SALES
LIFE WITH FATHER
KARK, Little Rock; Stiff's Jewelers
AMOS 'N' ANDY
Charlotte, N. C.; Duffy Mott
GENE AUTRY
KBT, Denver; WSIX, Nashville; WSBA, York, Pa.; Adv. TBA
CASES OF EDDIE DRAKE
WMAR, Baltimore; Adv. TBA
LONG JOHN SILVER
KJEO, Fresno, Calif.; KING, Seattle; KAKE, Wichita, Kan.; Adv. TBA
WABD, New York; Goodman's Noodles
RANGE RIDER
WOOD, Grand Rapids, Mich.; WSIX, Nashville; Adv. TBA
SAN FRANCISCO BEAT
WTWO, Bangor, Me.; United Trading Stamp Co.
WHYN, Springfield, Mass.; Adv. TBA
THE WHISTLER
KTVH, Hutchinson, Kan.; Adv. TBA
ANNIE OAKLEY
WFBG, Altoona, Pa.; WSWA, Atlanta;

WBAL, Baltimore; WBZ, Boston; WBN, Buffalo; WBTV, Charlotte, N. C.; WLWD, Dayton, O.; WICU, Erie, Pa.; WGH, Hartford, Conn.; WFRV, Green Bay, Wis.; WJAG, Johnstown, Pa.; WMBR, Jacksonville, Fla.; WGAL, Lancaster, Pa.; WJIM, Lansing, Mich.; WHAS, Louisville; WTVJ, Miami; WISN, Milwaukee; WALA, Mobile, Ala.; WNHC, New Haven, Conn.; WDSU, New Orleans; KWTU, Oklahoma City; WOW, Omaha; WPFH, Wilmington, Del.; Winston-Salem, N. C.; WKBN, Youngstown, O.; WKTV, Utica, N. Y.; KTVX, Tulsa, Okla.; WSPD, Toledo; KING, Seattle; KKLY, Spokane; KOVR, Stockton, Calif.; KDKA, Pittsburgh; KOIN, Portland, Ore.; WJAR, Providence; KSL, Salt Lake City; KENS, San Antonio; San Diego, Calif.; KGO, San Francisco; All renewals for Carnation Milk.
WREX, Rockford, Ill.; Adv. TBA

MCA-TV

DR. HUDSON'S SECRET JOURNAL

KARK, Little Rock; Worthen Bank
WGR, Buffalo; Hospital Service Corp.

NBC FILM DIVISION

GREAT GILDERSLEEVE
WNHC, New Haven, Conn.; Ronzoni Macaroni
KCN, Temple, Tex.; KVOO, Tulsa, Okla.; Adv. TBA
STEVE DONOVAN
WMCT, Memphis; KCEN, Temple, Tex.; KTXL, San Angelo, Tex.; Adv. TBA
HIS HONOR HOMER BELL
KGUL, Houston; KCEN, Temple, Tex.; KVAL, Eugene, Ore.; Adv. TBA
BADGE 714-A
KRDO, Colorado Springs, Colo.; WNOW, York, Pa.; Adv. TBA
BADGE 714-B
KLT, Tyler, Tex.; Adv. TBA
BADGE 714-C
WVJ, Detroit; Ford Dealers
WBAP, Fort Worth; KING, Seattle; KRDO, Colorado Springs, Colo.; Adv. TBA
DANGEROUS ASSIGNMENT
WKB, Youngstown, O.; Adv. TBA
PARAGON PLAYHOUSE
KTXL, San Angelo, Tex.; Gruen Watch
VICTORY AT SEA
WPTA, Harrisburg, Pa.; Blue Cross
KFSD, San Diego, Calif.; Adv. TBA

LIFE OF RILEY-C
KTSM, El Paso, Tex.; Adv. TBA
LIFE OF RILEY-D
KTSM, El Paso, Tex.; Adv. TBA
HOPALONG CASSIDY-1 HOUR
WMCT, Memphis; Adv. TBA
HOPALONG CASSIDY-HALF HOUR-A
WMCT, Memphis; Adv. TBA
HOPALONG CASSIDY-HALF HOUR-B
WMCT, Memphis; KRGV, West Waco, Tex.; Adv. TBA

NATIONAL TELEFILM ASSOCIATES

POLICE CALL
WPIX, New York; Petri of California
OFFICIAL FILMS
MY LITTLE MARGIE
WPTZ, Philadelphia; Participating
KLOR, Portland, Ore.; Adv. TBA
DATELINE EUROPE
KALB, Alexandria, La.; Standard Printing and Alexander & Bolton Insurance
SCREEN GEMS, INC.
TALES OF THE TEXAS RANGERS
KDKA, Pittsburgh; General Mills
WCTV, Tallahassee, Fla.; Adv. TBA
TOP PLAYS OF '55
WCTV, Tallahassee, Fla.; Adv. TBA

Official Appoints Smith Sales Exec

NEW YORK, Sept. 24.—Official Films has upped Stan Smith to the post of New York sales manager. Smith has been with Official six months. He was formerly with WABC-TV here and Ziv-TV.

SPORTSVISION
ALL-AMERICAN GAME OF THE WEEK
WSJV, Elkhart, Ind.; Adv. TBA
ZIV TELEVISION PROGRAMS
HIGHWAY PATROL
KHQ, Spokane; P&G Prell
KVT, Sioux City, Ia.; Storz Beer
KFYR, Bismarck, N. D.; Hamm's Beer
I LED THREE LIVES
KFYR, Bismarck, N. D.; Hamm's Beer

TV Season's Greetings

I LOVE LUCY

Starring Lucille Ball & Desi Arnaz

A DESILU PRODUCTION

CBS-TV—Monday 9:30 p.m.

General Foods & Procter & Gamble

MAKE ROOM FOR DADDY

Starring Danny Thomas & Jean Hagen

FILMED BY DESILU

ABC-TV—Tuesday 9:00 p.m.

Pall Mall Cigarettes & Dodge

THE JIMMY DURANTE SHOW

FILMED BY DESILU

NBC-TV—Saturday 9:30 p.m.

Texaco

OUR MISS BROOKS

Starring Eve Arden

FILMED BY DESILU

CBS-TV—Friday 8:30 p.m.

General Foods

IT'S ALWAYS JAN

Starring Janis Paige
A Janard Production

FILMED BY DESILU

CBS-TV—Saturday 9:30 p.m.

Procter & Gamble

WILLY

Starring June Havoc

A DESILU PRODUCTION

Official Films Syndication

DECEMBER BRIDE

Starring Spring Byington

A DESILU PRODUCTION

CBS-TV—Monday 9:30 p.m.

General Foods

WYATT EARP

Starring Hugh O'Brien
A 616 Production

FILMED BY DESILU

ABC-TV—Tuesday 8:30 p.m.

General Mills & Parker Pens

THE LUCY SHOW

A DESILU PRODUCTION

CBS-TV—East: Saturday
West: Sunday

Lehn & Fink

THE LINE-UP

FILMED BY DESILU

CBS-TV—Friday 10:00 p.m.

Viceroy Cigarettes

MY FAVORITE HUSBAND

Starring Barry Nelson & Vanessa Brown

FILMED BY DESILU

CBS-TV—Tuesday 10:30 p.m.

Frigidaire

MONDAY: "Lucy" ½ hr.
"Bride" ½ hr.
TUESDAY: "Daddy" ½ hr.
"Earp" ½ hr.
"Husband" ½ hr.
FRIDAY: "Line-Up" ½ hr.
"Brooks" ½ hr.
SATURDAY: "Jan" ½ hr.
SATURDAY—
EAST: "Lucy Show" . ½ hr.
SUNDAY—
WEST: "Lucy Show" . . ½ hr.
Syndication "Willy" ½ hr.

TOTAL **5½** HOURS PER WEEK

Desilu Productions Inc.

HOLLYWOOD, CALIFORNIA

MAY ALL BE ACADEMIX

By Time Gov't Suit's Settled Majors May Have Films In

NEW YORK, Sept. 24.—Whether there's a flood or a trickle, the government's anti-trust suit against the Hollywood majors for alleged conspiracy to bar releases to TV may, when the final verdict is in, turn out to be as academic as Republic's consent decree of last week.

The majors are now very clearly interested in TV release, providing the price is right. They have in the recent past tested the market on limited size packages, but in most cases found they couldn't get enough money out of it.

Of all the majors, Columbia Pictures appears to be the most TV minded regarding its backlog of features. For some time now it has been making a study of its inventory, seeking the most practical method of selling some off to TV.

NBC Bundle

Two months ago it pitched a bundle of pre-1948 pictures to NBC-TV for use on its spectaculars. The deal never jelled, and it doesn't look as if it will.

It has been speculated here for some weeks that Columbia in due time will begin to sell features to TV thru the syndication route.

Three possible avenues of release are being discussed: (1) It will release features thru its present TV subsidiary, Screen Gems,

Syndicated Pic Biz Booming, Nathan Reports

HOLLYWOOD, Sept. 24.—Business is booming in the syndicated TV film field, Wynn Nathan, vice-president of MCA-TV, reported this week.

Nathan said that as far as the MCA syndication division is concerned, the market has opened up as never before during the past three weeks. Altho comparison with figures of a year ago would be misleading because the present MCA-TV was then two companies (MCA bought UTP last December), Nathan said that sales have approximately doubled over what they were six months ago.

For example, sales of "Dr. Hudson's Secret Journal," which made its air debut only this month, have already topped 85 markets, with producers Eugene Solow and Brewster Morgan almost certain to be off the nut before the end of the year.

Altho Nathan did not go into the reasons, it's probable that the spread of strip programming (Billboard, August 20) is having its effect on the amount of programming being bought by stations. The MCA exec said that for the first time it's the smaller markets rather than the large ones which are leading in purchases.

One possible explanation proffered by Nathan is that the considerable advertising campaign staged by MCA-TV is just beginning to be effective, with stations inquiring about product rather than having to be sold on each show.

or thru an organization resulting from a merger of Screen Gems and Television Programs of America. (2) It will release them thru a new subsidiary it will set up for that purpose. (3) It will release them thru Hygo Television, which early got some of Columbia's Wild Bill Elliot westerns and cartoons.

M-G-M, which is not a party to the government's suit since it doesn't have any domestic 16mm. distribution, only two months ago had some negotiations with an outfit in TV about the tele-release

of some of its features, but the deal fell thru because of price.

Lamour Films

Paramount, which is also outside the suit, tried the TV distributors early this year with a package of a dozen Dorothy Lamour pictures, but found the bids insufficiently high.

Universal put eight pictures it owned in association with Jules Levey on the auction block, and they were grabbed by Associated Artists Productions, which is selling.

(Continued on page 13)

INDIES GET SHARE

WRCA Open Time Reflects Competit'n

NEW YORK, Sept. 24.—A clue to the changing competitive situation among New York's stations is the amount of open time now available in the early evening on NBC-TV's flagship, WRCA-TV. The independent stations are clearly coming into their own.

Two years ago the vast majority of the evening audience was hogged by the CBS and NBC stations. Hence sponsors wanted to buy those two or nothing. WCBS-TV and WRCA-TV (then WNBT) were SRO, while the indies went begging.

This season the distribution of local TV business is not only more evenly distributed, but one of the network stations is going to go out and do some bush beating itself.

From 6 to 7:30 p.m. weekdays, WRCA-TV has open four weekly half hours, two alternate-week half hours and one quarter-hour slot.

6-6:30 Strip

In the 6-6:30 p.m. strip, the station is sustaining "Steve Donovan" on Tuesday, "Top Secret" on Thursday and, beginning October 1, "Jungle Jim" on Friday. Kellogg has been sponsoring "Range Rider" in the Friday segment.

The station is sustaining its "Ask the Camera" in the 6:30-6:45 p.m. slot on Monday.

In the 7-7:30 p.m. strip, WRCA-TV is sustaining "The Great Gil-

dersleeve" alternate Tuesdays, "Fabian of Scotland Yard" on Wednesday and "Science Fiction Theater" alternate Fridays.

Apparently the station would be willing to let sponsors bring in their own shows for any of those segments.

WCBS-TV has been doing much better with feature films in early evening. Its "Early Show," 6:15-7:25 p.m., has been running virtually SRO.

'Monte Cristo' Moves to Eng.

LONDON, Sept. 24.—Television Programs of America is shifting production of "The Count of Monte Cristo" from Hollywood to Europe. Rudy Flothow, producer of the series, will arrive here next week to complete arrangements.

This move follows completion of about 15 episodes in Hollywood. George Dolenz continues to star in the series with the same supporting cast, and it will have the same production credits.

Milton Gordon, TPA president, was over here this summer. Upon his return to the U. S. he told The Billboard he was thinking of starting some production here.

Nets, Pic Trade Push Hard In Development of Stanzas

HOLLYWOOD, Sept. 24.—Networks, packagers and independent producers, wasting no time on waiting to see how the current season's product will fare, have started a headlong rush of program development for the mid-season and 1956-'57 markets.

NBC-TV Program Director Richard Pinkham has already concluded preliminary talks on the Coast with Vice-President Fred W. Wile Jr. and his assistant, Frank Cleaver, with Cleaver winging to New York this week for further conversation. None of the execs involved have revealed the specific programs involved, but Wile declared that there are a number of standbys included which may be utilized as placements for any shows that falter this fall.

CBS-TV boss Hubbell Robinson arrived on the Coast this week and immediately went into huddles with programming exec Al Scalpone. Scalpone professes confidence that none of the new series will prove duds, but, just in case, there are standbys ready, CBS-TV being

especially well endowed with pilots left over from last season.

Robinson is also in negotiation with Bill Todman, of Goodson-Todman, who flew to the Coast for the specific purpose of selling the "Landmark" series, dealing with American historical events, to the web.

MCA-TV is developing two or three new properties (The Billboard, September 24) for national sales, with the syndication division casting eyes about for a new show—as different as possible—to put on the regional and spot market next January or February.

At William Morris toppers have been huddling the past two weeks on new programs for the coming season. The agency has at least one pilot, "The Silent Service," which was shot too late in spring for the current season, ready to show to sponsors. Series deals with exploits of the submarine service.

Ziv-TV is readying five pilots for national sale, with one company exec opining that there would be more casualties among shows debuting this fall than ever before.

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm Series and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Table with 4 columns: Rank Order, Title and Distributor of Series, Viewers Per 100 Homes, Avg. Rating. Lists top 25 non-network vidfilm series.

Film Distrib Ass'n Sets 160G Budget

NEW YORK, Sept. 24.—The seven-man steering committee working to set up an association of TV film distributors is reported to have set an annual budget of \$160,000. This seems to have been predicated on a membership of 25 to 30 outfits, which was the number attending the preliminary meetings last spring.

The committee held its first fall meeting this week at which it heard the results of studies that had been made thru the summer, primarily by chairman Dwight Martin, of General Teleradio.

Most of the points at issue are said to have been settled at this meeting. A second meeting is due to take place in another week, at which the committee hopes to complete a report to present to the industry at large, but there

appears to be a couple of knotty problems to work out yet.

Meanwhile, industry interest in the association seems to have waned over the summer. It was during these months that the most tangible progress was made by Martin and other members of the committee. But during this time, most distributors have had no involvement with the project and have had no news on it. At the time of the first meeting last spring, many distributors only grudgingly conceded that an association could do some good. In the intervening months, while the whole thing was simmering quietly, they tended to forget about it and lose interest.

MCA-TV Opens Tampa Office

NEW YORK, Sept. 24.—In an effort to strengthen itself sales and administration-wise, MCA-TV this week opened its 23d office, in Tampa, and promoted four executives. Dale Sheets was named director of regional sales for the Western division. Succeeding Sheets as administrative assistant to Wynn Nathan, vice-president in charge of sales, is Noel K. Rubaloff.

Appointed director of producer-relations is Robert K. Riley who will act as liaison between the many producers making film for the company and its top executives. Irving Rosenberg will join Nathan's administrative staff as an assistant to Rubaloff. The manager of MCA-TV's Tampa office will be Robert Montgomery, formerly with World Broadcasting. He will cover Florida, Southern Georgia and Southern Alabama.

Interstate In Toronto

NEW YORK, Sept. 24.—Interstate Television has opened a new branch office in Toronto, Canada, and has named Richard Fischer as its Canadian division manager.

The firm is making preparations to move early next month to larger New York quarters located at 445 Park Avenue.

NBC Sees Billings As Gain on CBS

NEW YORK, Sept. 24.—NBC-TV sees its July billings as a heartening sign that it is catching up, financially, with CBS-TV. According to the Publishers' Information Bureau, NBC billed \$11,966,760 in July of this year, whereas CBS billed about \$14,600,000. Last year the CBS lead was a solid \$3,700,000, a 45.5 per cent advantage. This year it is a \$2,700,000 advantage or 18.2 per cent.

The NBC July gain this year as against last year was about \$3,000,000, a 46.8 per cent increase. The

CBS July gain in 1955 as against 1954 was 23.4 per cent. NBC, thereby, has deducted that this indicates its rival is actually showing a down trend in billings because it is not matching its percentage gain.

NBC claims that it started September with an eight-and-a-half-hour weekly increase in sponsored time over last September and has since added nine and a half hours of network business.

CBS, its rival claims, started

(Continued on page 13)

LEE TALK AT CHICAGO

VHF Portion of Spectrum Superior, NARTB Meet Told

WASHINGTON, Sept. 24.—“VHF portion of the spectrum is a superior service,” is the conclusion of Commissioner Robert E. Lee on the UHF-VHF television dilemma. Speaking before the National Association of Radio and Television Broadcasters conference in Chicago (20), Lee came out for a program to “secure the greatest number of allocations in the VHF portion of the spectrum.”

Lee gave four reasons for favoring a Commission program to squeeze in more VHF's: 1. The original investment in the UHF is higher because of transmitter difficulties. 2. Use of high power by UHF has not equalized coverage, and “U” pictures deteriorate at short distances. 3. UHF set owners not only have to buy an additional receiver attachment, but often must invest in a “special costly antenna

system.” 4. Reluctance of nets and advertisers to use a UHF when they can get a VHF in the same area.

Pointing out that the U. S. has allocated “less VHF spectrum space per television receiver than any of the leading countries,” Lee proposes a piecemeal swap operation in which higher bands would be used by industry's land-mobile equipment, and U. S. services (including the military), while lower bands are released to broadcasting. He also suggests rescue by transfer to new VHF outlets of those UHF's that require it.

In the step-up of VHF allocations, Lee would give transfer preference to the UHF operator “who pioneered and made an honest attempt to serve the public interest.” UHF operation should by no means be abandoned “where it is economically feasible,” Lee points out, “since we cannot foresee what the years ahead will develop.”

On the subject of FM channels, “the subject of many, many covetous eyes,” Lee says: “I would not under current conditions disturb the FM allocations even the maximum use of these assignments is not being made . . . FM broadcasting is a superior service that does great things for the music lover.”

Newly shoehorned VHF's which would be smaller-scale operations than those already established would provide a “secondary” local service beamed at local coverage. Lee is convinced that “advertisers would support a low-power local independent TV station with advertising dollars not now being spent in any media.” He adds: “More revenue would flow to this type of station from department stores, drug and cigar chains, etc.”

Greatest danger inherent in the squeeze-in idea, Lee admits, is possible “degradation” of service because “more pressure will be put upon the Commission to further and further relax its standards.” However, he feels the setting up of exact rules, and non-acceptance of applications contrary to those rules, would be a sufficient safeguard.

SECOND FILM WAS COMPLETED

Playhouse

R A PULITZER PRIZE PLAY



STORIES BEST

STANDING ROOM ONLY

ADMISSIONS	
MON-FRI	
ORCH	BALC
2.40	1.20
SAT SUN HOL	
ORCH	BALC
4.80	2.40
MATINEE	
ORCH	BALC
2.40	1.20

SG-TPA Merger Talks Continue

HOLLYWOOD, Sept. 24. Merger talks between Screen Gems and TPA (Billboard, September 10) continued here this week, with some indication that the difficult negotiations had taken an up-swing.

The talks, which would have Screen Gems absorb the TPA organization, have been on an on-again off-again Roller Coaster. At least one day-long meet was held this week, with the attitude following it seeming to be more optimistic than before.

Feeling in the trade is that the merger would considerably strengthen Screen Gems, with the move being a natural one for TPA Prexy Edward Small because of his previous affiliation with Columbia.

Governor Gets Monogram Pix

NEW YORK, Sept. 24.—Governor TV Attractions will take over distribution of 12 Monogram pictures formerly handled by Motion Pictures for Television. Nine of them star the East Side Kids. The other three are spook mysteries.

Governor gets them November 15, when the TV rights revert to the Savoy Picture Corporation, which is closely allied to Governor. Out of a similar situation last year, Governor took over a lot of product that had been handled by Unity Television.

SCREEN GEMS Inc.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

John H. Mitchell
Vice President in charge of sales

- | | | | |
|---|---|--|--|
| 3130 Maple Drive, N.E.
Atlanta, Ga.
Exchange 6100 | 230 N. Michigan Ave.
Chicago, Ill.
Franklin 2-3696 | 4924 Greenville Ave.
Dallas, Texas
Emerson 2450 | 157 Bradley Street
Cleveland, Ohio
Chestnut 7-6736 |
| 233 West 49th Street
New York 19, N. Y.
Circle 5-5044 | 102-108 Peter Street
Toronto, Ontario
Empire 3-4096 | 212 Beason Building
Salt Lake City, Utah
Salt Lake City 3-3903 | 995 Market St.
San Francisco, Cal.
Douglas 2-1060 |



ADVISORY BOARD SURVEY:



Consisting of one key executive from each leading sponsor, advertising agency, TV broadcaster, producer and film company.

Attitudes in Re British And Dubbed Features

Film from overseas is the topic of the day. The influx of imported product, especially from Britain, has zoomed to such a degree that a survey of trade attitudes on the subject is most timely.

NBC-TV has scheduled two big new British movies for this season. ABC-TV will run 20 top British pictures over 52 Sunday nights this year. The amount of British feature films in syndication has increased significantly this year. And, in addition, a number of important new half-hour film series are coming in thru customs this year.

Are film buyers keeping their doors open to this product? Has this recent influx changed

their attitudes toward importations one way or another?

The survey reveals that the U. S. TV industry is most receptive to foreign film, especially British. It appears that the anxieties that distributors here have always suffered about handling British features were largely unfounded. To an overwhelming degree the stations on the board indicated that they have always had an open door to foreign features, that it's the show that counts and that the foreign label does not make an important difference. The consensus was best summed up by a Detroit agency man who stated "Good features are good features, wherever they are produced."

Only three stations and two ad agencies said their attitude had been changed to the affirmative by the improvement in the quality of the British pictures that have lately been released to TV.

There was one important qualification. Board members in all categories said they deemed a steady diet of British or foreign movies unwise. Five stations made this point. Another two said they wanted only the best British, and another three said they'll take British movies only when they equal U. S. pictures in quality.

This qualification was born out by one of the major distributors of foreign features. Jules Weill, head of Fortune Features, Inc., the packager of Italian-made movies, said, "These pictures have proved very successful, but I will admit that it is difficult to sell your smaller markets a large package. What we do is let them purchase as few as they desire since we have confidence that after they have played some they will purchase the entire group."

The resistance to British pictures was generally assumed to be centered in the Midwest and South. One distributor in the survey made this point. However, an analysis of the few stations that completely nixed British film in this survey does not disclose a very clear geographical pattern. Negative votes came in from all parts of the country, including from one station in New York and one in Los Angeles. Biggest concentration of "no's" was in the South (six stations out of the 17 that voted this way), most of them in the State of Texas. Another four "no's" came from the West and another three from the Northwest.

comes out of Hollywood, average British movies usually poorer than Hollywood, bad ones are horrible. But I would run good ones if I could get them at the right price."

IRVING M. LESSER, president, MAJOR TELEVISION PRODUCTIONS, New York: "For a considerable period of time we have been distributing fine quality British productions, such as "Pygmalion," "Major Barbara," "Thunder Rock" (others), and I must say that they have been wonderfully received. I would love to have a lot more of equal quality."

JACK RUSSELL, JACK RUSSELL & ASSOCIATES, Chicago: "From sales experience we have found foreign pictures, particularly British, are very difficult to sell in Mid-Central markets."

ADVERTISERS AND AGENCIES SAY . . .

READ H. WIGHT, vice-president, J. M. MATHES, INC., New York: "For TV I believe firmly in American-made programs. TV is American made, and I personally would exclude all foreign made films until TV is international."

ANDREW N. VLADIMIR, TV director, GOTHAM-VLADIMIR ADVERTISING, New York: "The popularity of British films in this country is already established. We would not be interested in old films or reruns, but definitely in new material."

JOHN MARWIN, TV director, WAYNE WELCH, INC., Denver: "From a sponsor's viewpoint foreign movies are a good buy, better than the average old American film. Refreshingly different."

EARL L. SAUNDERS, vice-president, S. M. BROOKS ADVERTISING, Little Rock: "Production troubles in the United States are going to effect decided changes in thoughts of everyone in buying or selling films for television. Organized labor will find itself out on a limb if it makes unreasonable demands." (Reason for changed attitude on foreign film.)

MILTON J. STEPHAN, TV director, ALLEN & REYNOLDS, Omaha: "We should find the solution to talent costs in our country. Acceptance of American movies is greater."

HOW THEY VOTED

1. Assuming that production, story and star values were the best, would you consider broadcasting, sponsoring or distributing British feature films this year?

	Yes	No	Don't Know
Networks and Stations	45	17	5
Ad Agencies	32	3	—
Network Sponsors	2	2	1
Regional, Local and Spot Advertisers	3	5	—
Distributors	14	2	1
Producers, Labs, Equipment	15	2	1
Grand Total	111	31	8

2. Assuming that the showmanship was good and that the English dubbing was the best possible, would you consider broadcasting, sponsoring or distributing European produced feature films this year?

	Yes	No	Don't Know
Networks and Stations	37	18	10
Ad Agencies	24	9	3
Network Sponsors	2	2	1
Regional, Local and Spot Advertisers	3	5	1
Distributors	11	4	1
Producers, Labs, Equipment	13	4	1
Grand Total	90	42	17

3. Has your attitude changed on either of the above questions in the last three months?

	Yes	No
Networks and Stations	8	59
Ad Agencies	4	32
Network Sponsors	—	5
Regional, Local and Spot Advertisers	2	8
Distributors	1	16
Producers, Labs, Equipment	1	16
Grand Total	16	136

STATIONS SAY . . .

E. R. VADEBONCOEUR, president, WSYP, Syracuse: "We can't get enough good product here. We have to get it where we can."

FRANK P. SCHREIBER, general manager, WGN-TV, Chicago: "Altho British films are often very fine, they frequently have three drawbacks: unsatisfactory sound tracks, not enough American stars and not commercial."

HAROLD P. SEE, station manager, KRON, San Francisco: "The new type British releases are as good or better than older American product."



FRED M. THROWER, vice-president, WPIX, New York: "U. S. TV audience will take a certain amount of British films—but must be their best product. Would want to add American pictures so that the schedule would be two-thirds American and one-third British."

THROWER is going on."

JACK GILBERT, station manager, KHOL, Holdrege, Neb.: "Our rural and small-town people just don't understand what

FRANK WHISENANT, president, WMSL, Decatur, Ala., has changed his mind about foreign film because "the talent is getting too high in U. S."

ROSS B. BAKER, general manager, KSWO, Lawton, Okla., has changed his mind about foreign film because of "lagging American supply and better British production."

PRODUCERS AND DISTRIBUTORS SAY . . .

RALPH TUCHMAN, HARRIS-TUCHMAN PRODUCTIONS, Hollywood: "British films don't afford equal star or name values."

JOHN H. BATTISON, JOHN H. BATTISON PRODUCTIONS, Kensington, Md.: "Good British movies are as good as anything that

News in Brief

SARNOFF AND McDONALD FIND AGREEMENT POINT . . .

General Sarnoff (RCA) and Commander McDonald (Zenith) finally found a point of agreement this week. In a speech before the Advertising Club of Washington, the general said he thought toll TV should be made an issue in next year's election campaign. The commander immediately issued a statement that he agreed the public should be given a chance to decide. But, McDonald added, he wanted the public to decide after seeing toll TV in action, and not after hearing it debated in a political campaign.

ESTHER WILLIAMS TO SWIM IN BERLE SEG . . .

Esther Williams will swim on TV for the first time on the Milton Berle show next Tuesday (27). A special 40-by-15 foot tank is being constructed by NBC at a cost of \$25,000. The TV cameras will catch her from both above and below.

SET-MAKERS' ORG TO PROBE UHF PROBLEM . . .

The Radio-Electronics-TV Manufacturers' Association set up a special "frequency allocation study" committee this week to analyze the UHF problem. This committee will work with the Educational TV Committee and the UHF Policy Committee under the chairmanship of Dr. W. R. G. Baker, of General Electric. They will give their findings to the FCC.

CINCINNATI PROF TO HEAD FCC STUDY . . .

The Federal Communications Commission has named Roscoe Barrow, law dean of the University of Cincinnati, to head its network study, for which it has an \$80,000 appropriation. He will begin to organize his staff immediately.

INSTALLS COLOR TV . . .

The Hotel Governor Clinton, New York City, this week completed installation of 50 21-inch RCA color TV sets in various of its rooms and suites, the first hotel to make such a big color splurge. It also has 700 black-and-white sets installed and intends to keep going until it has TV in all its 1,200 rooms.

'DING DONG SCHOOL' TAKING TO THE ROAD . . .

"Ding Dong School" will take to the road this season. It will make week-long stands at Boston, Cleveland, Houston, Los Angeles and San Francisco. Dr. Frances Horwich will also make personal appearances in department stores.

Daytime Time Mess Costs \$\$

Continued from page 2

manager, Jamieson has been wrestling with the problem of realigning network programming schedules all summer in an effort to minimize the damage the situation will cause. Executives at the other networks and at stations thruout the country have been working a similar project for many weeks. Some of the thorniest problems have arisen from the fact that New York is extending daylight time thru October, while Hollywood and other West Coast areas are switching to standard time today. As a result, the West Coast will now be four hours behind New York instead of its usual three—which presented plenty of headaches as it was.

Steel Hour Example

A fairly typical example of how it affects just one phase of network operations can be cited by taking the situation of CBS-TV's "U. S. Steel Hour," whose clearance of literary properties often depends on its ability to air live on the CBS line-up of stations.

The "Steel" show ordinarily airs live on the West Coast 7-8 p.m. Because of the new discrepancy in time standards, it will now reach the West Coast 6-7 p.m., a time slot that is unavailable to it because of local station commitments. Even if that time slot were available, the network and the station would lose billings because of the switch from Class A to Class B time, which has happened with other shows.

As it is, however, the "Steel" hour will have to be aired via kinescope, which could only be worked out by having the kine of the show aired two weeks later than the live

performance. In the shuffle, an entire "Steel" show will have to be left out of the West Coast schedule with resultant loss of billings to both network and stations.

Cities Affected

This type of situation and many others—some similar, others totally different, and all occasioned by the time mix-up—will be repeated in many cities thruout the country. Some idea of the confusion that's plaguing the industry can be gleaned from noting the importance of some of the cities which are in the camp of those observing daylight savings time thru October and those shifting over to standard time today.

In the former category are: New York, Chicago, Philadelphia, Pittsburgh, Indianapolis, Boston, Albany, and others. In the latter category are Baltimore, Cleveland, Los Angeles, Louisville, San Francisco, St. Louis, Washington, D. C., and others.

NBC TeleSales

Continued from page 2

Sales department is to sell TV thru TV, to demonstrate visually beyond any doubt what the medium will do for the client. Originally it was thought that it would help the small TV client get the maximum benefit out of its TV investment, but both the small and large video sponsor has begun to use the sales weapon. The department was organized by Joe Culligan, NBC's national sales and merchandising director. It is now managed by Peter Smith, with Ted Harbert as his writer-producer.

WGR-TV
THE BEST
in local and network shows
CHANNEL 2
BUFFALO

NEXT WEEK—The TV Editorial Advisory Board will tell: ATTITUDES TOWARD FOREIGN PRODUCED HALF-HOUR SERIES

80% of TV Sets in Metropolitan Areas

WASHINGTON, Sept. 24.—In American households the percentage of TV set owners remains at 80 in metropolitan areas regardless of geographic location, and decreases with distance from those areas. This is the conclusion of the Bureau of the Census in its breakdown of a June survey made at the request of the Advertising Research Foundation.

Census reveals striking contrasts in set ownership in the 32,000,000 American households with TV sets today. While four out of five metropolitan households have one or more sets, little more than half the urban dwellers outside of big cities have TV sets, and the figure drops to 42 per cent in rural areas.

While metropolitan set ownership holds to a steady 80 per cent all over the country, smaller city areas show wide variations by location: Northeast and North Central States have 75 per cent ownership; the West has 66 per cent, and the South a low 50 per cent. Second-set home average only 2.3 per cent for the whole country, with metropolitan areas scoring 3.4 per cent, and all other down to a mere .8 per cent or less.

The number of people in the household is a deciding factor in set ownership. Average households of four people are in the highest bracket, with 79 per cent owning sets. Fewer sets are bought by large families, with only about 66 per cent ownership in families of six or more. On the other hand, in one-person households, only a third have sets.

A breakdown of figures on set ownership in rural areas shows farm households scoring the lowest in set ownership: 42 per cent. In non-farm rural areas, percentage climbs to 61. In Southern areas, including both urban and rural, but excluding large cities, sampling

SPANISH PIX

Souce Firm Distributes 'Em For TV Use

HOLLYWOOD, Sept. 24.—Organization headed by Frank Souce has started distribution of Spanish language features for American TV stations. Altho still without a legal name, the company will probably be called Spanish International Telefilms.

The Souces have extensive interests in theatrical films in the United States and Mexico. They have acquired rights to 1,100 Spanish, Mexican and Argentine features, 300 of which are presently being offered to U. S. television stations.

Features have already been programmed in two cities, Albuquerque and Tucson, being slotted during the morning hours. Souce believes there are 18 markets in the United States with Spanish-speaking populations large enough to make programming of Latin films practical.

Within the next few months Souce will also begin syndication of kinescopes of Mexican and Cuban television shows. Company's offices are at 1044 South Hill Street, Los Angeles.

'Superman' Series in Switch to Color Film

HOLLYWOOD, Sept. 24.—"Superman" TV series is being switched to color, with 26 films in current production being shot in tint. Whitney Ellsworth produced the George Reeves starrer.

showed only 39 per cent of the households had sets.

Census figures are based on a sampling of 48,000,000 U. S. households, and contrast the estimated 32,000,000 set owners of today with 5,000,000 tabulated in 1950. Two-thirds own sets today as against one household in eight five years ago.

Advertising Research Foundation footed the bill for the June TV set survey, which was made part of Census Bureau's monthly "current population survey."

Falstaff's Eye Off 'Trooper'; Going National

HOLLYWOOD, Sept. 24.—Falstaff Breweries has bowed out of its proposed syndicated sponsorship of MCA-TV's "State Trooper" (Billboard, September 24) and the show is being offered for national sponsorship instead.

One reason for the switch is that Ziv-TV beat MCA to the draw with its "Highway Patrol," with execs of the latter organization feeling that it would be difficult to syndicate two series of a similar nature at the same time.

'Home' Team Creates Pay-Off Programming

NEW YORK, Sept. 24.—Unusual teamwork between the production staff of "Home" and the "Today," "Home" and "Tonight" sales unit has been responsible for a new kind of creative programming on the show that brings sales result. The latest pay-off is the \$350,000 buy of 52 participations in "Home" by the Upjohn Company, an important maker of pharmaceutical products.

The format of the show is fluid because of its magazine concept, and its producer, Dick Linkraun, noodles around the sales department looking for program ideas.

One of the latest insertions was a medical news segment which features commentator Howard Whitman. Upjohn saw the segment and liked it so much that the buy followed. Upjohn, which never before has been in network TV, will use it mainly for an institutional pitch.

The same kind of results were achieved by the insertion of a fashion and woman's homemaking segment. Simplicity Patterns saw the segment and placed a \$750,000 order, \$250,000 of which is to be

(Continued on page 13)

SOLD IN 70 CITIES BEFORE THE

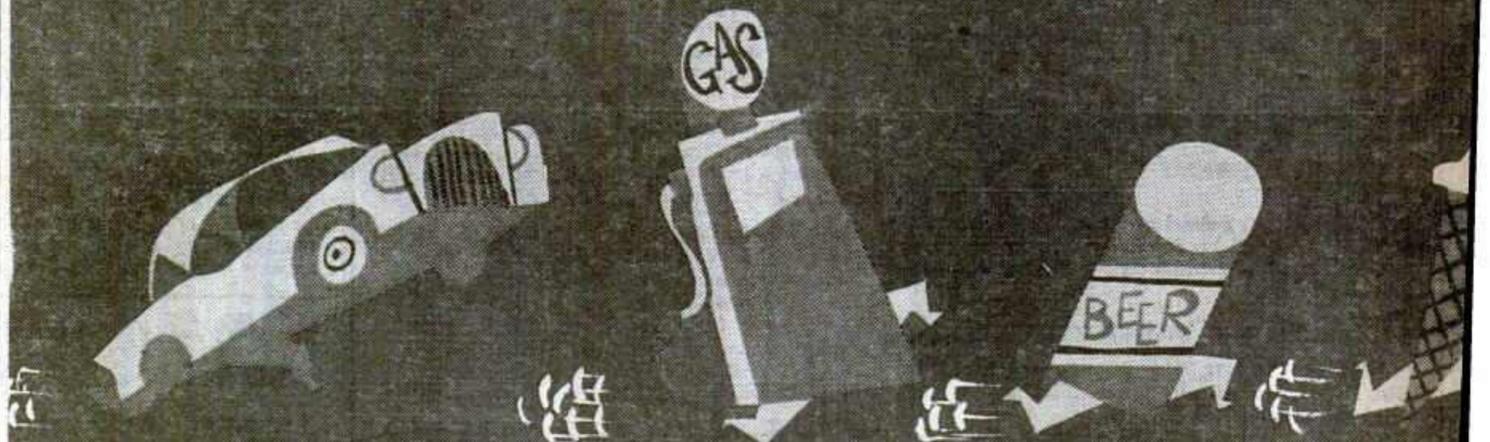
Celebrity

TV EQUIVALENT OF AN ACADEMY AWARD MOTION PICTURE

First Run!



CELEBRATED STARS IN CELEBRATE DRAMATIC ENTERTAINMENT AT IT



AVOID THE RUSH!

NBC Sees Billings As Gain on CBS

NEW YORK, Sept. 24.—NBC-TV sees its July billings as a heartening sign that it is catching up, financially, with CBS-TV. According to the Publishers' Information Bureau, NBC billed \$11,966,760 in July of this year, whereas CBS billed about \$14,600,000. Last year the CBS lead was a solid \$3,700,000, a 45.5 per cent advantage. This year it is a \$2,700,000 advantage or 18.2 per cent.

The NBC July gain this year as against last year was about \$3,000,000, a 46.8 per cent increase. The

CBS July gain in 1955 as against 1954 was 23.4 per cent. NBC, thereby, has deducted that this indicates its rival is actually showing a down trend in billings because it is not matching its percentage gain.

NBC claims that it started September with an eight-and-a-half-hour weekly increase in sponsored time over last September and has since added nine and a half hours of network business.

CBS, its rival claims, started *(Continued on page 13)*

LEE TALK AT CHICAGO

VHF Portion of Spectrum Superior, NARTB Meet Told

WASHINGTON, Sept. 24.—"VHF portion of the spectrum is a superior service," is the conclusion of Commissioner Robert E. Lee on the UHF-VHF television dilemma. Speaking before the National Association of Radio and Television Broadcasters conference in Chicago (20), Lee came out for a program to "secure the greatest number of allocations in the VHF portion of the spectrum."

Lee gave four reasons for favoring a Commission program to squeeze in more VHF's: 1. The original investment in the UHF is higher because of transmitter difficulties. 2. Use of high power by UHF has not equalized coverage, and "U" pictures deteriorate at short distances. 3. UHF set owners not only have to buy an additional receiver attachment, but often must invest in a "special costly antenna

system." 4. Reluctance of nets and advertisers to use a UHF when they can get a VHF in the same area.

Pointing out that the U. S. has allocated "less VHF spectrum space per television receiver than any of the leading countries," Lee proposes a piecemeal swap operation in which higher bands would be used by industry's land-mobile equipment, and U. S. services (including the military), while lower bands are released to broadcasting. He also suggests rescue by transfer to new VHF outlets of those UHF's that require it.

In the step-up of VHF allocations, Lee would give transfer preference to the UHF operator "who pioneered and made an honest attempt to serve the public interest." UHF operation should by no means be abandoned "where it is economically feasible," Lee points out, "since we cannot foresee what the years ahead will develop."

On the subject of FM channels, "the subject of many, many covetous eyes," Lee says: "I would not under current conditions disturb the FM allocations even tho maximum use of these assignments is not being made . . . FM broadcasting is a superior service that does great things for the music lover."

Newly shoehorned VHF's which would be smaller-scale operations than those already established would provide a "secondary" local service beamed at local coverage. Lee is convinced that "advertisers would support a low-power local independent TV station with advertising dollars not now being spent in any media." He adds: "More revenue would flow to this type of station from department stores, drug and cigar chains, etc."

Greatest danger inherent in the squeeze-in idea, Lee admits, is possible "degradation" of service because "more pressure will be put upon the Commission to further and further relax its standards." However, he feels the setting up of exact rules, and non-acceptance of applications contrary to those rules, would be a sufficient safeguard.

SG-TPA Merger Talks Continue

HOLLYWOOD, Sept. 24. Merger talks between Screen Gems and TPA (Billboard, September 10) continued here this week, with some indication that the difficult negotiations had taken an upswing.

The talks, which would have Screen Gems absorb the TPA organization, have been on an on-again off-again Roller Coaster. At least one day-long meet was held this week, with the attitude following it seeming to be more optimistic than before.

Feeling in the trade is that the merger would considerably strengthen Screen Gems, with the move being a natural one for TPA Prexy Edward Small because of his previous affiliation with Columbia.

Governor Gets Monogram Pix

NEW YORK, Sept. 24.—Governor TV Attractions will take over distribution of 12 Monogram pictures formerly handled by Motion Pictures for Television. Nine of them star the East Side Kids. The other three are spook mysteries. Governor gets them November 15, when the TV rights revert to the Savoy Picture Corporation, which is closely allied to Governor. Out of a similar situation last year, Governor took over a lot of product that had been handled by Unity Television.

SECOND FILM WAS COMPLETED

Playhouse

A PULITZER PRIZE PLAY



STORIES
BEST

STANDING ROOM ONLY

ADMISSIONS	
MON-FRI	
ORCH	BALC
2.40	1.20
SAT SUN HOL	
ORCH	BALC
4.80	2.40
MATINEE	
ORCH	BALC
2.40	1.20

SCREEN GEMS Inc.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

John H. Mitchell
Vice President in charge of sales

3130 Maple Drive, N.E.
Atlanta, Ga.
Exchange 6100

233 West 49th Street
New York 19, N. Y.
Circle 5-5044

230 N. Michigan Ave.
Chicago, Ill.
Franklin 2-3696

102-108 Peter Street
Toronto, Ontario
Empire 3-4096

4924 Greenville Ave.
Dallas, Texas
Emerson 2450

212 Beason Building
Salt Lake City, Utah
Salt Lake City 3-3903

157 Bradley Street
Cleveland, Ohio
Chestnut 7-6736

995 Market St.
San Francisco, Cal.
Douglas 2-1060

MAY ALL BE ACADEMIX

By Time Gov't Suit's Settled
Majors May Have Films In

NEW YORK, Sept. 24.—Whether there's a flood or a trickle, the government's anti-trust suit against the Hollywood majors for alleged conspiracy to bar releases to TV may, when the final verdict is in, turn out to be as academic as Republic's consent decree of last week. There seems to be hardly a chance that the anti-trust suit will induce the majors to open the flood gates. But for almost a year now there has been a trickle, which shows no sign of abating.

The majors are now very clearly interested in TV release, providing the price is right. They have in the recent past tested the market on limited size packages, but in most cases found they couldn't get enough money out of it. Their former anxiety of arousing the exhibitors' wrath seems pretty much dispelled now. They feel they'll be especially well protected if they dole features out to TV in small bundles.

Of all the majors, Columbia Pictures appears to be the most TV minded regarding its backlog of features. For some time now it has been making a study of its inventory, seeking the most practical method of selling some off to TV.

NBC Bundle

Two months ago it pitched a bundle of pre-1948 pictures to NBC-TV for use on its spectaculars. The deal never jelled, and it doesn't look as if it will. The network apparently felt the price was too high, especially for pictures of an older vintage and especially in view of the fact that ABC-TV has already launched a movie show, "Famous Film Festival."

It has been speculated here for some weeks that Columbia in due time will begin to sell features to TV thru the syndication route.

Three possible avenues of release are being discussed: (1) It will release features thru its present TV subsidiary, Screen Gems,

or thru an organization resulting from a merger of Screen Gems and Television Programs of America. (2) It will release them thru a new subsidiary it will set up for that purpose. (3) It will release them thru Hygo Television, which early got some of Columbia's Wild Bill Elliot westerns and cartoons.

M-G-M, which is not a party to the government's suit since it doesn't have any domestic 16mm. distribution, only two months ago had some negotiations with an outfit in TV about the tele-release

of some of its features, but the deal fell thru because of price.

Lamour Films

Paramount, which is also outside the suit, tried the TV distributors early this year with a package of a dozen Dorothy Lamour pictures, but found the bids insufficiently high.

Universal put eight pictures it owned in association with Jules Levey on the auction block, and they were grabbed by Associated Artists Productions, which is selling.

(Continued on page 13)

INDIES GET SHARE

WRCA Open Time
Reflects Competit'n

NEW YORK, Sept. 24.—A clue to the changing competitive situation among New York's stations is the amount of open time now available in the early evening on NBC-TV's flagship, WRCA-TV. The independent stations are clearly coming into their own. Two prime examples are WPIX and WABD here, which have never carried as much sponsored syndicated film as they have this season.

Two years ago the vast majority of the evening audience was hogged by the CBS and NBC stations. Hence sponsors wanted to buy those two or nothing. WCBS-TV and WRCA-TV (then WNBT) were SRO, while the indies went begging.

This season the distribution of local TV business is not only more evenly distributed, but one of the network stations is going to go out and do some bush beating itself.

From 6 to 7:30 p.m. weekdays, WRCA-TV has open four weekly half hours, two alternate-week half hours and one quarter-hour slot.

6-6:30 Strip

In the 6-6:30 p.m. strip, the station is sustaining "Steve Donovan" on Tuesday, "Top Secret" on Thursday and, beginning October 1, "Jungle Jim" on Friday. Kellogg has been sponsoring "Range Rider" in the Friday segment.

The station is sustaining its "Ask the Camera" in the 6:30-6:45 p.m. slot on Monday.

In the 7-7:30 p.m. strip, WRCA-TV is sustaining "The Great Gil-

dersleeve" alternate Tuesdays, "Fabian of Scotland Yard" on Wednesday and "Science Fiction Theater" alternate Fridays.

Apparently the station would be willing to let sponsors bring in their own shows for any of those segments.

WCBS-TV has been doing much better with feature films in early evening. Its "Early Show," 6:15-7:25 p.m., has been running virtually SRO.

'Monte Cristo'
Moves to Eng.

LONDON, Sept. 24.—Television Programs of America is shifting production of "The Count of Monte Cristo" from Hollywood to Europe. Rudy Flothow, producer of the series, will arrive here next week to complete arrangements. Location shooting will be done in Italy, France, Spain and here in England. Interiors will be done at the British National Studios here.

This move follows completion of about 15 episodes in Hollywood. George Dolenz continues to star in the series with the same supporting cast, and it will have the same production credits.

Milton Gordon, TPA president, was over here this summer. Upon his return to the U. S. he told The Billboard he was thinking of starting some production here.

Nets, Pic Trade Push Hard
In Development of Stanzas

HOLLYWOOD, Sept. 24.—Networks, packagers and independent producers, wasting no time on waiting to see how the current season's product will fare, have started a headlong rush of program development for the mid-season and 1956-'57 markets.

NBC-TV Program Director Richard Pinkham has already concluded preliminary talks on the Coast with Vice-President Fred W. Wile Jr. and his assistant, Frank Cleaver, with Cleaver winging to New York this week for further conversation. None of the execs involved have revealed the specific programs involved, but Wile declared that there are a number of standbys included which may be utilized as placements for any shows that falter this fall.

CBS-TV boss Hubbell Robinson arrived on the Coast this week and immediately went into huddles with programming exec Al Scalpone. Scalpone professes confidence that none of the new series will prove duds, but, just in case, there are standbys ready, CBS-TV being

especially well endowed with pilots left over from last season.

Robinson is also in negotiation with Bill Todman, of Goodson-Todman, who flew to the Coast for the specific purpose of selling the "Landmark" series, dealing with American historical events, to the web.

MCA-TV is developing two or three new properties (The Billboard, September 24) for national sales, with the syndication division casting eyes about for a new show—as different as possible—to put on the regional and spot market next January or February.

At William Morris toppers have been huddling the past two weeks on new programs for the coming season. The agency has at least one pilot, "The Silent Service," which was shot too late in spring for the current season, ready to show to sponsors. Series deals with exploits of the submarine service.

Ziv-TV is readying five pilots for national sale, with one company exec opining that there would be more casualties among shows debuting this fall than ever before.

THE BILLBOARD SCOREBOARD

Top 25 Non-Network Vidfilm
Series and Their Pulse
Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population. For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Viewers Per 100 Homes	Avg. Rating
1	Life of Riley (NBC)	206	16.1
2	Badge 714 (NBC)	254	15.4
3	Passport to Danger (ABC)	179	13.4
4	I Led Three Lives (Ziv)	219	13.3
5	Douglas Fairbanks Presents (ABC)	198	12.3
6	Mr. District Attorney (Ziv)	201	12.1
7	City Detective (MCA)	194	11.5
8	Death Valley Days (Pacific Borax)	226	11.3
9	Waterfront (MCA)	196	11.2
10	Man Behind the Badge (MCA)	209	10.8
11	Boston Blackie (Ziv)	220	10.6
12	Star and the Story (Official)	191	10.5
13	The Whistler (CBS)	204	10.5
14	Superman (Flamingo)	182	10.4
15	Little Rascals (Interstate)	219	10.1
16	Eddie Cantor (Ziv)	194	10.0
17	Cisco Kid (Ziv)	201	9.8
18	Annie Oakley (CBS)	218	9.6
19	Wild Bill Hickok (Flamingo)	186	9.5
20	Science Fiction Theater (Ziv)	193	9.4
21	Foreign Intrigue (Official)	220	9.4
22	Lone Wolf (MCA)	208	9.2
23	Gene Autry (CBS)	228	9.1
24	Meet Corliss Archer (Ziv)	189	8.9
25	Racket Squad (ABC)	193	8.9

Film Distrib Ass'n
Sets 160G Budget

NEW YORK, Sept. 24.—The seven-man steering committee working to set up an association of TV film distributors is reported to have set an annual budget of \$160,000. This seems to have been predicated on a membership of 25 to 30 outfits, which was the number attending the preliminary meetings last spring. Thus, each distributor would have to pay an average of about \$5,000, tho the dues will probably be figured on some sort of pro rated basis.

The committee held its first fall meeting this week at which it heard the results of studies that had been made thru the summer, primarily by chairman Dwight Martin, of General Teleradio.

Most of the points at issue are said to have been settled at this meeting. A second meeting is due to take place in another week, at which the committee hopes to complete a report to present to the industry at large, but there

appears to be a couple of knotty problems to work out yet.

Meanwhile, industry interest in the association seems to have waned over the summer. It was during these months that the most tangible progress was made by Martin and other members of the committee. But during this time, most distributors have had no involvement with the project and have had no news on it. At the time of the first meeting last spring, many distributors only grudgingly conceded that an association could do some good. In the intervening months, while the whole thing was simmering quietly, they tended to forget about it and lose interest.

MCA-TV Opens
Tampa Office

NEW YORK, Sept. 24.—In an effort to strengthen itself sales and administration-wise, MCA-TV this week opened its 23d office, in Tampa, and promoted four executives. Dale Sheets was named director of regional sales for the Western division. Succeeding Sheets as administrative assistant to Wynn Nathan, vice-president of sales, is Noel K. Rubaloff.

Appointed director of producer relations is Robert K. Riley who will act as liaison between the many producers making film for the company and its top executives. Irving Rosenberg will join Nathan's administrative staff as an assistant to Rubaloff. The manager of MCA-TV's Tampa office will be Robert Montgomery, formerly with World Broadcasting. He will cover Florida, Southern Georgia and Southern Alabama.

Interstate
In Toronto

NEW YORK, Sept. 24.—Interstate Television has opened a new branch office in Toronto, Canada and has named Richard Fisch as its Canadian division manager.

The firm is making preparations to move early next month to large New York quarters located at 4 Park Avenue.

Syndicated Pic
Biz Booming,
Nathan Reports

HOLLYWOOD, Sept. 24.—Business is booming in the syndicated TV film field, Wynn Nathan, vice-president of MCA-TV, reported this week.

Nathan said that as far as the MCA syndication division is concerned, the market has opened up as never before during the past three weeks. Altho comparison with figures of a year ago would be misleading because the present MCA-TV was then two companies (MCA bought UTP last December), Nathan said that sales have approximately doubled over what they were six months ago.

For example, sales of "Dr. Hudson's Secret Journal," which made its air debut only this month, have already topped 85 markets, with producers Eugene Solow and Brewster Morgan almost certain to be off the nut before the end of the year.

Altho Nathan did not go into the reasons, it's probable that the spread of strip programming (Billboard, August 20) is having its effect on the amount of programming being bought by stations. The MCA exec said that for the first time it's the smaller markets rather than the large ones which are leading in purchases.

One possible explanation proffered by Nathan is that the considerable advertising campaign staged by MCA-TV is just beginning to be effective, with stations inquiring about product rather than having to be sold on each show.

TV Season's Greetings

I LOVE LUCY

Starring Lucille Ball & Desi Arnaz
A DESILU PRODUCTION
 CBS-TV—Monday 9:30 p.m.
 General Foods & Procter & Gamble

MAKE ROOM FOR DADDY

Starring Danny Thomas & Jean Hagen
FILMED BY DESILU
 ABC-TV—Tuesday 9:00 p.m.
 Pall Mall Cigarettes & Dodge

THE JIMMY DURANTE SHOW

FILMED BY DESILU
 NBC-TV—Saturday 9:30 p.m.
 Texaco

OUR MISS BROOKS

Starring Eve Arden
FILMED BY DESILU
 CBS-TV—Friday 8:30 p.m.
 General Foods

IT'S ALWAYS JAN

Starring Janis Paige
 A Janard Production
FILMED BY DESILU
 CBS-TV—Saturday 9:30 p.m.
 Procter & Gamble

WILLY

Starring June Havoc
A DESILU PRODUCTION
 Official Films Syndication

DECEMBER BRIDE

Starring Spring Byington
A DESILU PRODUCTION
 CBS-TV—Monday 9:30 p.m.
 General Foods

WYATT EARP

Starring Hugh O'Brien
 A 616 Production
FILMED BY DESILU
 ABC-TV—Tuesday 8:30 p.m.
 General Mills & Parker Pens

THE LUCY SHOW

A DESILU PRODUCTION
 CBS-TV—East: Saturday
 West: Sunday
 Lehn & Fink

THE LINE-UP

FILMED BY DESILU
 CBS-TV—Friday 10:00 p.m.
 Viceroy Cigarettes

MY FAVORITE HUSBAND

Starring Barry Nelson & Vanessa Brown
FILMED BY DESILU
 CBS-TV—Tuesday 10:30 p.m.
 Frigidaire

MONDAY: "Lucy" ½ hr.
 "Bride" ½ hr.
 TUESDAY: "Daddy" ½ hr.
 "Earp" ½ hr.
 "Husband" ½ hr.
 FRIDAY: "Line-Up" ½ hr.
 "Brooks" ½ hr.
 SATURDAY: "Jan" ½ hr.
 SATURDAY—
 EAST: "Lucy Show" . . . ½ hr.
 SUNDAY—
 WEST: "Lucy Show" . . . ½ hr.
 Syndication "Willy" ½ hr.

TOTAL **5½** HOURS PER WEEK

Desilu Productions Inc.

HOLLYWOOD, CALIFORNIA

THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATING

The Nation's Top Television Programs

THE TV INDUSTRY'S MOST COMPLETE GUIDE SHOWING TOP 10 PROGRAMS IN EACH CITY AND ALL TV FILM SERIES IN ALL MAJOR MARKETS

This chart shows the latest ratings of TV programs in all markets covered by American Research Bureau's monthly reports. The complete study is published over a four-week span with all cities covered as the ARB reports become available.

All film show listed are sold on a syndicated basis unless the title is preceded by a dagger (†), in which case they are nationally spot-booked. Stations are VHF except where the symbol "u" is used, indicating UHF.

WASHINGTON 4 STATIONS

- THE TOP 10 TV SHOWS IN WASHINGTON (* Indicates Non-Network)
1. \$64,000 Question, WTOP, 44.6
2. Robert Montgomery Presents, WRC, 31.0
3. Toast of the Town, WTOP, 27.0
4. Dragnet, WRC, 26.5
5. Private Secretary, WTOP, 26.0

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, August ARB Rating, Station, Day, Time, Top Opposition & Rating. Lists various film series like 'I Led Three Lives', 'Sherlock Holmes', 'Annie Oakley'.

CLEVELAND 3 STATIONS

- THE TOP 10 TV SHOWS IN CLEVELAND (* Indicates Non-Network)
1. \$64,000 Question, WXEL, 45.5
2. What's My Line? WXEL, 27.0
3. Bob Cummings, WNBK, 24.5
4. Stage 7, WXEL, 23.2
5. *Baseball, WXEL, 23.0

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, August ARB Rating, Station, Day, Time, Top Opposition & Rating. Lists various film series like 'Sherlock Holmes', 'Range Rider', 'Passport to Danger'.

- 35. Sportsman's Club (Syndicated Films), WXEL, Th-8:30, 2.6
36. Big Playhouse (Screen Gems), WXEL, Th-6:30, 2.0
37. James Bros. (R. C. Cola), WEWS, Th-8:45, 2.0
38. Greatest Sports Thrills (Winik), WEWS, F-8:00, 1.6
39. Bandstand Revue (Paramount), WXEL, W-7:00, 1.4
40. James Mason (NTA), WEWS, Su-4:30, 0.3
41. Diane Lucas (Arthur B. Modell), WEWS, 0.3

SEATTLE-TACOMA 4 STATIONS

THE TOP 10 TV SHOWS IN SEATTLE-TACOMA (* Indicates Non-Network)

- 1. \$64,000 Question, KTNT, 46.7
2. Disneyland, KING, 34.2
3. The Medic, KOMO, 32.4
4. Big Town, KOMO, 27.6
5. Wednesday Nights Fights, KING, 27.3

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, August ARB Rating, Station, Day, Time, Top Opposition & Rating. Lists various film series like 'Science Fiction Theater', 'Mr. District Attorney'.

BOSTON 2 STATIONS

THE TOP 10 TV SHOWS IN BOSTON (* Indicates Non-Network)

- 1. \$64,000 Question, WNAC, 58.9
2. *Baseball, WNAC, 44.4
3. *Baseball, WBZ, 41.9
4. Toast of the Town, WNAC, 37.3
5. Two for the Money, WNAC, 34.7

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with columns: Rank Among Films, Title, (Type) and Distributor, August ARB Rating, Station, Day, Time, Top Opposition & Rating. Lists various film series like 'Man Behind the Badge', 'Mr. District Attorney'.

TV FILM SALES

CBS TV FILM SALES

- LIFE WITH FATHER: KARK, Little Rock; Stiff's Jewelers
AMOS 'N' ANDY: Charlotte, N. C.; Duffy Mott
GENE AUTRY: KBT, Denver; WSIX, Nashville; WSBA, York, Pa.; Adv. TBA

- WBAL, Baltimore; WBZ, Boston; WBN, Buffalo; WBTV, Charlotte, N. C.; WLWD, Dayton, O.; WICU, Erie, Pa.; WGH, Hartford, Conn.; WFRV, Green Bay, Wis.; WJAG, Johnstown, Pa.; WMBR, Jacksonville, Fla.; WGAL, Lancaster, Pa.; WJIM, Lansing, Mich.; WHAS, Louisville; WTVJ, Miami; WISN, Milwaukee; WALA, Mobile, Ala.; WNNH, New Haven, Conn.; WDSU, New Orleans; KWTU, Oklahoma City; WOW, Omaha; WPFH, Wilmington, Del.; Winston-Salem, N. C.; WKBN, Youngstown, O.; WKTU, Utica, N. Y.; KTVX, Tulsa, Okla.; WSPD, Toledo; KING, Seattle; KXLY, Spokane; KOVR, Stockton, Calif.; KDKA, Pittsburgh; KOIN, Portland, Ore.; WIAR, Providence; KSL, Salt Lake City; KENS, San Antonio; San Diego, Calif.; KGO, San Francisco; All renewals for Carnation Milk. WREX, Rockford, Ill.; Adv. TBA

MCA-TV

DR. HUDSON'S SECRET JOURNAL

KARK, Little Rock; Worthen Bank WGR, Buffalo; Hospital Service Corp.

NBC FILM DIVISION

- GREAT GILDERSLEEVE: WNHC, New Haven, Conn.; Ronzoni Macaroni
KCN, Temple, Tex.; KVOO, Tulsa, Okla.; Adv. TBA
STEVE DONOVAN: WMCT, Memphis; KCEN, Temple, Tex.; KTXL, San Angelo, Tex.; Adv. TBA
HIS HONOR HOMER BELL: KGUL, Houston; KCEN, Temple, Tex.; KVAL, Eugene, Ore.; Adv. TBA

LIFE OF RILEY-C: KTSM, El Paso, Tex.; Adv. TBA

LIFE OF RILEY-D: KTSM, El Paso, Tex.; Adv. TBA

HOPALONG CASSIDY-1 HOUR: WMCT, Memphis; Adv. TBA

HOPALONG CASSIDY-HALF HOUR-A: WMCT, Memphis; Adv. TBA

HOPALONG CASSIDY-HALF HOUR-B: WMCT, Memphis; KRGV, West Waco, Tex.; Adv. TBA

NATIONAL TELEFILM ASSOCIATES

POLICE CALL: WPIX, New York; Petri of California

OFFICIAL FILMS

MY LITTLE MARGIE: WPTZ, Philadelphia; Participating

DALENE EUROPE: KALB, Alexandria, La.; Standard Printing and Alexander & Bolton Insurance

SCREEN GEMS, INC.

TALES OF THE TEXAS RANGERS: KDKA, Pittsburgh; General Mills

TOP PLAYS OF '55: WCTV, Tallahassee, Fla.; Adv. TBA

Official Appoints Smith Sales Exec

NEW YORK, Sept. 24.—Official Films has upped Stan Smith to the post of New York sales manager. Smith has been with Official six months. He was formerly with WABC-TV here and Ziv-TV.

SPORTSVISION

ALL-AMERICAN GAME OF THE WEEK: WSJV, Elkhart, Ind.; Adv. TBA

ZIV TELEVISION PROGRAMS

HIGHWAY PATROL: KHQ, Spokane; P&G Prell

I LED THREE LIVES: KFYR, Bismarck, N. D.; Hamm's Beer

KFTV, Sioux City, Ia.; Storz Beer

KFYR, Bismarck, N. D.; Hamm's Beer

Col. Hits Peak Month of LP Sales-a-Million

NEW YORK, Sept. 24.—Columbia Records sold more LP's last month than in any month in the company's history, with over 1,000,000 packages moving out to the trade, according to Hal Cook, director of sales.

None of these sales were accounted for by mail-order club subscriptions, it was said, the figure relating only to sales to distributors.

Meanwhile, Cook asserted, September LP sales bid fair to outstrip those in August, and the diskery pressing facilities have been placed on 20-hour schedule to meet the demand.

Phonotapes Going Into Music Field

NEW YORK, Sept. 24.—Phonotapes, Inc., independent pre-recorded tape manufacturer specializing in literary material, is planning a quick expansion into the music field with reductions set in the suggested list prices of all its product.

New label on the music material will be Phonotape-Sonore, and first releases are expected in mid-October. Standard seven-inch reels (dual-track, 7½ i.p.s.) will list at \$8.95, five-inch at \$6.95. Among the first issues will be several Gershwin works recorded in Germany, in the same performances scheduled (Continued on page 17)

Gordon Signs With Dootone

HOLLYWOOD, Sept. 24.—Dootsie Williams, president of Dootone Records, this week announced the signing of Dexter Gordon to launch the firm's new jazz catalog.

Twelve sides are to be cut featuring Gordon next week, with the initial release set to include a 12-inch LP and a number of singles. Dootone diskery previously entered the package field via best-selling LP and EP rhythm and blues tunes featuring the Penguins, the Medallions and other groups.

Helen Humes, former Count Basie vocalist, has also been added to the firm's rapidly expanding talent roster.

BRILL BLDG'S HAPPY

Pubbers Have Disks Galore to Crow Over

NEW YORK, Sept. 24. — The "hype" hangs heavy over the Brill building this week, with at least eight new tunes basking in heavy disk coverage, including "No Arms Can Ever Hold You," "Por Favor," "Bring Me a Bluebird," "Yaller, Yaller Gold," "Love and Marriage," "The Legend of Wyatt Earp," "Croce Di Oro" and "White Buffalo."

To date, Gil Publishing's tune, "No Arms Can Ever Hold You," has been sliced by Pat Boone, Dot; Jeff Clay, Coral; the Gaylords, Mercury; Jimmy Young, London, and Georgie Showa, Decca. Winneton's "Por Favor" has been waxed by Vic Damone, Mercury; June Valli, Victor; the Nocturnes, M-G-M; Helene Dixon, Epic, and Billy May, Capitol.

"Love and Marriage," the Barton litty from NBC-TV's "Our Town" musical, has been recorded by Frank Sinatra, Capitol (both as an EP and a single); Helen Grayco,

ART TALMADGE LIKES CALVERT

NEW YORK, Sept. 24. — Mercury veepee Art Talmadge is featured in the current "Men of Distinction" ads for Lord Calvert whiskey. Talmadge (referred to in the ad copy as "director of all Mercury's popular recording activities") is pictured holding the familiar glass and wearing a dignified expression befitting the first record industry exec to join Calvert's list of distinguished tipplers.

AFRICAN BEAT

Richmond Adds Many To Catalog

NEW YORK, Sept. 24.—Ever since the Bulawayo Sweet Rhythm Boys astounded the Western world with "Skokian," there have been rumblings from the African bush. That tireless jungle tracker, Howard S. Richmond, thru his overseas representative, has tied up a large catalog of African songs. These include a number of items calculated to fracture the trade. Among them:

A rhythm song currently a smash among the Yoruba people in Lagos, Nigeria; a "wonderful" instrumental, currently a favorite with the Ashantis of Accra (Gold Coast); a "lovely" ballad, a hit with the Baoule tribe at Abidjan (Ivory Coast); a mambo-type hit that first broke among the Cenofo people at Korogho (Ivory Coast); a rock-and-roll item that's getting action among the Toucouleur peo-

(Continued on page 17)

COAST DISK PUSH

Drug Rack Firm Reps Four Majors

HOLLYWOOD, Sept. 24.—Handy Spot, Inc., major drug and toiletry goods rack jobber in the Los Angeles and San Francisco market areas, has been appointed distributor by RCA Victor, Columbia, Capitol and Mercury records and will immediately begin to merchandise popular hit records and albums in approximately 150 outlets.

The decision to add phonograph records to the sundries lines the

firm now carries has major implications for the local disk market, among the top three in the nation, and also signifies record company acceptance of the need for additional sales outlets.

The only major company which will not service Handy Spot, for the time being, is Decca Records. The latter company has a firm policy which prohibits granting additional discounts not enjoyed by other dealers. Handy Spot in most cases will receive discounts estimated to range between 5 and 8 per cent in the case of the majors, and as much as 10 per cent from several independent distributors.

Ken Dewing, president of Handy Spot, disclosed that racks will carry a total of 18 single selections and approximately 60 EP and LP albums. In all, the racks will feature stock estimated between \$500 and \$700 of records at retail. Most important is Handy Spot's decision to sell the disk product at established list prices.

Approximately 100 racks are to be used in Los Angeles and 50 in San Francisco at the outset, Dewing reported, with expectations that 600 racks will be used eventually. Handy Spot presently services 1,800 stores in Southern California, and an additional 1,000 in San Francisco, most of them in the supermarket category.

To mark its entry into the disk field, Handy Spot previewed its new display unit at a cocktail party for both supermarket executives and disk industry personnel at the Ambassador Hotel here Friday (23).

On another front in the rack jobbing field, Ed Mason's Record Rack Service was reported to have purchased the Star Trading Company, currently operating approximately a hundred racks in this area.

Signs Point to Majors' Mass Market Selling Via Rack Use

Sharp Increase on 'Pump Priming' Due as Diskers Delve Into Field

By BILL SIMON

NEW YORK, Sept. 24. — A sharp increase in activity in the last few weeks has pointed up the strong inclination of most of the major record companies to open up mass market selling via rack jobbers. The rack jobbers, of course, is the servicing agent who merchandises special products on racks set up in supermarkets, chain and syndicate stores.

Today, after several years of experimentation by some, and of watchful waiting by others, the

major record companies are getting out aggressively to line up new outlets.

Apparently this is one new area of market expansion on which the "name brand" boys agree. Just as the rack outlets agree that "name brands" are the key to a successful impulse-buying set-up.

Such companies as RCA Victor, Columbia, Capitol and Mercury have determined to their satisfaction that rack selling is a stimulus to the record business as a whole, that it catches a customer who never entertained an idea of "record shopping," confronts her with

an heavily advertised or "pre-sold" product.

'Pump Priming'

"It's pump-priming," as one diskery exec put it. "We want to get those turntables moving. Once we can get them started, there's a chance that they'll start building libraries." Since most of the racks carry only current hits, this new interest would have to be satiated via regular record shops, he claimed.

Rack jobbing of records, it is recalled, was initiated by Columbia Records three years ago thru that company's encouragement of the Music Merchants set-up in Philadelphia. RCA Victor entered the field seriously about two years ago and has named Irwin Tarr to head a department which today is (Continued on page 17)

Cap Merchandising Program Sprung in Attempt at Surprise

New in Line-Up Are 21 Pop, 4 Classical Albums; Dealer Aids

HOLLYWOOD, Sept. 24. — In what appears to be an obvious bold change of sales strategy, Capitol Records this week unveiled its October-November merchandising program at a series of dealer meet-

ings across the country. Unlike the firm's previous fall programs, which heretofore had been introduced at dealer meetings earlier in the season, Capitol has apparently elected to hold its program in abeyance and gain the element of surprise. Virtually all of the major recording companies have already introduced their product and sales plans at dealer and distributor meetings.

Highlight of Capitol's new merchandise is a total of 21 new 12-inch pop albums, only three of which are in the \$4.98 list category. These are "Jackie Gleason Plays Romantic Jazz," "Harry James in Hi-Fi" and Judy Garland's "Miss Show Business." The remainder of the company's pop LP's are all in the T series, \$3.98 list.

Latter packages include wax by (Continued on page 17)

New Comets Join Haley

NEW YORK, Sept. 24. — Jim Ferguson, manager of Bill Haley and His Comets, has lined up new personnel following the leaving of several of the boys who are forming their own group.

One of the replacements is Francis Beecher, a leading guitarist, formerly with the Benny Goodman sextet. Another is Rudy Pompelli, on sax and clarinet.

A third is Al Rex, who broke up his radio band on WDRF, Chester, Pa., in order to return to the Comets. He was the original bass man with the group. The new drummer is Don Raymond.

George Gobel Gets RCA Victor Pact

HOLLYWOOD, Sept. 24.—Comic George Gobel has been signed to a term recording contract by RCA Victor, with his initial disks scheduled to be introduced on his NBC-TV teleshow this fall.

John Scott Trotter, music director for the Gobel TV, will perform similar chores for the latter's recording sessions. Gobel previously waxed for the defunct Sears, Roebuck label some years ago.

RCA also renewed singer Tony Travis for another year, with Henri Rene, West Coast artist and repertoire chief, handling the negotiations.

Coast Record Dealer Org Set

HOLLYWOOD, Sept. 24. — A Southern California record dealers' association became a reality this week, with 113 charter members joining the group at a meeting held here Wednesday (21).

A total of 81 dealers attended the meeting, tho an additional 31 who could not attend returned membership acceptance cards. Group decided upon a tentative fee of \$10 as membership dues, collecting a total of \$440 at the meeting.

Chaired by Norty Beckman, Norty's Music, a steering committee composed of seven dealers was named to draw a set of bylaws and a constitution, with October 5 set as the date for formal election of officers and the adoption of a name for the association.

Steering committee includes Norty Beckman, chairman; Jerry Johnson, House of Sight & Sound; Moe Arbutel, Eastern-Columbia; Joe Friedman, Gene's Music; Ivy Indick, Index Radio; Mile Callecio, Mike & Bob, and Eleanor Roycroft, Southern California Music Company.

Marks Reps Cugat Firm

NEW YORK, Sept. 24.—Edward B. Marks Music Corporation has been appointed sole selling and licensing agent for Xavier Cugat's Alameda Music, Inc., new publishing firm the Latin maestro is starting. Fernando Castro, for 21 years with the Ralph Peer music publishing enterprises and well-known thruout the Latin field, is general manager of the firm, with headquarters at Marks' office.

Prior to his tenure with Peer — where he actively promoted "Besame Mucho," "Perfidia" and many other tunes—Castro was with RCA Victor's a.&r. department for eight years. Marks, which has in the past published Cugat's big hits, also has an option whereby it has first choice to publish itself a certain amount of the tunes accepted by Alameda. Performing rights clear thru Broadcast Music, Inc.

I'VE GOT A HIT, SO SUE ME!

NEW YORK, Sept. 24. — Current heavy competition on ditties led one publisher wag this week to offer the following observation: "The only way you know if you've got a hit today is if you get a fast cover or are slapped with a lawsuit."

Ballroom Ops Meet With Band Leaders' Org at Chi Session

Band Org Will Move to Name Business Exec

ALBUQUERQUE, N. M., Sept. 24.—Maestro Les Brown, chief of Dance-Orchestra Leaders of America, disclosed this week that the bandmen at their first annual convention in Chicago (see separate story) will attempt to pledge enough money to hire a high-powered executive who would promote the band business on an institutional level.

Brown, who has been touring this section of the country, stated this would be the most important single piece of business DOLA would take up in the Windy City. Such an executive, to Brown's way of thinking, would be paid at least

\$25,000 annually plus expenses—very likely more—and would correlate band activities on various levels, including television, radio, records, ballrooms, musicians' union, and publicity.

DOLA's opening sessions Monday (26) will be held jointly with the NEOA. On Tuesday, however, DOLA will have its own meetings. Brown stated that at the DOLA session names would be submitted as likely candidates for the promotional job. Of course, all of this is contingent upon the membership okaying the cost of such an office. It is felt the maestri will take to the idea, in view of the desire of all to restore the band business to its former prosperity.

Brown expects that some 50
(Continued on page 20)

Ballroom Ops Would Assist Smaller Bands

CHICAGO, Sept. 24.—The ballroom industry is expected to focus its attention on semi-names, particularly the new ones, and territory bands, trying to devise means to give a helping hand to this branch of struggling musicians, at the joint conclave of the National Ballroom Operators of America and DOLA Monday (26) in Chicago.

Tom Archer, of Des Moines, head of NBOA, and Les Brown, DOLA prexy, both predict a large turn-out for the joint meeting of the ballroom operators and band leaders, with bookers, managers, record companies and others also invited.

For DOLA, it will be its first annual convention and actually the first time the band leaders have had an opportunity to get together since formation of the organization on the West Coast earlier this year. The group was formed as a result of an all-industry committee set-up following the NBOA convention last year.

Joint effort of both NBOA and DOLA will be to help promote dancing, but leaders of the organization point out that the semi-names and territory bands are in the most distressing position at the present time.

Semi-names are having tough
(Continued on page 17)

Welk Sets 6 House Marks in 10 Dates

HOLLYWOOD, Sept. 24.—Maestro Lawrence Welk was the holder of six new house records out of 10 dates played September 11-21 on the ork leader's first one-nighter tour in four years.

Welk played to a total of 39,555 for a total gross of \$79,566 and a take-home of \$38,752.60 for the leader. Welk set new records at St. Paul; Val Air Ballroom, Des Moines; Armar, Cedar Rapids, Ia.; Aragon, Chicago; the Million Dollar, Milwaukee, and Elitch's Garden, Denver. Latter record was held by Sammy Kaye until Welk topped the spot, pulling 4,046 payees at a \$2.25 top.

SIDES GALORE

Everywhere Cap Looks It's Sinatra

NEW YORK, Sept. 24.—Capitol is suffering from an embarrassment of record-riches on Frank Sinatra. Since the singer's latest release ("Fairy Tale" backed by "Same Ole Saturday Night") has only been out a short while, Capitol didn't put out any singles on his "Our Town" tunes. Instead they packaged a group of songs from the NBC-TV musical-drama on an EP.

However, dealers are said to have reported many calls for the "Love and Marriage" side (which received heavy deejay play), and Capitol capitulated this week and released it as a single, backed by another song from the EP, "The Impatient Years." Consequently, Sinatra may soon have three new releases out at the same time, because the crooner's new M-G-M movie, "The Tender Trap," opens shortly, and the label has a commitment to release his waxing of the film's theme song at that time.

Merc. Ships 98-Cent EP

NEW YORK, Sept. 24.—Mercury Records is marketing a special 98-cent EP—one in a series of "Tops in Pops" EP packages—featuring four of its top artists in a move to spark additional sales for its EP line this fall.

The 98-cent EP is designed as a "leader," and all other Mercury EP's will retain the label's regular \$1.49 price. Mercury ran a special EP promotion this summer, wherein all its EP releases were specially priced at 98 cents, but the sale ended July 31. Dealer cost on the special EP will be 60-cents.

The "Tops in Pops" package features current sides by Georgia Gibbs, Rusty Draper, Sarah Vaughan and Chuck Miller. Distributor orders to date on the special EP have topped orders on any previous Mercury EP release by 37 per cent, according to the firm's veepee-sales manager, Morry Price.

SCORE: KEAN 10; NICHOLSON, ONE

NEW YORK, Sept. 24.—In a story in the September 10 issue of The Billboard it was erroneously stated that Bobby Nicholson, deejay who had been appearing over WRCA, wrote the music for RCA Victor's "Howdy Doody" records. Eleven such albums were made by Victor and the music, lyrics and scripts for 10 were written by Edward G. Kean. Nicholson wrote one.

Col'bia to Jump Back Into 10-In. LP Field

'House Party' \$1.98 Line Bows Oct. 3; Epic Sets Same Date for Like Moves

NEW YORK, Sept. 24.—Columbia Records, which discontinued its 10-inch LP lines early this summer, is back in the field bigger than ever, but the product it will offer has a number of unique twists. On October 3 the company will begin shipment of a new pop 10-inch series, each disk holding six tunes and selling at a new low list of \$1.98.

In an associated move Epic Records will also ship and exploit a new line of 10-inch LP's, basically similar in concept and design, also containing a number of variations to the product issued by its sister diskery, Columbia.

Columbia's new 10-inch line, to be known as the "House Party"

(CL 2500) series, will be the firm's push promotion for October. It's exploitation will be aimed largely at traffic outlets, with heavy distributor concentration urged on the syndicate store, rack-jobber-type outlet. At the same time, dealers generally will be offered extensive point-of-sale material to plug the line to consumers.

Top Artists

Top artists will be featured in the 33 LP's scheduled for October release, with much of the material they perform taken from the standard catalog, some of it salvaged from discontinued 10-inchers and
(Continued on page 20)

Capitol Signs Haley Bandsmen

NEW YORK, Sept. 24.—Capitol's new Eastern artist and repertoire man, Andy Wiswell, has signed three ex-members of Bill Haley and his Comets, marking his first personal pacting of artists since he joined the label last month. The boys, who left Haley last week, are Joe Ambrose, sax; Dick Reynolds, drums; Marshall Lytell, bass.

The new group is billed as the Jodimars, a combination of the first letters of their names. They will be augmented by three other musicians—Charles Hess, guitar; Jim Buffington, drums, and Bob Simpson, piano. All six will double on vocals, and a featured gimmick will be the novelty of two drummers in one small group. The boys are managed and booked by Matty Rosen.

Meanwhile Wiswell is shopping around for more artists for his personal stable, in addition to handling present Capitol performers headquartered in the East—Les Paul and Mary Ford, Jane Frohman, etc.

ERA 'BOUDOIR' GIMMICK CLICKS VIA ALL MEDIA

HOLLYWOOD, Sept. 24.—Intent on writing a new page in their young tho impressive career in the record industry, Herb Newman and Lou Bedell, Era Records execs, this week pulled a major promotional coup prior to the release of the firm's new album, "Sounds of the Boudoir."

Company set a dozen love-lies for the window of Music City, Hollywood disk supermarket, with one young lady to be named "Miss Boudoir." Stunt was covered by all the major wire and news services, in addition to a host of fan magazines, and radio, television and movie newsreels.

Album itself is an eye-opener, and features the sounds of a lady awakening and retiring. Wax was produced by George Draine and narrated by Phil Barto.

SIGNATURES

Schaeffers, Kassner in Rep Deals

NEW YORK, Sept. 24.—Publisher Edward Kassner this week locked up a deal whereby he has become representative for the Peter Schaeffers music companies of Germany for the United States and the British Empire.

The Schaeffers copyrights will be controlled thru a new firm here owned jointly by the German publisher and Kassner, and to be known as Schaeffers Music Corporation. Schaeffers is the original publisher of such Stateside hits as
(Continued on page 20)

Century to Open Dallas Distribbery

NEW YORK, Sept. 24.—Century Distributors, Inc., a new record distributing outfit, will open its doors in Dallas on October 1. Proprietors of the firm are Irv Katz, veteran disk sales exec, and Sid Gitelman, an attorney. The territory serviced will be Northern Texas and Western Louisiana.

Among the disk lines already inked for distribution are ABC-Paramount, Baton, Cadence, Kapp, Herald, Era, Tico.

Katz until recently was sales manager for Urania, and previously was associated with Eli Oberstein. He also was trade sales manager for Children's Record Guild and Young Peoples' Records for three and a half years, and sales manager for Apollo Records for five years.

1,000 Deejays to Show For Nashville Festival

NASHVILLE, Sept. 24.—WSM, home of the "Grand Ole Opry," expects 1,000 disk jockeys to attend the Fourth Annual Disk Jockey Festival November 11 and 12. Plans for the festival, which originated in 1952 as a means of celebrating the anniversary of "Grand Ole Opry," are currently being crystallized.

During the 1954 festival, more than 900 deejays, country artists and representatives of disk firms attended the series of meetings, parties and special events.

WSM will stage a big Friday evening party. Awards to outstanding country artists and writers will be given by Broadcast Music, Inc., The Billboard, and Cashbox the morning of November 11. In the afternoon of that day, deejays will attend a special clinic in which they will hear a panel of record company executives discuss various phases of industry relations and service. Traditionally, this session has become a sounding board

for compliments, complaints and the airing of ideas for the common good.

Thruout the weekend, music publishing firms will hold open house in different suites at the Andrew Jackson Hotel, headquarters for the festival. On Saturday night everybody will be invited to attend the "Grand Ole Opry" performance at the Ryman Auditorium.

A complete schedule of activities will be forthcoming soon. Attendance at the disk jockey festival has grown each consecutive year. Deejays pay their own expenses in order to take advantage of what is perhaps the year's outstanding opportunity to meet so many segments of the music-record business. The occasion has also become important inasmuch as it provides opportunity for the negotiation of business deals affecting writers, publishers, artists, and a.&r. men.

Does Trading In E.M.I. Stock Cue Cap Tie-In?

Guesses Run From U. S. Marketing to British TV Field

HOLLYWOOD, Sept. 24.—Widespread speculation surrounded the unusually heavy trading of Electric & Musical Industries, Ltd., on the New York Stock Exchange during the past two weeks, with innumerable trade sources predicting the activity was tied in some fashion to Capitol Records.

E.M.I. traded 96,100 shares at the close of business September 16, and an additional 43,200 shares the week ending yesterday (23). Market sources indicated the trading was exceptionally heavy for E.M.I., and offered several explanations for the activity. The hardly authoritative, principal reasons for the trading centered about the possibility that E.M.I. might soon enter the domestic market with home entertainment equipment, or in the electronics field. Bill Fowler, Capitoi vice-president,
(Continued on page 17)

Gov't Registers 1,103 Foreign Songs in Year

WASHINGTON, Sept. 24.—In the past the Music Division of the Copyright Office registered 1,103 copyrights on foreign music as it prepared for changes in its operations which were effected by the Universal Copyright Convention.

Under the Convention, protection is guaranteed for a minimum of 25 years either from time of the work's first publication or from the death of the author. Ratified by 15 nations including the United States and signed by 30 others, the Convention simplifies technicalities previously required to obtain international copyright protection.

The Convention, which went into effect September 16, means that each country which ratifies it will extend to artists, composers and authors of all other ratifying nations the same copyright protection that it affords to its own nationals.

'Hucklebuck' Suit Settled

NEW YORK, Sept. 24.—An action filed in New York Supreme Court, seeking to enjoin six defendants from publishing and recording the tune, "The Hucklebuck," was settled and discontinued this week. The suit was brought against United Music Corporation, Columbia Records, Decca, Mercury, Savoy and London Records. The plaintiff, Sydney Nathan, had charged that United Music's tune, "The Hucklebuck," was copied from his 1948 song, "The Boarding House Blues."

MILLER 'ROSE' TRIPLE CROWN

NEW YORK, Sept. 24.—The Billboard "Most Played in Juke Boxes" chart this week ranks Mitch Miller's "Yellow Rose of Texas" in the No. 1 slot, thereby qualifying the Columbia pop artist and repertoire chief as the latest winner of the Triple Crown Award.

For several weeks now the Miller waxing has led the pack on the best-selling and disk jockey listings. The award is given to any artist whose disk rates at the top of all three charts in any one week.

Cap Merchandising Program

Continued from page 15

Les Baxter, Don Baker, Webley Edwards, Joe (Fingers) Carr, Kay Starr, Roy Acuff, and June Hutton and Axel Stordahl.

Dance Band Push

Capitol will kick off an intensive dance band promotion via the release of five 12-inch LP's by Ray Anthony, Duke Ellington, Woody Herman, Les Brown and Harry James. Specifically tagged "Big Dance Bands," the firm has designed special window display material, earmarked distribution of all albums to the disk jockeys, and set a heavy schedule of advertising.

To round out its pop LP program, a total of five new jazz LP's and three additional albums in its "Kenton Presents Jazz" series, have been introduced. Former series marks the debut of George Shearing on Capitol via "The Shearing Spell" and also includes a package featuring stellar Les Brown soloists in "The Les Brown All-Stars."

Cap's classical program includes four new albums which feature the Hollywood Bowl Symphony Orchestra in "Concerto's Under the Stars," Nathan Milstein with the Pittsburgh Symphony Orchestra conducted by William Steinberg in Beethoven's "Concerto in D Major," "The Hollywood String Quartet," and cellist Andre Navarra. Both the Hollywood Bowl Symphony Orchestra and Milstein-Steinberg packages will be featured in special window display units and in Cap's consumer advertising program.

Phonotapes

Continued from page 15

for early disk release by M-G-M. Featured in the \$6.95 series will be a reading of the Tchaikovsky Piano Concerto. Standard works will be stressed in the line.

Gene Bruck, Phonotapes manager, said the firm hopes to issue up to 200 separate music reels within the next 12 months. A number of deals are pending thru which the company plans to issue taped versions of material now being offered on LP by several diskeries.

Phonotapes' literary material, meanwhile, is being reduced in price from \$17.95 to \$14.95 on seven-inch reels, and to \$7.95 for five-inchers from the former level of \$8.95. However, some of the more popular items in this line will carry a special "thrill" peg of \$8.95 (seven-inch reels) and \$6.95 (five-inch reels).

The firm will also soon launch a new vocational guidance tape series.

African Beat

Continued from page 15

ple, the Oulof and the Maures at Dakar; a country song that's breaking big among the Yaounde, Bamileke and Bassa people of the French Cameroons.

The catalog, according to Al Brackman, also includes a 9-2 tempo favorite getting considerable spins in French Dahomey, and a sort of "Ebb-Tide" type which started obscurely among the Djoula, Bambara and Malinke tribes.

We-like Mitch Miller, Milt Gabler, Joe Carlton, etc.—are waiting for the English adaptations and demos.

Capitol Tie-In?

Continued from page 16

was recently appointed to head up such a division for the company.

Other explanations pointed to the fact that England this week entered the commercial television market, and since E.M.I. is a major producer of TV receivers and parts in the Continent, perhaps the market reacted accordingly.

A spokesman for the brokerage firm of Merrill Lynch, Pierce, Fenner & Beane, firmly predicted, too, that the advent of additional E.M.I. products in this country was inevitable in view of the E.M.I. buyout of Capitol Records earlier this year.

The program, to run from September 26 thru November 12, with shipments to be made to dealers thru November 25, is basically grouped into three categories: New albums released from October 3 thru November 12, including I series reissues; current catalog albums with the exception of Christmas albums and 10-inch LP's, and current catalog Christmas albums and single records.

A minimum purchase of two albums of any of Capitol's new package merchandise will entitle a dealer to a 100 per cent exchange privilege applicable on his initial order only, or thru January 1, 1956, whichever occurs first.

In addition, Capitol will extend deferred billing on merchandise in all three categories, with payment due in equal parts on December 10 and January 10. In order to qualify for deferred billing a dealer must purchase a minimum of \$150 worth of merchandise in any of the categories.

Exchange Privilege

Capitol will also extend a 100 per cent exchange privilege on a specific list of standard Christmas albums and singles, latter including such packages as King Cole's "Christmas Song," Les Paul and Mary Ford's "Christmas Cheer," "Songs of Christmas by Jo Stafford and Gordon MacRae, and Yogi Yorgesson's "Yingle Bells."

Capitol will continue to market its \$1.98 line of 10-inch LP's until each particular item runs out of stock. Deferred billing terms are not applicable for the H line, tho. Selling aids to be used in the program, i.e., window streamers, store hangers, disk jockey samples, etc., will not be allocated to the dealer in bulk along with an initial order. Dealers instead will receive staggered delivery of point-of-sale material to insure maximum coordination of the program.

Two new consumer catalogs, labeled "Buyer's Guide to Popular Albums," and "Buyer's Guide to Classical Albums" are also being made available to dealers.

Attendance at the dealer meetings across the country has thus far exceeded the 1954 meetings, with 540 dealers and their guests taking part in the Los Angeles meet and approximately 400 at the New York showing.

Fate of Carnegie Hall May Hinge on Philharmonic Plan

NEW YORK, Sept. 24.—Efforts to save Carnegie Hall from demolition seem to hinge on the plans of the New York Philharmonic, which is understood to be toying with the notion of supporting a new concert hall in another part of the city.

The musical landmark, frequently used as a recording studio, has given notice to the Philharmonic to vacate in 1958.

This week a committee of concert managers met at the after-concert bistro, Russian Tea Room, to map out a campaign to help raise the estimated \$4,000,000 needed to save the hall for music. Managerial dean Marks Levine was named head of a steering committee to co-ordinate efforts and to get a firm commitment from the Philharmonic on its plans.

GO, CLEFFER: WSR'S BECKONS

CLEVELAND, Sept. 24.—If a Manhattan song writer can't get a hearing in his own home town, he can always go to Cleveland. Radio Station WSR here has started a new show tagged "Tune Quest," which showcases unpublished tunes.

The program, conducted by pianist Sammy Berk and Nate Klot, is aired nightly from midnight to 1 a.m. Klot is proxy of Triple A Productions, a local recording company.

SPEBSQSA KICKER!

Decca Inks Barbershop Champions

NEW YORK, Sept. 24.—Decca Records has just about cornered the market on barber shop quartets. Leonard Joy, for the third consecutive year, has signed the 1955 Medalist winners—in both the quartet and chorus divisions—of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America.

Joy has also signed the winners of the Sweet Adelines—female barber shop quartets. These girls, all with outstanding lung equipment, will be chosen at a convention in Grand Rapids in October. The label's barber shop roster will also be augmented with the signing of the past champs, the Schmitt Brothers.

Ridgeway Into Recording Biz

HOLLYWOOD, Sept. 24.—The music publisher in the record business continues to be the direction in which many firms are now moving, with the debut last week of Ridgeway Records, offshoot of Ridgeway Music, Inc.

New label will be operated by publisher Charlie Adams, country and western star Pee Wee King and maestro Jan Garber.

Ridgeway will bow in the disk field with a 12-inch LP of Jan Garber music, in addition to two singles by the Garber ork. Firm has appointed Bob Cole to handle promotion in Chicago, with additional field men to be put on in other principal cities. Distribution is to be handled thru independent distributors, with 10 distrib in major cities already lined up.

Stern to Talmage Firm

HOLLYWOOD, Sept. 24.—Bob Stern, veteran promotion man in this area, this week announced his new affiliation with Record Merchandising Company, joining Sid Talmage as a partner in the operation of the company.

Stern will chiefly be responsible for promotion in his new post, tho he will continue with a number of his independent clients.

He previously was affiliated with Record Sales Company in a similar capacity, and before that with Central Record Sales Company here.

Would Assist Smaller Bands

Continued from page 16

sledding because of their heavy overhead and not being able to draw as heavy at the box office as the better known name outfits. Likewise, the new and up and coming bands face the same problem. Territory bands are rapidly dwindling in number until they have reached the critical stage insofar as the operator being able to book good attractions.

Archer stressed that it was his hope the joint meeting would devote considerable time on this matter as, he pointed out, some way must be found to help these bands or the operators will be out on the limb. Archer said he felt the name bands were doing O.K. and pointed out the names had pulled in good crowds this summer. "It seems like people will dance to almost anything if the attraction is good," Archer said. "Any style will bring them in if the band has that something extra."

Archer said that in his case he booked the Crew Cuts with Blue Barron and it packed the house. Likewise he had good crowds with many of the other top bands and then Lawrence Welk set a house record for Archer's Val-Air in Des Moines.

"We must offer a helping hand, however, to the up and coming bands," Archer said, "because that is where we must depend upon bands in the future. We are all in this business together—we are partners—and must work together." Les Brown has indicated many

Majors' Selling Via Rack Use

Continued from page 15

highly organized. At Columbia, rack jobbing falls under the syndicate sales division, headed by Milt Selkowitz. The other diskeries handle racks thru their regular sales departments.

Merchants Collapse

With the collapse of Music Merchants last year, it was determined that the record outlets could be served satisfactorily only by certain types of rack operators—those handling other products that turned over at a similar rate of speed.

A servicing outfit that handled records alone could not possibly work at a profit, it was learned. The closest parallel demand was found in the health and beauty aids field. As professional servicers of long experience, the health and beauty aids supplies have been able to insure frequent servicing and avoidance of deadwood accumulation. The latter could eventually bring about price cutting, which the diskeries have resisted strenuously.

Toy jobbers, many of whom service rack accounts with children's records, cannot keep up with the demands of pop racks, according to Victor's Tarr.

Distrib Buying

Rack jobbers currently buy all of their major line merchandise from their local distributors, receiving an extra discount of from 5 to 8 per cent over that of the regular retailer. The store's actual gross profit from rack sales averages 25 per cent.

It is known that at least one giant rack jobber receives shipments of certain lines direct from the factory, but that his financial arrangements are all made thru the local distrib. About 16 big rack jobbers are now franchised by Victor and Columbia, altho there are at least 60 more who carry fringe and promotional lines.

According to Tarr, "We could have 100 by next week, but we've instructed our distributors to hold the line." The diskeries have to make sure that their product won't get into the hands of promoters who might employ them as "loss leaders." It's unusual to find more than one rack franchise in a territory.

Price Range

Price-wise, Victor feels that its racks can stand items that list for no higher than \$3. Columbia claims that several of its \$3.95 pop albums have done well in certain locales. Generally, outside of singles, the best selling items are pop

EP's. Victor has done well with its Camden "Today's Hits" EP's, retailing at 79 cents.

Merchandise is determined by local conditions and is selected by the record distributor. In most outlets it has been determined that the public wants the names. Also impulse buyers want the nationally advertised brand, whether it be Victor, Columbia or Colgate.

Strong pitches to sell rack jobbing of records on an industry-wide basis have been made in the last few weeks by both Victor and Columbia. On September 12-15, RCA Victor had a big exhibit at the Non-Food Merchandise Show for supermarket suppliers held at the Commodore Hotel here.

Several days later, the diskery held a special luncheon for the supermarket trade press, which evidently had evinced some curiosity about the diskery's presence at the show. In conjunction with this, Tarr prepared a special booklet touting the advantages of handling records (see adjacent box).

Columbia Pitch

Columbia representatives are making their pitch at gatherings such as that of the Toiletry Merchandise Association.

Regarding dealer reaction to the company's rack jobber indorsements, all of the majors committed to rack operations claim to have kept a close watch on the situation and to have proceeded with extreme caution. It has been determined, say diskery execs, that, in most neighborhoods where there is a rack, regular dealers have benefited by the market stimulation, and in some instances have been goaded into more aggressive merchandising, which ostensibly has paid off.

The company spokesmen believe that a regular record customer will not go into a supermarket for the special purpose of buying a record. Anything they buy there is on impulse, and represents a plus sale for the manufacturer. Also, it is claimed that most of the supermarkets that do a respectable job on records are located in suburban areas where there is no regular disk dealer.

Of the major companies, only Decca has eschewed the formulation of a special policy applicable to the racks, altho Decca and Coral hits are handled by most outlets.

Miranda Label Makes Its Bow

LEXINGTON, Ky., Sept. 24.—Miranda Records, new diskery firm headed up by Hi Miranda, introduces its Miranda label to deejays, music men and newsmen in the territory at a demonstration and reception to be held at the Ben Ali Theater here next Thursday (29). New firm has offices at 105 York Street here. In charge of the reception is Bob Cox, district manager for Schine Theaters.

Miranda's initial release is "How Could I Fall for You?" b.w. "Ootsie Bootsie Cootsie," cut by 11-year-old Lambie Penn, a Miranda discovery.

WNEW HELPS BEAT THE RAIN

NEW YORK, Sept. 24.—Local indie WNEW has come up with an off-beat public service angle for a new "Beat the Rain" series of weather spots. The idea is that if you know how to move around underground in Manhattan, you seldom have to get your feet wet, what with subways, block-long hotels and various other fascinating labyrinth.

The rainy day spots (which list subterranean routes by location) were conceived as a parting gimmick by Alan (Bud) Brandt, who has resigned as publicity and special events director of the leading indie to set up his own public relations and promotion firm, starting October 15.

ONLY The Singing Rage **A TWIN**

THE TENDER WALTZ BALLAD
SUNG IN MULTIPLE VOICE

CROCE DI ORO

"Cross Of Gold"

MERCURY 70713

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Could Make This **HIT RECORD**

A ROCKIN' RHYTHM ROMPER

"SEARCH MY HEART"

MERCURY 70713

PAGE



PUBLISHED BY
BERKSHIRE MUSIC
1733 BROADWAY
N. Y., N. Y.



VOX JOX

By JUNE BUNDY

COFFEE ON CULLEN: NBC's Manhattan flagship, WRCA, staged a standout promotional campaign to introduce its new early morning deejay, Bill Cullen, to the press and public. In addition to page ads in the dailies and trades, the station sent out thermos bottles full of coffee to the press, with special tags reading, "This is the radio-TV press party season. What is needed most now is a Morning-after Press Party, which I'm herewith providing in absentia. WRCA Program Director Steve White screened hundreds of deejay-applicants for the 6:30-9:30 a.m. spot before he finally settled on Cullen. In addition to records, the show features live music by Eddie Safranski and his crew.

THIS 'N' THAT: Dick Alliger, WBUX, Doylestown, Pa., writes, "We have cashed in on the publicity given to the TV show, 'The \$64,000 Question,' with a sequel tagged, 'The 64-Cent Question.'" The take-off gimmick is used by deejay Jimmy Ort on the Saturday afternoon WBUX show, "Rhythm at Random" (which Alliger directs), and which is aired from a local farmers' market, The Montgomeryville Merchandise Mart. Incidentally, Alliger adds, "We use The Billboard Push Pop charts in our booth at the Mart."

Chuck Parmelee, WSPD, Toledo, O., vacationed in New York City last week, headquartering at flack Buddy Basch's office. Basch will head for Houston shortly to see deejays during Juliana Larson's opening at the Shamrock there September 29. . . . Dottie Checchi, who recently resigned as record librarian at WORL, Boston, to enter a convent, has been replaced by her sister, Claire Checchi, and Thomas Carroll. . . . Jerry Nesler, KCBQ, San Diego, is doing his Saturday night show from a record hop, which he conducts regularly. Speaking of record hops, Jerry Kay, WTIK, New Orleans, reports that the station's "Rock and Roll" party at a local beach was a big success and drew 5,000 in spite of rain. . . . Detroit deejays really get around. Last month, Ed McKenzie, Don McLeod, Ross Mulholland, Bob Seymour, Joe Van, Paul Winter and Fred Wolf turned out for the Michigan State Fair opening day. . . . Elby Stevens, WTVN, St. Johnsbury, Vt., has also been covering North County fairs this year.

(Continued on page 52)

DEALER DOINGS

By GARY KRAMER

BUFFALO: Gladys and Charles Covage, owners of the three Covage record shops in this city, have devised a neat way of kicking off new record releases locally, via a joint promotional tie-up with deejay Guy King of station WWOL and the Squirt Beverage Corporation. Each week the Covages select a new record, which is spotlighted three or four times a day on King's platter show. Listeners are informed that for six Squirt bottle caps and 50 cents they can get copies of the disk at the Covage stores.

The A. Harris Department Store, Dallas, has opened a multi-million dollar store of the latest design in Oak Cliff, Tex., large suburban development of Southern Dallas. Departments of the downtown store will be duplicated in this new store, including the record department. . . . Not long ago, Vince Land, six-foot six-inch manager of the record department of the A. Harris store, slipped on the turf in front of Dallas' fashionable Neiman-Marcus store, fractured a leg, and for a time was making the rounds of Dallas on crutches. Land insists that altho five-foot Marion Eamons was with him at the time, that it is not true that they were arguing whether Eamons' record department at Titcher-Goettinger Department Store was better than A. Harris', and that Eamons pushed him down.

DENVER: Mr. and Mrs. Glen C. Bernard, owners of Bernard's Record Shop, have utilized a tie-in to good advantage with nearby Lakeside Park, where stock car races are held. The Bernards provide the records for music at the Sunday night races in return for plugs over the public address system. Name bands and recording artists are also brought to the amusement park, and many of them come into the shop. Autograph parties and personal appearances are easy to arrange because of the proximity of Lakeside Park and Elysee Gardens, and the Bernards are now making plans for more promotions of that type for the coming year.

The Record Barr of Jesup, Ga., is now relocated in the Belk Griffith Department Store in the Crossroads Shopping Center, Savannah, Ga. The name of the store has been changed to "Windy Herrin's Record Barr." Herrin is one of Savannah's better known radio personalities, being affiliated with radio station WCCP. Phyllis Barr, owner of the Jesup store, continues to be associated with the Record Barr, and she writes that all types of records will be handled, as well as pre-recorded tapes, recording and listening equipment.

JUKE BOX WRAP-UP

J. P. Seeburg's new 200-selection phonograph makes its debut to music operators throughout the country as distributors hold week-long showings. Reports indicate that operator enthusiasm over new model is greater than ever before. AMI distributors also gear for operator showings. New multi-color 120-selection phonograph went on display Sunday (25).

Sentinel Radio Corporation begins to move with its recently introduced combination coin-operated TV and juke box cabinet. Shipments of restyled model under way. At the same time, firm names field representatives. Unit features 27-inch black and white television set and simulated juke box grille and panel, designed to accommodate any and all existing multi-selection juke box wall boxes.

AMI, Inc., reported to be preparing to enter high-fidelity home market. Units rumored to run from floor consoles to table models. Firm will use same multi-horn sound system in home sets that it uses in juke boxes.

For full details on these stories see Music Machine department on page 109.

Business Exec

Continued from page 16

bandleaders or their managers will attend the sessions. Of these 50, some 25 will be "big names" in the business.

Plan Elections

The meeting will also elect officers and a board of directors. The present officers, Brown points out, are temporary. The meeting will also try to formulate some plan of action with regard to the repeal of the 20 per cent cabaret tax. This will be done in co-operation with the NBOA. Also scheduled for discussion is a means of aiding new bands.

Band managers contacted in New York also indicated the likelihood that discussion would be centered around the possibility of seeking a revision in regulations of the American Federation of Musicians with regard to percentages earned by dance band managers. AFM regulations limit this to 5 per cent of the net after travel expense, provided scale is cleared. Many band managers feel this limitation is entirely too narrow; that it has the effect of keeping "risk" capital out of the band business. It's easier to promote singers, is the point of view.

Brown stated that the future of DOLA depended upon the results of the Chicago meeting. "We've got to get the bands back on TV and records," he concluded.

10-Inch LP's

Continued from page 16

some consisting of sides never before released.

Covers are laminated, four-color jobs. There are no liner notes, the back of the liner taken up with advertising copy plugging other albums in the "House Party" series.

Among the artists featured are Frankie Laine, Jo Stafford, Tony Bennett, Paul Weston, Rosemary Clooney. Eight of the 33 sets are tagged for Christmas exploitation, carrying holiday themes.

Hal Cook, Columbia director of sales, predicted the line would have its greatest potential among teenage buyers. Low cost, top names and color display should all stimulate movement. He indicated that the success of the diskery's CL 500, 12-inch pop line played a role in leading the company back into the 10-inch LP fold under the special six-tune format.

Look Ad

A full-page ad in the November 1 issue of Look magazine will keynote the campaign.

Epic's 10-inch drive, also due to kick off October 3, will debut with the release of 15 packages in a new series tagged "LN 1100." The \$1.98 sellers also feature top names on the label and from the diskery vaults. Among them are such talent as Roy Hamilton, Johnny Ray, Al Jolson, Eddie Cantor etc. Marve Holtzman, artist and repertoire chief, said new artists will also be showcased on the LP's from time to time.

Schaeffers, Kassner

Continued from page 16

"Auf Wiedersehn" and "Man With the Banjo."

Kassner also has secured for his Kassner, Inc., firm the world rights to the background score for the United Artists film, "Not As a Stranger," clefled by George Antheil. One theme already has been excerpted from the score and has been cut instrumentally by two diskeries.

In addition to his publishing activities, Kassner has gone into the personal management field and has inked warbler Bill Darnel. The latter has recorded for Coral and Decca, and most recently for label "X."

Kassner is leaving this weekend on a six-week trip to England and the Continent to visit his branches in London; Berlin; Paris; Milan, Italy, and Amsterdam, Holland.

FOLK TALENT & TUNE

By BILL SACHS

WLW's "Midwestern Hayride," which has just concluded its fourth year as a summer replacement on the NBC-TV network, continues on the NBC television hook-up for the fall as winter, switching from Friday night to Wednesday night, 9:30-10 o'clock. First show of the fall season came off last Wednesday (28). For the present, Whitehall Pharmaceutical Company is sponsoring the "Hayride" on alternate weeks, with Roberts, of the Biow agency handling. Negotiations are on to fill the open time. On the initial show for Whitehall were Hugh Cherry, emcee; the Hayseeds, the Willis Brothers Phyllis and Billy Holmes, Mimi Roman, the Hayriders Ban Skeeter Bonn, Clay Eager, Dixie Lee, and the Midwesterners square dancers. Penny Nichols appeared as guest. Miss Roman leaves the "Hayride" October 1 to return to her home in New York.

Porter Wagoner and his mainstays, steel man Don Warder electric-stand man Speedy Hawthorn, are currently on a Canadian tour for A. B. Bamford to carry them three weeks. Following that, I and the boys continue on their own for another two weeks, switch to the Northwest and Southwest before returning to Springfield, in late October. . . . Rex Allen and Jim Edward and Maxine E. guestar on "Ozark Jubilee" via the ABC-TV network from Springfield, Mo., Saturday (1).

Al Turner, formerly of "Big D Jamboree" and Station KLLI Dallas, has moved to KTBB, Tyler, Tex., where he's promoting two shows a month at the Mayfair Building. Turner spins all the western wax on KTBB. His initial show, September 11, drew 1,700 paid admissions, and included Jimmy and Lenny (Decca) Bill Dudley (Capitol), Carolyn Bradshaw (Fabor), the Tex Sweethearts, Treon and Dwight, Jo Bill (Imperial) and Cornbread. His second show, Tuesday (27) had the Belew Twi (Coral), Buddy Griffin (Ekko), Ralph Sanford (King), the Love Sisters (Imperial), Jo Bill, Cornbread, and the "Country Picnic" from KRLD-TV, Dallas.

Ann Jones and Her Western Sweethearts have just invaded nesota after an extended trek thru Idaho, Wyoming, Montana and Dakotas. From Minnesota they swing back into Montana and play a week in Canada. Their plans are to work down into Texas back thru New Mexico, Arizona and California, returning to O around the holidays. To make the extended tour, Ann has taken leave of absence from KVAN, Portland, Ore., turning her show to Kenny Debord. Miss Jones and her fem contingent plan to take the second week in November to attend the big disk jockey con in Nashville. Ann's newest release on the Sims label is "My I Can't Say Goodbye" b.w. "Get Up and Go," with the "Heart" showing up best.

Kenny Smith and the Westerners now air every Saturday night, 11:30-midnight, via KTKT, direct from the stage at Tucson Gardens, Tucson, Ariz. On Wednesday and Friday nights the combo holds forth at Military Inn, near Frey, Ari Group plays every other Sunday night at Ajo, Ariz. New member of the unit is Little Jimmy Byrd, lead guitar and fiddle who doubles on numerous other instruments. . . . Sheriff T. Davis, director of country & western operations at WCM Norfolk, reports that his first fall show of the season, Septemb 11-12, headlined by Elvis Presley and Hank Snow, and including the Louvin Brothers and Cowboy Copas, broke all attendance records for the town. "The whole gang was great, as usual typewrites the Sheriff, "but the teen-agers went wild when Elvis went into his act. The girls mobbed him afterward and literally tore him apart for souvenirs." (Continued on page 17)

RHYTHM-BLUES NOTE

By PAUL ACKERMAN

For the past year we've all looked on admiringly as rhythm blues expanded into the pop field. R.&b. disks have many buyers; r.&b. disks are on the best selling pop charts; and pop artists have been quick to cover r.&b. tunes. Now a curious thing happens: r.&b. is being influenced by the pop music field. R. writers are trying to write for the pop market; r.&b. singers, in many instances, want to be pop singers, and a number of r.&b. labels cutting more and more pop-styled sides.

Frankly, no one knows what the outcome of this interchange will be. It is no secret, however, that many serious students and lovers of r.&b. music are viewing with alarm this increasing pop influence. They point out that the pop market latched onto r.&b. music because it was r.&b. It offered an excitement and sound not found in the run-of-the-mill pop record. The pop buyers liked it not because it was diluted r.&b., but because it was true r.&b.

It will be interesting, in coming months, to watch the progress these pop-styled tunes and sides being put out by the writers, artists and a.&r. men. Traditionally, attempts by artists to break into fields other than their own have not been too successful. When a H. Williams, for instance, made it in the pop field, he made it as a result of the powerful universal appeal of his country material. For similar reasons, r.&b. went pop. But let us not try to pre-judge what is happening. Let the pop influence in r.&b. get a fair trial, and if it bombs it will be dropped quickly enough. A number of artists, of course, may be hurt in the process.

Jockey Jack (Jack Gibson), of WERD, Atlanta, drops us a note to point out that the South is full of deejays who are kings in their own individual areas. Jack says: "Take Ed Cook of Miami in St. Louis it's Spider Burke; in New Orleans it's Okey Dokey in Birmingham, Eddie Castleberry. . . and a flock of others such as Ally Pat and Roosevelt Johnson." We're aware of Jack, and so are the labels and the artists. . . . Lorenzo W. Milam, of WJVB, Jacksonville, is building up the character of the announcer (Pappy Sharpe) into an easy-going Southern type. This involves no high-pressure advertising, but rather a "you-can-buy-it-if-you-want-it" attitude. A bit of rhyming jive talk is also used but Milam figures the real feature of the show is the bluesy, low-down piano background used all during the talking. This is conducive to a relaxed atmosphere.

Evelyn Johnson, of the Buffalo Agency, Houston, drops us a note that the recent packaging of B. B. King, Louis Jordan, Donna H. tower and Johnny (Guitar) Watson has proved one of the biggest hits in the personal field. With vocalists Harold Conner and Dottie Smith it's reported the unit is playing to capacity.

COLUMBIA

Brings You a Great "ORIGINAL" Recording
by Mr. Davy Crockett himself,

Fess Parker

singing

YALLER, YALLER,

YALLER GOLD

KING of the RIVER

As Fess Sings Them on Disneyland Over ABC-TV

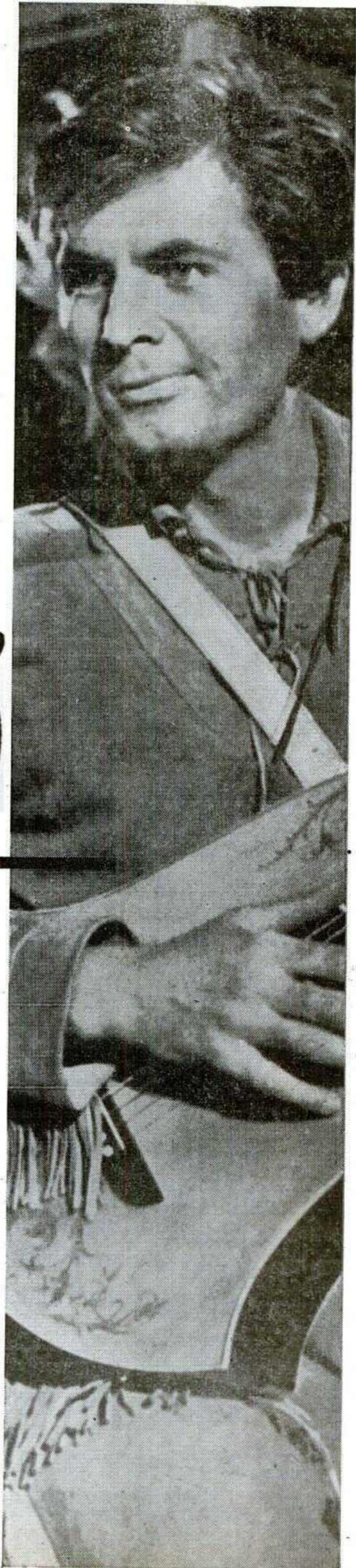
COLUMBIA 40568
(A Genuine 14K Number)

FESS PARKER... Columbia 40568 YALLER YALLER GOLD
(Wonderland, BMI)

The original Davy Crockett man has another sock disk here which is slated for the big build-up on Walt Disney's ABC-TV show this fall. The tune has a folksy, happy flavor, with Parker handling the vocal in likable style, backed by an enthusiastic chorus and a bouncy, infectious beat. Flip is "King of the River."

COLUMBIA  RECORDS

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RECORD DEALERS and MUSIC
OPERATORS FOR ZOOMING
OUR DECCA HIT...

"ROCK AROUND THE CLOCK"

to over *TWO MILLION* in Record Sales!

BILL HALEY

and his
COMETS

We are looking forward
to meeting you during
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stands through the
following States:

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OUR LATEST RELEASE:

"RAZZLE DAZZLE"

b/w

"TWO HOUND DOGS"

(DECCA #2-9552)

will be given new life come November 1st when Universal-
International Pictures releases what promises to be a SMASH
HIT, "RUNNING WILD," featuring MAMIE VAN DOREN and
KEENAN WYNN and themeing throughout "RAZZLE DAZZLE."

We sincerely believe "RAZZLE" has the best dance beat we
ever put on wax and do hope you will get with this one, for
to date it has been smothered by "ROCK AROUND THE
CLOCK."

TWO
BIG BALLADS

ONE
BIG RECORD



GEORGIE SHAW

SINGING

LOOK
TO YOUR
HEART

NO
ARMS CAN
EVER HOLD
YOU

From the Television
presentation of
"Our Town."

• *Review Spotlight on...*
RECORDS
GEORGIE SHAW . . . Decca 29679
NO ARMS CAN EVER HOLD YOU
(Gil, BMI)
Shaw gives a warm, impressive rendition
of a dreamy ballad with lovely lyrics.
He could make it big with this one.
Flip is "Look to Your Heart" (Barton,
ASCAP).

Billboard,
Sept. 17

29679
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America's Fastest Selling Records



the Voice of Music
PLEASURAMA
 THE BIG V-M FALL PROMOTION...
 POINTED TO YOUR LOCAL MARKET!

It's pointed to give you the biggest holiday selling season ever! V-M's Pleasurama is a powerhouse promotion to pull customers into your store! And help you sell them when they get there!

Here's How It Works:

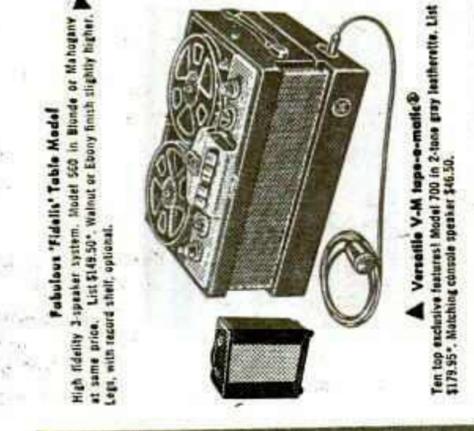
- ★ You stock and sell the compact Voice of Music pleasure line—with a phonograph for every purse and every member of the family... priced from \$22.95*
- ★ V-M sets you up with customers through:
 - pointed key market Sunday newspaper ads with dealer listings for strong local action!
 - pointed advertising in the big national magazines that your best customers read!
 - pointed point-of-sale tie-in material to set up your store as the Pleasurama center of your community!
 - Pleasurama offers you permanent floor displays... wall, window, counter and floor material... literature... direct mail... TV films and radio spots... theater shorts... newspaper ad mats... catalogs—ALL yours for BIG, fast sales!

Ask him about the V-M Pleasurama program... turn your store into a Voice of Music Pleasurama of profits. Do it now—be ready for the biggest holiday season sales ever!

YOUR V-M DISTRIBUTOR WILL HELP YOU!

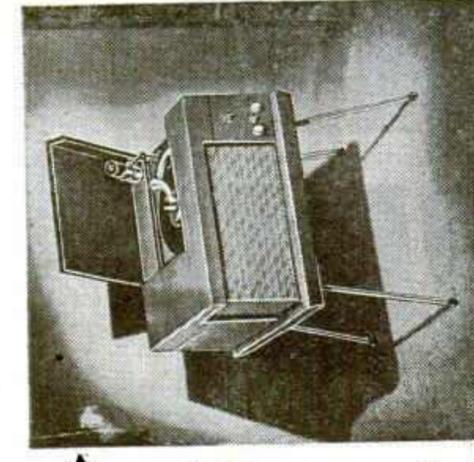
Check your V-M Distributor . . . SOON!

NEW! Special Diamond Needle Offer
 for most V-M models!
 Ask your V-M Distributor Salesman



Fabulous 'Fidelis' Table Model
 High fidelity 3-speaker system. Model 560 in Blonde or Mahogany at same price. List \$149.50*. Walnut or Ebony finish slightly higher. Legs, with record shelf, optional.

Versatile V-M tape-a-matic
 Ten top exclusive features! Model 700 in 2-tone gray leatherette. List \$179.95*. Matching console speaker \$46.50.



Fabulous 'Fidelis' Console—Model 565 has V-M tone-a-matic, 17" and 4" built-in speakers. Choice of Blonde or Mahogany finish at same price. List \$199.95*—or Walnut \$204.95*

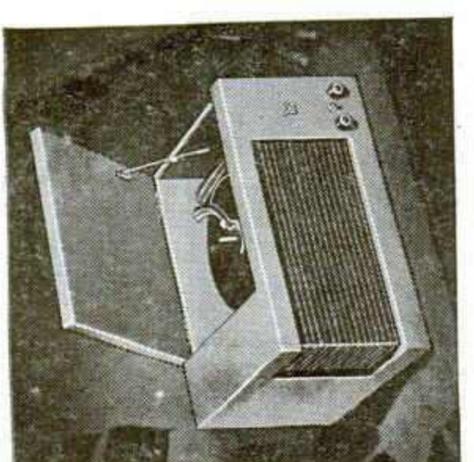
Versatile 4-Speed Portable
 Model 155 features external speaker and amplifier jacks. List \$49.95*

Gay 'Playtime' 4-Speed Portable
 Model 210 with built-in 4 1/2" speaker, separate volume and tone controls. List \$23.95*

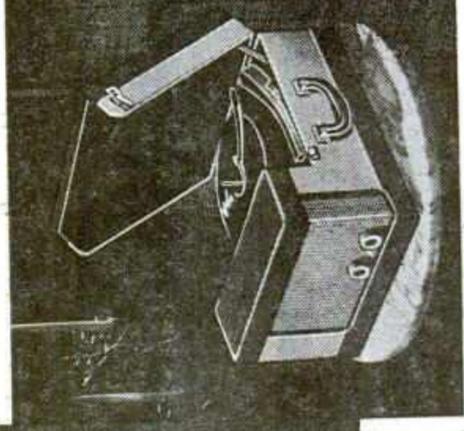


Deluxe 4-Speed Table Model
 Dual-speaker Model 1225. Blower or auto-reverse. List \$259.95*. Legs, with record shelf, optional.

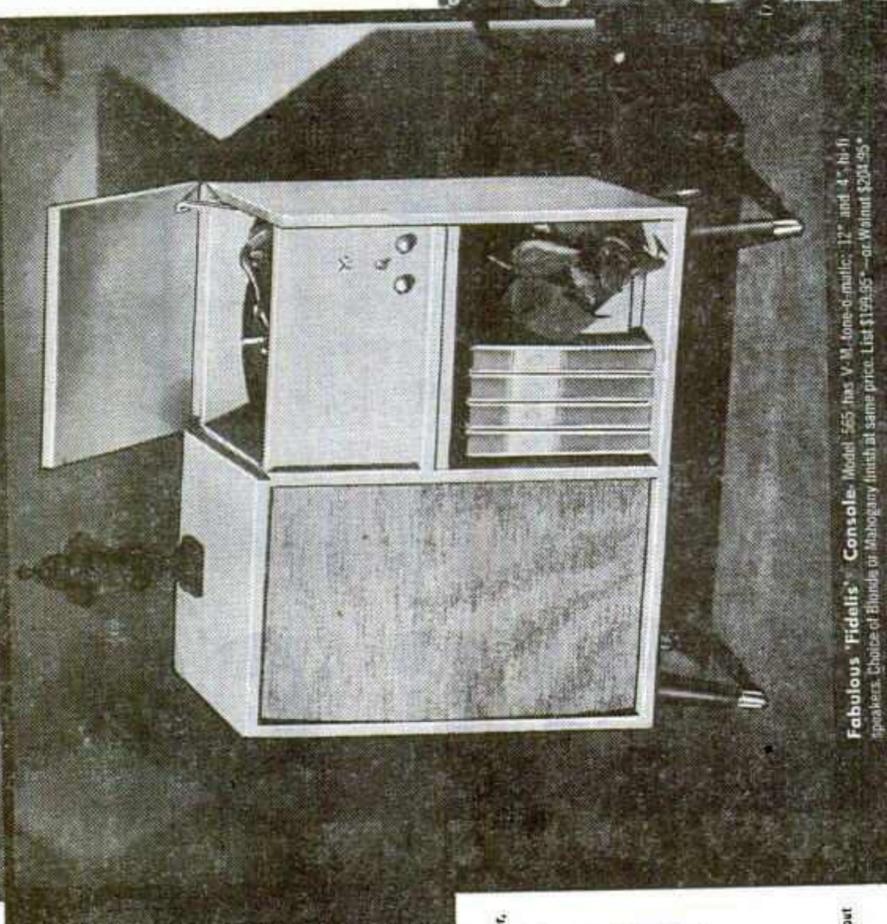
High Fidelity Portable
 Two-tone gray. Model 556 has exclusive V-M tone-a-matic. List \$119.95*



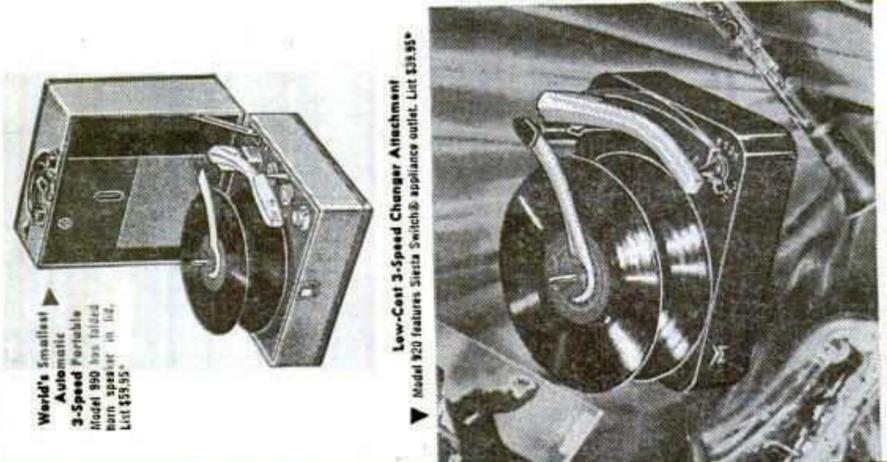
World's Smallest Automatic 3-Speed Portable
 Model 950 has built-in tone-a-matic. List \$59.95*



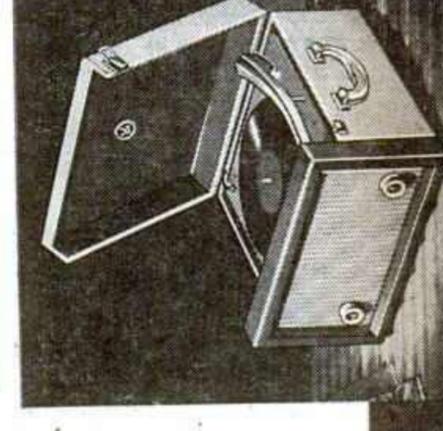
Deluxe Portable Phone
 Model 1275 in 2-tone Brown or Gray... has adjustable tone chamber. List \$79.95*



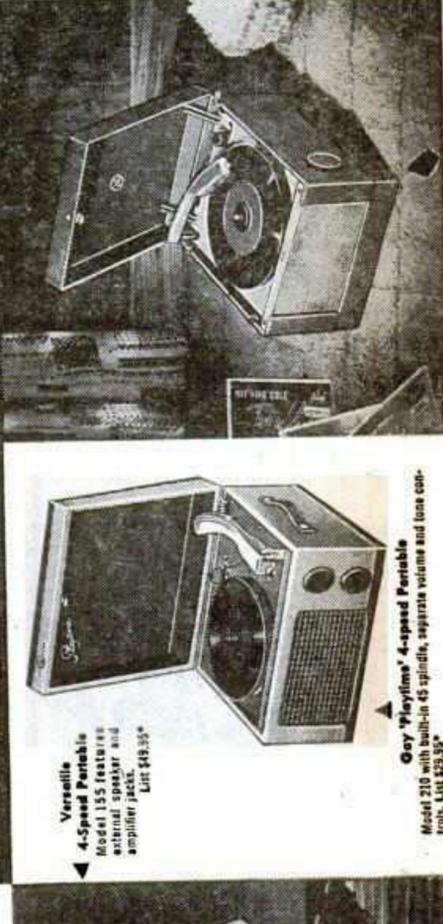
Low-Cost 3-Speed Changer Attachment
 Model 920 features Sireta Switching appliance switch. List \$39.95*



Powerful 4-Speed Portable
 Model 121 in red or maroon Styron case. List \$22.95*



High Fidelity Record Changer Attachment
 Model 938B available, less pan, as Model 935B. 45 spindle included. \$156, list \$99.95*. Model 930B, list \$89.95*



V-M CORPORATION • BENTON HARBOR, MICHIGAN
 PHONOGRAPHS AND RECORD CHANGERS

EDITORIAL

Together Since 1948

The packaged record business—and the phonograph market to which it is so closely tied—now comprises a large segment of the dealer's over-all dollar volume. This has been no sudden development, nor is it an old one. It dates back to 1948 and the introduction of the long-play record, a technological move which spawned a new era in record merchandising and was a primary factor in sparking the expansion of the phonograph field.

The growth of these allied fields has been constant on all levels—engineering, repertoire and marketing. Thus far The Billboard has kept pace with these developments in its regular music section. With this Fall Merchandise issue, however, we are inaugurating a monthly special section in order more properly to service dealers whose packaged records-phonograph dollar volume has kept pace with the development of that field and to aid those dealers who are currently attempting to orient themselves to this segment of the business.

In laying out this special section, let it be stated that we are not wedded to a fixed format. Rather, it will develop as that phase of the record-phonograph market develops, it will note industry trends and it will present new merchandising aids and buying guides. In short, it will be an extension of the services offered dealers by The Billboard, and it will place a proper emphasis upon a phase of the business which is currently expanding.

The dealer, of course, must hitch his wagon to every star. The bulk of his dollar volume is represented by his singles business. And there is much hope that this can be expanded. The report on Operation Pushpop bears this out. But granting the good outlook on singles, a dealer would be foolhardy to overlook any angle in the marketing and merchandising of packaged product. Similarly, he would be shortsighted to overlook the potential represented by the phono market—a consumer field which overlaps the packaged-record buying public.

Manufacturers have already realized the potential of the packaged record and phono fields. Repertoire is being recorded at a tremendous rate; phono models, with price ranges geared to all economic levels, are being produced to satisfy the expanding market. And both phonos and disks are being produced to meet the increasingly high engineering standards. The idea of good music at a price—good records and good phonos at a price—is spreading to more homes.

In future months this section will focus on that fact and will bring to bear upon it all resources of research and analysis.

Signs Point to Lush Package Disk Days

Competition to Get Rougher as Industry Goes All Out to Reap Rich Fall Harvest

• Continued from page 1

field to acquire a measure of that same stability. Firms such as Dot and Cadence are expected to be in there fighting.

On another level of the business, it has already been noted that such r.&b. labels as Atlantic are venturing more and more into the package field with material designed not only for the r.&b. market, but for the allied jazz and pop markets.

On the a.&r. level of the singles business, too, more and more thought is being given to the ultimate package potential of pop artists. Fewer artists are contracted for the singles business, with just the singles business in mind. Thus, it has been the increasing trend to package a pop artist's hit singles on EP's and LP's as soon as that artist attains sufficient stature. There are literally hundreds of examples, such as Eddie Fisher on Victor, the McGuire Sisters on Coral; Bill Haley, Lenny Dee, Crazy Otto, Sammy Davis Jr. on Decca, etc.

Quick Rise

Davis, incidentally, serves as a prime example of the rapidity with which a label can establish a catalog artist—or a package property—via the singles record route. Sammy Davis not so long ago was known just as a night club performer and came along virtually overnight by way of a couple of click singles disks.

The element of competition in the package field is additionally enhanced by other factors. One of these is the necessity for new recordings. Time was when recorded masters were regarded as treasures with a definite, predictable value. This is still true but not to the

same degree. The merchandising and promotional possibilities inherent in recoupling, the necessity of re-recording old repertoire in order to meet current engineering demands, the growing volume of American serious and pop music that is being ticketed for LP's—all have a tendency to reduce the value of the old and emphasize the demand for the new.

Added Factors

Adding to the magnitude of the packaged record picture are such additional factors as the intense attention now being given to the very physical aspects of packaging—the art work, the liner notes, etc.; the plush dress given not only to de luxe releases but to virtually all releases; the exploration of new market areas and new promotional methods.

The mail order technique, now engaged in by Columbia and to a lesser extent by Angel, Vox and Westminster typify the efforts being made to tap markets. Ditto Victor's "Never Lose a Sale" plan.

On the promotional level, aside from the millions being spent in national magazines and other media, perhaps the most interesting probing is now being done at the disk jockey level. Long the key in singles promotion, the disk jockey now is getting more attention from manufacturers of packaged material.

Deejay Service

All major labels during the past year tremendously expanded their package subscription service to deejays, and all labels have been giving away an increasing number of free LP's. Outstanding current

(Continued on page 40)

Annual

FALL MARKETING SECTION

HARBINGERS OF CHANGE

New Horizons Lie Ahead For Phono-Record World

The record-phonograph business, from almost any vantage viewpoint, can be seen to be undergoing changes that will have strong impact on manufacturers, dealers and everyone else who makes a living out of the industry. Some of these changes at this point appear no more significant than shadows on the horizon. But they are there. Some will grow. . . . Others will fade. . . . One or more may build to a point where their importance is so obvious that outmoded techniques will be abandoned. . . . Or the new will be blended with the old and the hybrid become the standard.

Mail order, for instance. It's not new to the record business. But until recent months the only manufacturers in the field were those with a background in mail-order selling, who happened to be active in records. Columbia Records' entry into the field may change all that. The dealer participation is a cardinal facet of the diskery's club operation, Columbia is exploring, in a big way, a different merchandising approach for a major and established disk producer, with artists whose names are bywords in the entertainment field.

Columbia's club operation is no experiment on the company's part, to be dropped forthwith if it doesn't work out quickly. With \$1,000,000 earmarked for promotion, this is a project to be carried thru. And while pockets of dealer resistance have developed, particularly in big cities, Columbia execs are jubilant over general dealer reaction and club subscriptions garnered to date.

Big Question

The big question? If Columbia taps a healthy share of what has variously been estimated as a 6 to \$15,000,000 record club business—and still growing—will the other major diskeries maintain their aloof attitude? And if the other majors join in the scramble for club sales, what will the effect be on consumer buying habits when they can purchase almost any piece of talent or repertoire by filling out coupons.

As has frequently been reported in these columns, manufacturers are diligently seeking new ways of bringing their product to more people. Early this year RCA Victor slashed LP prices to make them more attractive to John Q. Several months ago the company inaugurated its "Personal Music Service" plan to enable dealers temporarily out of LP stock to complete sales. And all manufacturers are giving rack jobbing a long look at this time. There is certain to be increased activity in the rack area in the coming year (see story in Music department).

Technical trends, perhaps, hold the greatest potential industry impact. And these are concerned with records, tape and playback equipment—both phono and tape. With high fidelity now a more or less accepted standard, and the level of sound reproduction high indeed, it would still be ostrich-like to expect that the day of fundamental improvement is over. It is likely that changes will evolve slowly, so as not to upset delicate industry balances. . . . with manufacturers themselves braking their progress to a controlled speed. But some developments could break restraining bonds, and snowball rapidly.

Technical Developments

Here are some of the technological developments that have inched far enough out of the laboratory stage to stimulate special interest among alert tradesters:

Binaural—stereophonic . . . two terms with

overlapping definitions, but each describing a process of recording and playback that best simulates actual live, two-eared listening. Experimental issues on both tape and disk have met with good reception at the hands of the gadget fringe. But greater use is a strong likelihood. Of more significance, tho, is knowledge that practically each major is recording each important LP session two ways—monaurally for immediate issue and binaurally to be stored away in the can against the day when the market situation is favorable. In the case of some manufacturers such dual effort has been going on for at least two years.

These are not investments undertaken lightly by far-seeing execs who expect eventually to realize profits.

Binaural disks have been around for some years without exciting too much interest. These would be the double-track LP's that most in the industry have seen at one time or another. However, from England persistent reports filter thru that British Decca has ready for early introduction a new binaural disk with special qualities. Two needles track a single groove. If you don't have the associated binaural playback equipment, you can play the disk with a standard phono (monaural, of course). . . . A compatible system like color television.

Mercury Experiments

In the search for further improvement of recorded sound reproduction, there are domestic efforts, as well, that may bear fruit. It is hardly a secret that Mercury has been involved in experimental work with a top research outfit to come up with a new approach to the binaural effect. This, it is understood, involves the use of special amplifier circuits and two speaker systems, one of which plays a moment behind the other. So, the effect of concert hall reverberation and two-eared listening is said to be simulated.

If binaural recording does eventually gain public acceptance, the development must be paralleled by related activity on the part of playback manufacturers. This was the case when LP arrived. Styling and construction of phonographs and tape playbacks will be altered to accommodate the new disk or tape.

Put aside binaural, as some tradesters are inclined to do, and the question of "ordinary" pre-recorded tape becomes more pressing. Tape people have already dropped the "pre" and now prefer to call their product "recorded tape."

New Firms

Bubbling activity on the part of indie recorded-tape producers almost weekly sees the formation of a new company, the expansion of another, or the addition of a disk library to the catalog of still another.

Reports persist, tho, that majors besides Victor are near the point where they also will take at least a token plunge into the recorded tape field. And from England, where tape has made a bigger splash than Stateside, it is expected that Electric & Musical Industries will soon export to these shores recorded tape, to be released by either Capitol or Angel Records.

The main question at this time? How many of the variously estimated one to 2,000,000 tape recorders (able to play quality reels) now in American homes are actually market targets? No one really knows, and much education still has to be done to convince owners of such units that their recorders have a useful function other than home recording.

RCA Victor: First Fa

STRIKING SIMILARITY IN BEAUTY AND PERFORMANCE

If you aren't cashing in on the tremendous demand for High Fidelity instruments—you're passing up easy profits

At last—a line of High Fidelity instruments that will satisfy every part of your market—"mass" and "class" alike. Easy to stock. Easy to sell. For New Orthophonic High Fidelity—from \$129.95 to \$1600—offers your customer a laboratory-balanced High Fidelity system, packaged in a cabinet of fabulous beauty—ready to plug in and play.

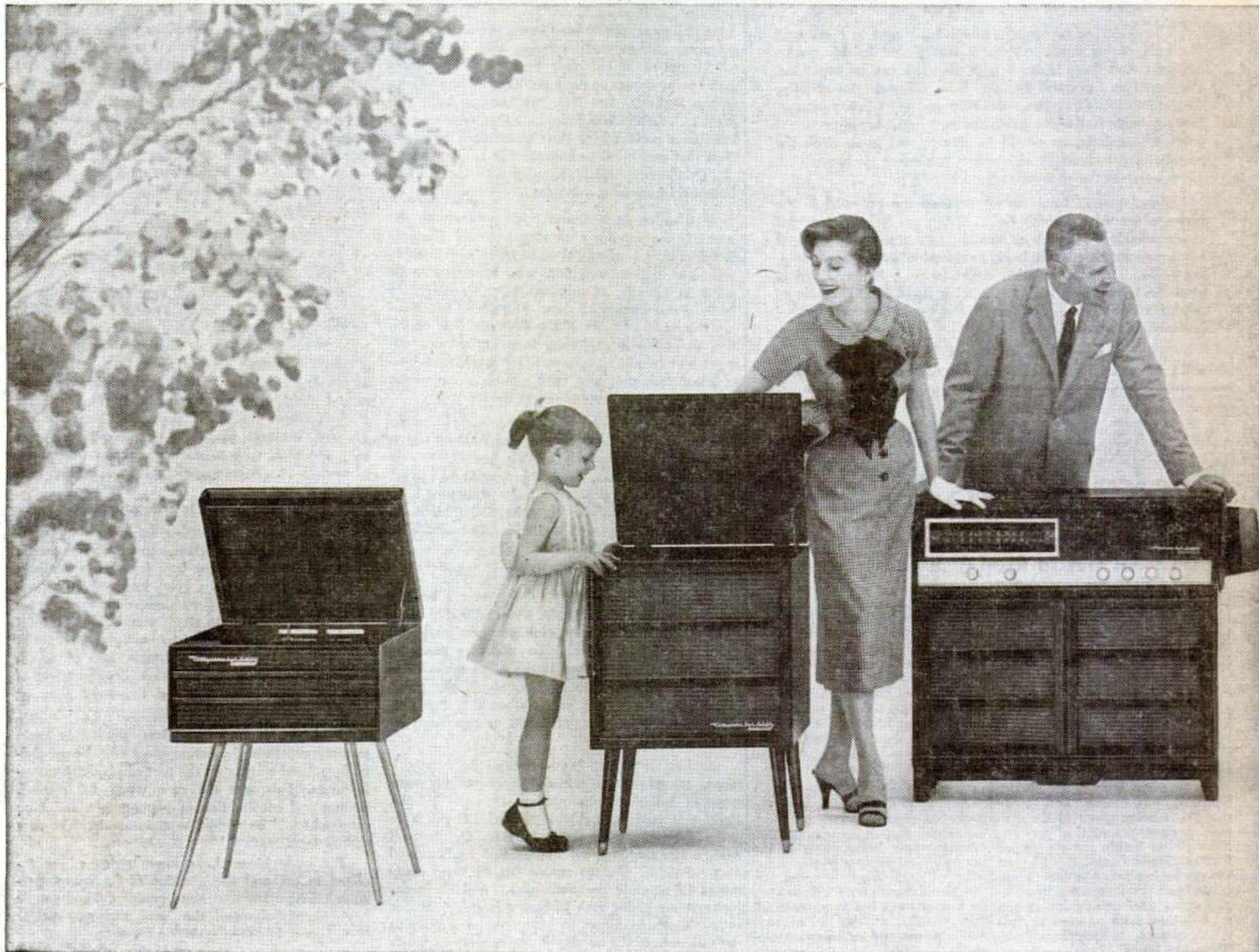
Here's a startling new concept in product styling—and selling. (You'll wonder why no one ever thought of it before.)

RCA Victor's New Orthophonic High Fidelity line was deliberately designed to achieve a "family resemblance" in every model, from \$129.95 to \$1600. This resemblance starts on the outside. You see it in the distinctive styling . . . in the smart louvers on the speaker grille, in the sleek control panels on all models.

RCA Victor's "family resemblance" makes it easier for you to sell the popularly priced models in the line . . . because the prospect can see that

they reflect the high quality and craftsmanship of the \$1600 masterpiece. He can hear that amazing New Orthophonic sound coming from all five instruments. The things he wants most are common to all models in the line!

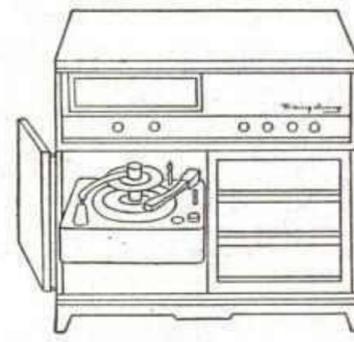
And this "family resemblance" is more than skin-deep. The finest features in High Fidelity are found in every model. Panoramic Speaker System, for thrilling room-wide sound dispersion. Powerful, high quality amplifiers, giving distortion-free performance throughout the range of audible sound. And above all, RCA Victor laboratory balance—signifying that the components in every model are



The "MARK VI," Model 6HF5, \$129.95. New Orthophonic High Fidelity "Victrola" table model phonograph. One 6½" speaker for lows and mid-range, two 3½" tweeters; 70-20,000 cps. Mahogany finish. Light rift oak finish slightly higher. Mah. fin. legs \$9.95; brass fin. legs \$12.95.



The "MARK IV," Model 6HF4, \$169.95. New Orthophonic High Fidelity "Victrola" console. One 8" speaker for lows and mid-range, two 3½" tweeters; 60-20,000 cps. Mahogany finish. Light rift oak finish slightly higher. Truly fine quality and performance!



The "MARK III," Model 6HF3, \$325.00. New Orthophonic High Fidelity "Victrola" phonograph-radio console. One 12" speaker for lows and mid-range, two 3½" tweeters for highs; 50-20,000 cps. Fine AM-FM radio built in. Mahogany finish. Light rift oak finish slightly higher.

Family of High Fidelity

MARKS THE WHOLE LINE—SIMPLIFIES SELL-UP

matched, and tested for finest reproduction.

So RCA Victor's "family resemblance" makes it easier for you to sell up—without going outside the line—without telling six different sales stories—without bewildering the prospect so that he can't decide on anything. To sell up to the next set in the RCA Victor line, you just show him what else he can have for a few dollars more—bigger speakers . . . fine AM-FM radio . . . tape recorder . . . extras that extra dollars buy!

Here's another unique selling aid. Registered High Fidelity. Each set bears a number, registered in the name of the owner, as with limited-edition books.

Whether your prospect buys by eye, by ear or manufacturer's reputation—he can pay \$129.95 or \$1600—you can give him what he wants with

New Orthophonic High Fidelity "Victrola" Phonographs. You get what you want, too—faster sales and more profits from RCA Victor High Fidelity!

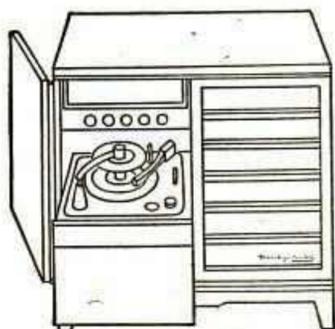
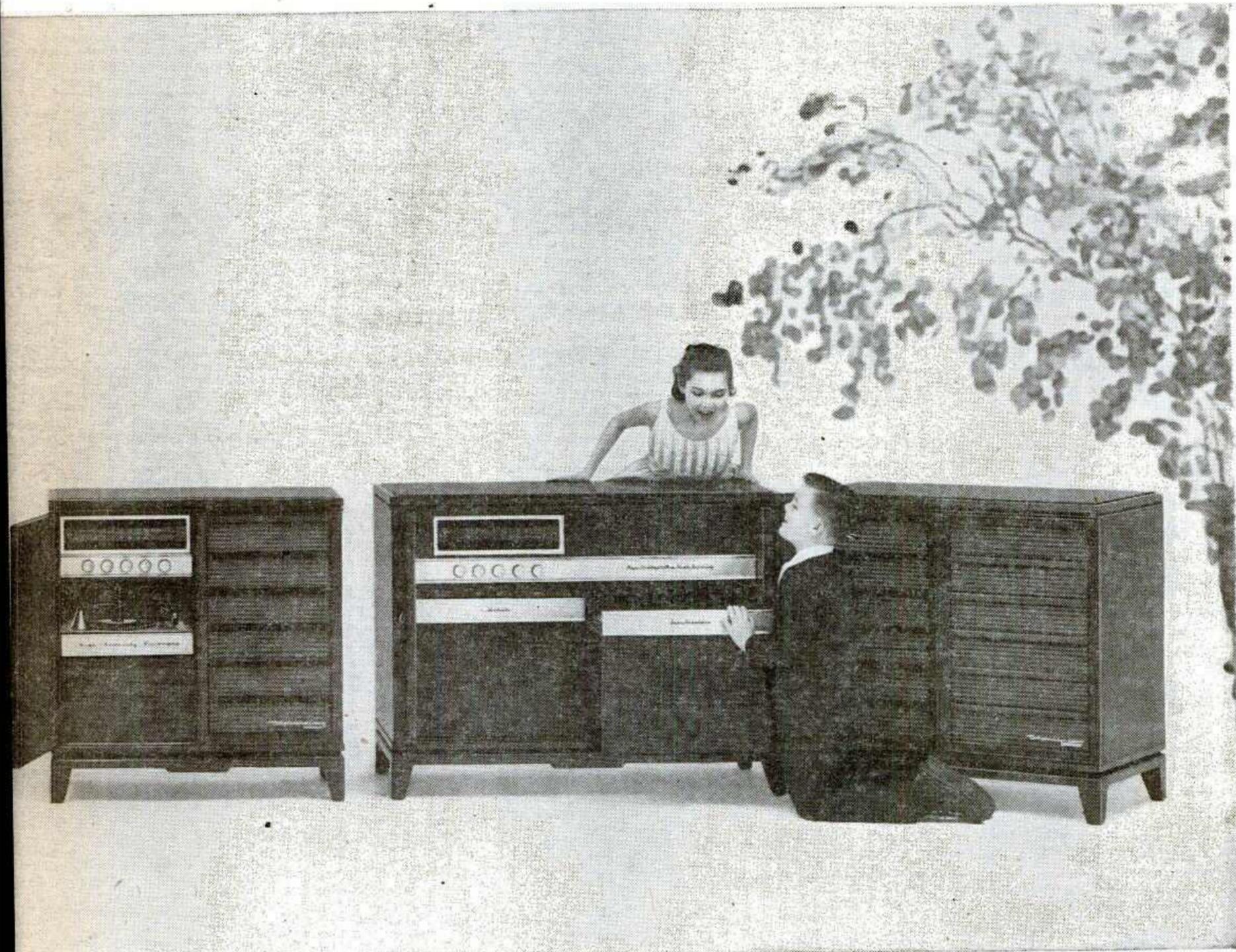
RCA VICTOR

TRADE MARK RADIO CORPORATION OF AMERICA

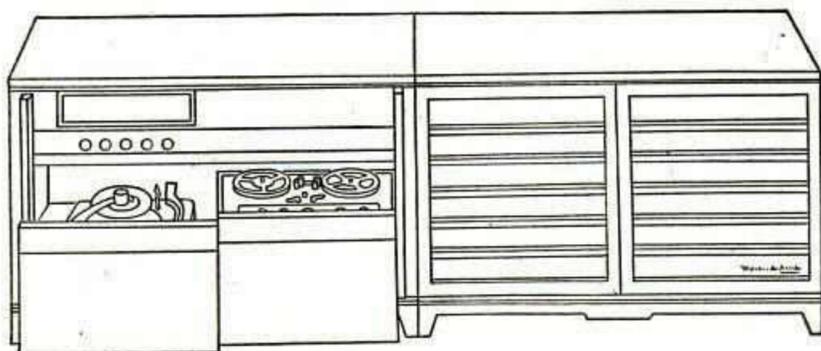


CAMDEN 8, NEW JERSEY

Manufacturer's nationally advertised prices shown, subject to change. Slightly higher in Far West and South.



The "MARK II," Model 6HF2, \$650. New Orthophonic High Fidelity "Victrola" console with fold-back doors. One 12" speaker for lows and mid-range, two 3 1/2" tweeters for highs; 40-20,000 cps. Fine AM-FM radio built in. Mahogany finish. Light rift oak finish slightly higher.



The "MARK I," Model 6HF1, \$1600. Twin-console New Orthophonic High Fidelity "Victrola" combination phonograph-radio-tape recorder. In speaker cabinet: one 15" woofer, one 5" mid-range speaker, two 3 1/2" tweeters; 30-20,000 cps. In control cabinet: 3-speed phonograph, fine AM-FM radio and High Fidelity tape recorder, pre-amplifier and equalizer. Traditional styling in mahogany finish, shown. Also: Modern styling in walnut finish.

Ideas, Ingenuity Pay Off in Phono Sales

Newspaper Ads, Radio-TV Shows, Mail, Free Needles, Trade-Ins All Effective

To sell phonos you can use any one of a dozen or more successful merchandising and promotion devices. That's the consensus of The Billboard's Phono Dealer Panel, in a special survey completed this week.

Dealers were asked first to describe their most important single promotion of last year's fall season, indicating media, copy themes, discount offers, etc., employed.

An essential, according to the dealers, is newspaper advertising. In 90 per cent of the replies, local paper ads, ranging from small space to full-page size, were used. Running a close second as key pro-

lay-away plans, were also frequently used to build interest.

Plans for the current fall season reflect many of the successful ventures of last year, dealers expressing the "why change what's already successful" formula as a basis for present planning.

One dealer reports making more use of mailing to his customer lists—via reprints of his newspaper ads. Trade-ins, record and needle premiums again will be used, and at least some dealers have various phono rental and weekend free trial deals in the works. Still another reports plans to exhibit at a local home show with many units

THE DEALERS SPEAK UP

Various Ways to Stimulate Your Phonograph Sales

MARTIN MUSIC CENTER, NEWARK, O.:

"We place as many units on our main floor as possible—then hit it hard with all forms of advertising and store demonstrations. Also send out units 'on approval' over the weekend."

FERGUSON'S RECORD SHOP, MEMPHIS:

"We are staying with our AM-FM hi-fi radio programs (three a week at night) to plug both LP records and hi-fi components and packaged sets. . . I also intend to build up a mailing list of LP and hi-fi customers."

SEARS ROEBUCK & COMPANY, COMPTON, CALIF.:

"Most successful venture has been in high quality equipment . . . one for \$209.95 and another at \$289.95. Diamond-sapphire stylus went with every set purchased during a given period. Advertised in the papers, circulars, TV and by myself over the public-address system. Plan to promote this fall with the 'Diamond Deal' and also giving a 12-inch LP of their choice in \$3.98 price bracket."

COMER'S RECORD NOOK, SAN ANTONIO:

"Did use window display and direct selling, stressing the fact that we service the players we sell. Some radio spots, too."

ERNSTROM'S RECORD SHOP, DALLAS:

"Have nicely decorated demonstration room, with many models on display in A-1 operating condition. Have full access to any type of record . . . find that playing customer's favorite tune has had a lot to do with closing sales. At present prompting a back-to-school movement with window displays and radio spots."

MELODY MART, PADUCAH, KY.:

"Home Show, Paducah, Ky. Show and demonstrate complete hi-fi lines and 12-inch LP and hi-fi records."

RADIO DOCTORS, MILWAUKEE:

"Lay-away idea was greatly stressed and found very useful by many."

motion media were radio and TV spots and sponsorship of disk jockey shows. Effective and colorful window displays, too, came in for their share of attention.

Direct mail, on the other hand, altho a key business-getter in many retail fields, appears to be a neglected item with most phono dealers.

Premium Use

Merchandising-wise, use of premiums was at the top of the list last fall. Among the successful items: Free records and diamond-sapphire needles with each phono set sold. Trade-ins on old units, as well as special credit deals and

on display and continuing demonstrations.

Demonstration

Demonstration seems to be a key factor in marketing more phono units. A number of dealers reported awareness of the need to demonstrate the equipment, by setting up special hi-fi and phono rooms with the kind of relaxing and tasteful decor the average listener might want to have in his own home listening den. In most cases the demonstration quarters would be adjacent to the record section so that the customer's favorite material can be put on the machine quickly.

WORD TO THE WISE

Some Helpful Hints on Starting a Phono Shop

By JOSEPH DWORZEN

President, Dynavox Corporation

This is primarily directed to the new phonograph dealer, for I assume that the old-timer, based on his experience, has his own inventory problem licked.

What to stock and at what price levels can vary with every store. Location, type of customers, competition, seasons, trends and availability all play important roles in the variety of phonographs to be stocked.

Are you building a prestige shop aimed at the class market? Or is your operation geared for a tran-

sient, quick-sale customer? Either way, you will want a diversified line with stress on big profit numbers. In a short time demand will make you aware of the best merchandise and brands for you. Never forget, however, that profits are usually in the high end numbers.

Prestige Store

Obviously, as a class store you will sell better merchandise. In this type of operation you are developing a trade which you will want to come back—again and again. Remember, tho, the customer who is willing to purchase

BB SETS NEW RECORD-PHONO ADVISORY BOARD

NEW YORK, Sept. 24.—To bring into sharp focus pressing problems facing the hi-fi and phono industries today, and proposed solutions of those problems, The Billboard has formed a permanent Record-Phono Advisory Board.

The board, consisting of representative groups of record and phonograph manufacturers, dealers, distributors, and music publishers, will be queried from time to time on problems of broad industry concern. Replies of particular significance will be quoted while the consensus of all respondents will appear in wrap-up feature articles. The report of the first survey of the panel starts on this page.

Record Boom Hones Phono Dealer Wits

By H. R. LETZTER
Vice-President and
General Sales Manager
Webster-Chicago Corporation

This is undoubtedly the biggest year in the phonograph business. The record business is flying high with the ever-increasing interest in popular music, classical, hi-fi, novelty numbers and other types of recordings. It seems that every day we hear of a new record label. As a result, we now have the entire family interested in recording and phonographs.

This increased interest has brought more business to the dealer, but it has also brought several new problems in establishing and selling an inventory of phonographs.

It is immediately apparent that most dealers cannot stock all lines in order to meet the demand. This would require prohibitive investment, for one thing; but it would also entail extensive training of sales personnel. And who can do it these days? We have found that most dealers prefer one complete line to several incomplete lines. It simplifies selling. It permits a sale in practically any price level. And it produces faster turnover when the line is aggressively promoted and advertised by the manufacturer.

Good Line

When I speak of a complete line, I have in mind a line which includes manual, automatic and hi-fi phonographs, with prices ranging from a low \$20 to \$250 or \$300. Our experience has proved that within this price range most sales are consummated. Any dealer would prefer volume to infrequent sales of high-priced instruments.

In regard to high fidelity phonographs, we are enjoying an unprecedented market. Today everything is hi-fi. And, as a result, sales have jumped in high fidelity instruments and high fidelity components. Now we all know about the "hi-fi component bugs." Some dealers may even regard the components' market as competition to manufactured hi-fi phonographs. Actually, we at Webster have not found this to be true. The urge to build hi-fi sets is merely another aspect of the "do-it-yourself" trend, but, unfortunately, the results of hi-fi components are frequently far from satisfactory.

Do-It-Yourself

In the first place, most people are not qualified or trained in highly complex electronics. Second, the components are not scientifically matched and balanced. Third, before a do-it-yourself enthusiast finishes his project, he is in for a large chunk of dough.

It takes very little selling on the part of a well-informed dealer to persuade a potential hi-fi customer who cannot decide whether to go in for components or a ready-made set. At considerably less cost, trouble and risk, a customer may buy a fine, high fidelity phonograph and enjoy music with the fullest dynamic range.

This is the year for phonographs, but it is up to the dealer to exploit the exceptional market. Stock a complete line instead of several incomplete lines, sell price, sell quality, sell hi-fi phonographs of proved design and performance. And above all, tie in with the manufacturer who is aggressively pushing his products.

Hi-Fi Means Good, Sure Profits for All

By R. H. G. MATHEWS
Director High Fidelity Division,
The Magnavox Company

The coming of age of the high fidelity market now offers an extremely stable and lucrative profit opportunity for the record and music dealer. Too, this is possible with a normal investment and without specialized equipment or technically trained sales people.

All surveys and clear logic support the aforementioned statements, which have become increasingly true as the character of the high fidelity market developed and broadened. In earlier years, much of the high fidelity market was made up of hobbyists, but today the hobbyist has been virtually eclipsed. The buying segment which has come to the fore is the more-than-average, successful, business-professional group.

Altho the do-it-yourself hobby group is still very vocal, industry figures indicate that this market—largely consisting of the sale of component parts—represented only about 4 per cent of the sales of high fidelity equipment in 1954. Altho hi-fi reproduction can be obtained thru assembling of component parts, this is not the way most people care to do it—certainly not the business-professional group which has come into prominence as the chief body of buyers in the field.

Record Buyers

The best possible prospect for a better phonograph is the record buyer. The record dealer, therefore has what amounts to a "captive" audience in the tremendous traffic attracted by his record shop. With this type of consumer, the record dealer need not fear the necessity of employing specially trained technical salesmen; he need not have an elaborate switching system and comparison board to demonstrate hundreds of varieties of amplifiers and other parts of do-it-yourself rigs.

Let us consider the most important aspects of the high fidelity market from the standpoint of merchandise.

The first—and largest—portion of higher priced merchandise is a shrewder judge of value.

This is the customer your entire operation is geared for; treat him well. This customer reads more and is better informed. He expects you to keep abreast of the newest and best and to have on hand the latest models. He also expects to find reputable name brands. Stock need not be heavy, but it should be up-to-date and diversified. This type of customer is adventurous and willing to be educated. Having made a substantial investment in his initial purchase of a phonograph or hi-fi, he will prove a fertile market for the best in accessories, records, etc. He will also see you about a second or third phonograph — for the recreation
(Continued on page 40)

the market is the true high fidelity cabinet type instrument with completely integrated and acoustically balanced units, including the acoustical chamber of the speaker system. True, the record dealer frequently does not have sufficient floor space to stock and display the larger and more expensive type of cabinet instruments, but there are now fine high fidelity phonographs available of table and small console or console type. The prices of these range from \$99.50 to \$149.50 and lend themselves perfectly to the selling methods of the record dealer and the size of his establishment.

Sell Results

With this type of merchandise, the dealer's inventory need not be abnormally large, and therefore his investment may be commensurate with the rest of his business operation. He need not sell decibels, harmonics and other technical terms (as in the hobbyist do-it-yourself market). Rather, he can sell the end result—the perfect reproduction of music which is, after all, what most of the total market really wants.

When these facts are borne in mind, there is really no reason for the record dealer to delay going into the high fidelity phonograph field. He can do it without straining either his budget or his available display space, and without upsetting his business methods and procedures. And he is likely to find it a profitable field.

Profit Pattern: Know Yer Stuff, Sell Harder

By PAUL E. FEATHERSTONE
General Sales Manager,
Steelman Phonograph and
Radio Company

Product knowledge and step-up selling are two chief factors in increased sales and greater profits.

In the merchandising of phonographs today, too many dealers are prone to forget this—so much so that the old jingle, "Anything you can do, I can do better. . . ." has suffered a sad reversal. In the sales end of the packaged phonograph business, there is literally no bottom to prices (and profits) on "low-end," three-speed manual and automatic changer models.

A distributor or dealer who follows the line of least resistance by pushing price instead of practicing step-up merchandising is only killing the goose that laid the hi-fi golden egg. Not only do they discount prices, they discount the golden opportunity to demonstrate to the buying public the fact that phono manufacturers today are making available the finest values and the finest quality designed packaged sound systems ever offered, in every price range.

Dealers and distributors make a tremendous mistake by not acquainting themselves and their personnel with the features of their products. By failing to do this they virtually force some of the buying public to believe that the only way to obtain a quality sound system is to buy a do-it-yourself kit. In this way ignorance or disinterest on the part of the dealer and distributor actually opens the way for their own customers to spend twice as much or more with the competition—the hi-fi specialist.

In addition to product knowledge and step-up selling, there is still another important factor in the merchandising of phonographs. This is the phonograph record. Record companies are producing better records than ever. Never in the history of recorded music have the record manufacturers brought forth such an imposing array of name artists, superbly recorded and attractively merchandised. The dealer should keep a good selection on hand, for more often than not a demonstration is better than conversation. To draw a parallel from another industry, "Don't forget the blades for the razor!"

AGAIN

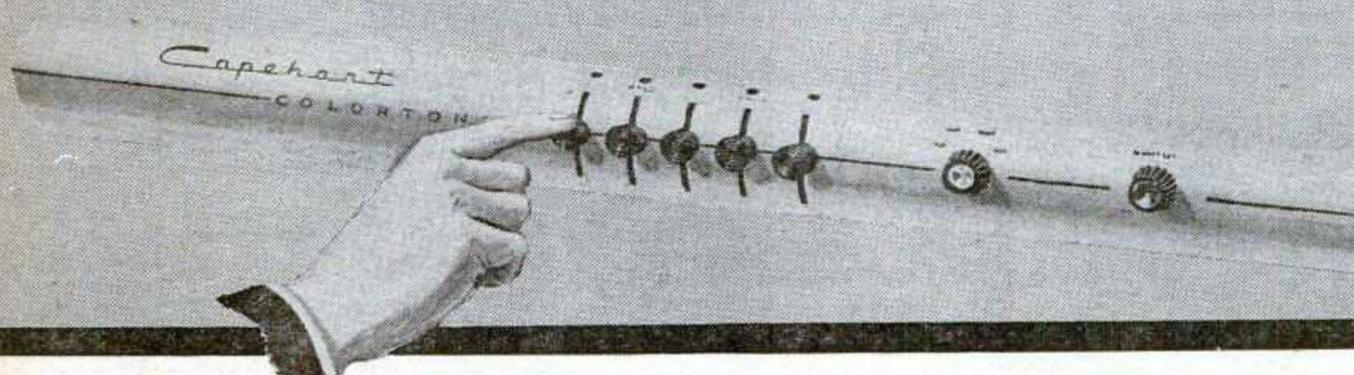
Capehart

TAKES THE LEAD

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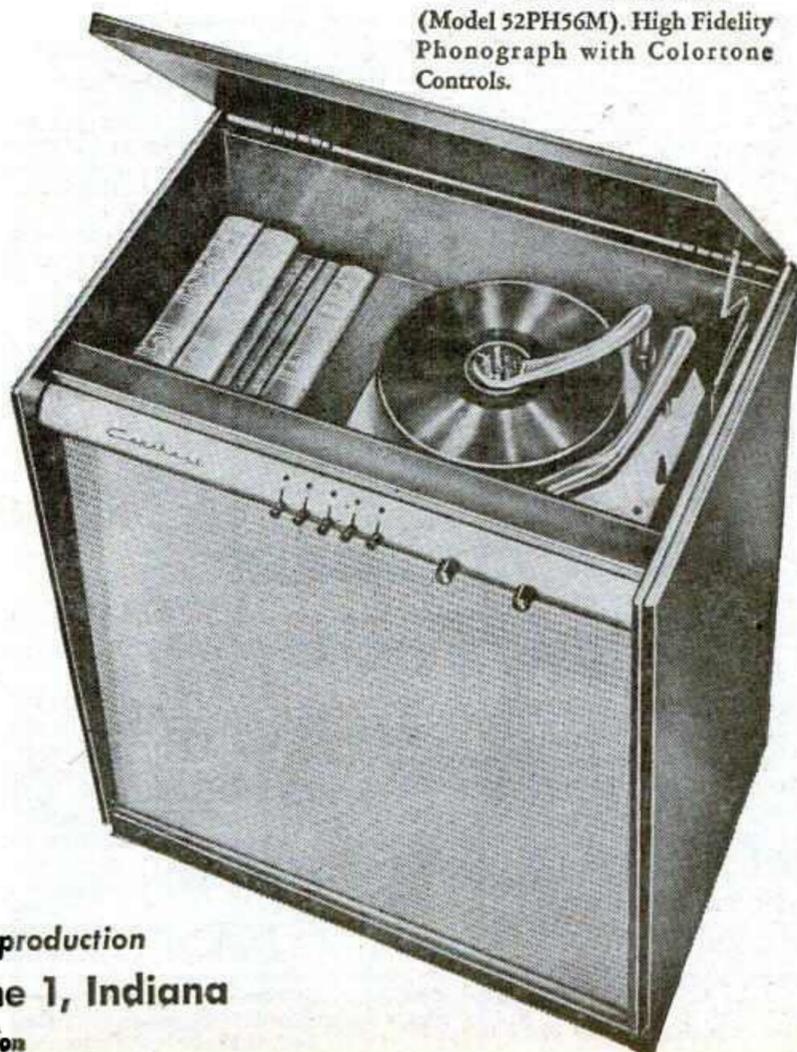


It's the biggest news yet in the High Fidelity market . . . exclusive Capehart Colortone Controls. Now the listener can be "the leader of the band." With Colortone Controls, he can emphasize deep bass or treble . . . create complete new tonal effects . . . to please his listening taste. It's simple to operate. As tonal emphasis is increased or decreased with any of the controls, the Color Key spot changes from red to yellow to indicate clearly the degree of emphasis. **HERE'S THE BIGGEST SALES APPEAL FEATURE IN HIGH FIDELITY . . . AND ONLY CAPEHART HAS IT!**

**Get in on the BIG
Hi-Fi Profit-Maker
. . . NOW!**

SEE THE CAPEHART HI-FI LINE
at the High Fidelity Show
PALMER HOUSE, Rooms 726-727
CHICAGO, SEPT. 30, OCT. 1 & 2
at the Audiorama-1955
NEW YORKER HOTEL, Room 853
NEW YORK, OCT. 13-16

The "GAITE PARISIENNE"
(Model 52PH56M). High Fidelity
Phonograph with Colortone
Controls.



Sell the Best . . . Sell Capehart Hi-Fi . . . the leader in Sound Reproduction
CAPEHART-FARNSWORTH COMPANY, Fort Wayne 1, Indiana

A Division of International Telephone and Telegraph Corporation

Phono Sales Move Packaged Records

BB Survey Shows Dealers Rely on All Media; Tie-Ins Prove Sales-Builders

Successful phonograph sales drives have a vital bearing on the movement of a greater quantity and variety of packaged record material, according to a special survey just completed by The Billboard.

The survey was conducted among a selected group of the nation's top volume record dealers. In the mailed questionnaires, dealers were asked to outline their most successful record promotion and merchandising plans during last fall's selling season, as well as their plans in the hopper for the current season.

Pointing out that the more record players sold, the better the future in the record business, one dealer said he used radio spot messages consistently last fall to push both phonos and records. His success is indicated by his plan to continue the same line of promotion this fall. Other dealers taking

jockey shows on radio direct from the store location, reporting this method as a highly successful sales-builder.

Direct mailings to customer and prospect lists are coming into greater play by dealers. One, in fact, has started his own store record club, entirely a mail operation and sparked by the movement of leading companies into various phases of club operations.

Special purchases of discontinued items from distributors and selling on a discount basis from a special location in the store formed the basis of an outstandingly successful promotion for another dealer. This outlet reports the biggest summer business in 22 years, and an August volume equal to last January in total sales.

Anniversary Plug

A further angle exploited successfully by a Midwest dealer is the

THE DEALERS SPEAK UP

Various Ways to Stimulate Your Sales on Records

GEORGE ZEISLER RECORD STORE, COLUMBUS, O.:

"Symphony Hall" radio program . . . which I script and announce three times a week, has been very successful in selling classical records for me the year round. Believe this is one of the few shows of its kind in the country. Basic idea . . . a classical disk jockey show on WCOL, Columbus."

REGENT RECORD SHOP, FLINT, MICH.:

"Last fall we made special purchases of discontinued items from the distributors and featured them in our advertising. Brought in many old customers and many that we had never seen in the store before. Started our campaign in June this year. Purchased three times the newspaper space as before and used radio time as well. Result . . . June and July best in 22 years. We are of the opinion there does not have to be a summer slump."

GROOVE RECORD SHOP, NORFOLK:

Last fall . . . started a one-free-with-10-records deal among the teen-agers which met with great response. Also utilized radio to plug players and the shop. This year will continue to push record players. The more we sell the better our future in the record business."

BERGENFIELD MUSIC, INC., BERGENFIELD, N. J.:

"This season we are concentrating on the Columbia Record Club and a store record club for pops. We are planning a large campaign on phonos, with hi-fi our forte."

THE MUSIC BOX, JAMESTOWN, N. Y.:

"We have found radio disk jockey shows very helpful. Also weekly newspaper advertisement of new records and albums."

part in the panel disclosed their own confidence in the record-phonograph tie-in. One reported using a phono leader "special" on a continuing basis, while another offered as much as \$10 retail value on records with the sale of each phono. Another, describing his area as a pop neighborhood, plans to feature an inexpensive 45-r.p.m. player unit.

Ad Media

Newspapers and radio and TV lead the way as top media for dealer record promotions, according to the survey. Several dealers reported doing their own disk

anniversary celebration. With an anniversary date at the beginning of the fall selling season, the store gets artists to make appearances and develops a big head of promotion built around the p.a.s and special offers prepared for the celebration week. It all tends to build traffic in the store to a peak, and its effect seems to carry over for weeks.

Trends among the dealers run to phono tie-ins, prominent newspaper ads, attention-getting window displays, radio spot announcements and sponsorship of disk jockey shows.

TO THE HILLS, MEN

Suburbia Selling's A New Technique

By J. B. (KIP) ANGER
Assistant Sales Manager,
Motorola, Inc.

A merchandising program evolving out of what Fortune magazine has described as the mass migration to the suburbs has been particularly successful when it comes to selling hi-fi phonographs.

The merchandising technique is not original by any means. Rather it is borrowing a page or two from the sales manual of the cooking utensil industry. But that's getting ahead of the promotion.

First of all, to sell high fidelity equipment, it must be demonstrated. Regardless of whether the demonstration is a home type or conducted in a special section of the retailer's store, the prospective customers must have the opportunity of comparing hi-fi sound reproductions.

Of the two, the home demonstration is certainly more desirable, because the consumer can hear the equipment in familiar surroundings, which makes him more

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Quality Always Proves Itself On Eye, Ear

Buyer Gets More For Dough; Selling Up Must Be Must

By A. D. ADAMS

Executive Secretary of the Phonograph Manufacturers' Association

Any item that appeals to both eye and ear is one that can be easily evaluated by the average consumer and is definitely a "natural" for quality selling.

Practically everyone can judge a good phonograph much more easily than he can a good suit. The shoe salesman's problem in attempting to demonstrate the difference between a \$25 and an \$8.95 pair of identical-appearing shoes rarely confronts you in your business.

In phonographs, differences in quality are just too obvious. Phonograph dealers have so much clear-cut selling ammunition that only a little more sales effort could increase profits manifold. And not only will this effort make more money per sale, but will build for you a list of satisfied customers.

For example, a unit sold only for its low price might make an immediate, easy sale. But what happens later when your customer sees or listens to a friend's better phonograph? Your customer is unhappy over her purchase, and her

(Continued on page 33)

Few Elastic Measures For Dealers' Stocking

By JAMES F. WHITE
General Sales Manager,
Crescent Industries, Inc.

It would be foolhardy for a manufacturer to ivory-tower some dogmatic answers as a solution to the dealer's phono-stocking problems, since the size of his store, location, experience, manpower and peculiarities of the local market obviously make it mandatory to supply each dealer with a specific stock format of his own.

However, any dealer mentally computes all the factors in his experience as he orders, and in this position the manufacturer perhaps is best advised to set out the results of some broad national experience and history, and let the dealer draw from this as he deems fit. Therefore, in my opinion, some stocking considerations for dealers this fall might be as follows:

The volume and traffic item this fall will be three-speed, single-play phonos. Dealers should have one such model "magically" priced to "drag 'em" off the streets, and a step-up for quality and a respectable margin. Better than half of all the units sold nationally are in this category.

Good Item

The most rapidly growing type of phono in this field is the compact, inexpensive, fully automatic 45 r.p.m. phono, which has gained tremendous sales strength in the past two years keyed to the dramatic rise in the pop single field of the 45 record. The fact that these units are child-proof, compact and priced in the same class as three-speed single play—yet have

the advantage of being automatic—could insure the aggressive dealer at least 30 per cent of his unit sales in this fast-moving category.

The money end of the phono business lies in those three-speed automatic sets listing from \$79 up. However, since the money tied up per unit in this category is much greater, the dealer must gauge his selling strength, his clientele's buying ability and tastes and probably stock turnover, before deciding how high a list to stock and how broad a selection.

Generally speaking, the small dealer should feel safe with two models in this category—one in the \$69-\$79 class and one in the \$89-\$99 class. The intermediate size dealer, of course, might add the \$59 leader for this class, as well as the rapidly growing quality units in the \$129 class.

Dealer Service

On servicing, the dealer should take a long look at those lines offering local authorized factory service in his market. The more reputable manufacturers make sure there is an expert in each significant market, working under a franchise, and suitably trained and stocked in parts to take care of any and all troubles a dealer might encounter.

In general, however, the dealer should be expected to perform some servicing jobs himself (e.g. replace damaged cartons, knobs, tubes, needles, cartridges and faults of such order of magnitude).

There are always those exceptionally alert dealers who are able to come up with their own unusual promotions which click in the local community, but as a general rule the best phono promotions are those planned at the factory. Today phono promotion is only effective when tied in with heavy consumer advertising (either locally or nationally) and only when the promotion idea has been carefully thought out by the factory and suitably planned and prepared for.

Good Promotions

The most effective type phono promotions today are the diamond needle and record tie-in campaigns. The dealer's guide, therefore, as to how best to promote phonos is to tie in with those lines able to offer him the pre-planned and heavily advertised gimmicks and programs.

The matter of selecting the better phono lines will also assure training material for the dealer's sales staff, since the better manufacturers provide fairly complete sales training manuals and/or product stories.

DESIGN FOR LIVING

Decorator Styles Aid Sales to Fem Buyers

By JAMES SPARLING

There's an important new trend in modern living that we think every phonograph dealer should follow and merchandise. It's the trend toward vivid fashion color and decorator styling—in everything from new cars to garbage cans, all designed to attract women buyers.

According to our extensive consumer research, women make the final decision in about 90 per cent of all phonograph purchases. A woman will prefer a product that is consistent with her conceptions of a modern, attractive home for her family.

Manufacturers are wooing the lady of the family with a combination of color, interior designing and general sleekness of appearance. Many phonographs, for example, are specifically designed to be compatible with fine decor of all periods, manufactured with special care for selection of woods and finishes. Dozens of color are consumer-tested before the production models are chosen, and portable models have been designed to look right in any location, living room, playroom or school dormitory.

An alert, ingenious dealer can emphasize the decorative value of the new phonographs, as well as suggest new uses and locations for instruments. He can display them in attractive settings that will show their good lines and striking colors. Good display and demonstration, in fact, really sell phonographs—demonstration of ease in handling controls, mobility, and, above all, quality of sound reproduction.

Dealers should make information about phonographs readily available to the customer, show him booklets, specifications sheets, color schemes. Wherever possible, actual models should be shown and played. Some of the proven advantages of self-service display for records, in fact, can readily be applied to phonographs.

Dealers know, too, that consumers are more quality-conscious than

ever. Quality angles should be emphasized for customers. One manufacturer, alert to this, has offered a diamond needle in each of its high fidelity models as standard equipment at no extra charge. Dealers can use this feature for not only a selling but educational tool to win a record as well as phonograph customer. Time spent in showing a customer the long-run value of a diamond needle will be amply repaid in his continuing good will and repeat record sales. Good needles make for better listening and a stronger record-buying habit.

COUPLE OF 'HOW TO'S'

Approach to Floor Traffic, Set Sales

By HOWARD G. HAAS
Vice-President

In Charge of Advertising
Mitchell Manufacturing Company

Dealer effectiveness in selling phonographs may be approached best from two points of view. Very simply, they are the following:

1. How can the record dealer salesman sell the day-to-day store traffic coming into the store to buy records on buying better phonos?

2. How can the record dealer build his floor traffic to enable his salesman to tell his story to more people?

Of course, the routine way for a record dealer to get floor traffic is to run advertising in local newspapers and to carry on local promotions. But the difference between an average dealer and a successful dealer is the amount of thought put behind the advertising program.

Our experience has been that the most successful record dealers are those who have established "personality" about their store.

This may be the fact that they specialize in classical records. Others concentrate on popular or children's records. Some are known because of their wide selection. Still others because of their special know-how of operas.

Among many record dealers the time bought on FM radio stations has helped them establish their own special personality. Another good medium has been direct mail, sending out news letters with timely information about new releases and even reviews.

These are things which help get the prospective phonograph customer into the store, where the salesman can confront him with his presentation.

For a phono salesman to be truly effective, he must be oriented toward the reproduction of fine music and understand high fidelity, even tho the equipment he sells, in large measure, cannot be rated as hi-fi caliber.

The record dealer must provide

(Continued on page 33)

Suburbia Selling Technique

Continued from page 30

receptive to the salesman's presentation.

Pots and Pans

Getting back to the cooking utensil industry, for years its manufacturers have relied heavily on door-to-door salesmen. They not only sell thru home demonstration, but set up group demonstrations based on the merits of new cooking methods. Out of these cooking demonstrations, salesmen build a list of prospects that usually end up with several "closed sales."

Basically, this is the type of promotion that has proved successful in selling hi-fi phonographs in the new suburban markets. It's called a "Hi-Fi House Party." But, let's look at the party in terms of the product, hi-fi and the market of new home owners to see why it is a successful program.

As we have stated, it is a relatively new market, and for that reason the pride of ownership plays a very important role.

People moving into their own homes are joining entirely new communities. They are anxious to get acquainted with others on their block and desire immediately to become an active member of their neighborhood.

Keeping Up

Suburbanites have also discovered their standard of living was raised when they became home owners. A new set of "needs" and "wants" arises out of the new-found neighborhood pride. Even after they have lived in their home a while, suburban residents still make the effort to keep up to date with the latest home additions.

Some of the "wants" that all home owners seek are entertain-

ment and recreation which can be centered in the home and be available to all members of the family. The product, high fidelity, fills that need. Perhaps that's one of the main reasons for its national interest.

Now to the details of the party: The local dealer concentrates his efforts on one sale in a neighborhood. Before he has the sale closed, he sets up a hi-fi house party in the prospect's home to demonstrate the features of the new phonograph. All the neighbors are invited to bring their favorite records to hear how they sound on a hi-fi set. Refreshments can be served as the party progresses.

Prospect List

The results for the hi-fi salesman can be as successful as they were for the cooking utensil salesman. He has an interested audience that is captivated, allowing him enough time to screen a prospective customer list for future follow-up contact.

The consumer is rewarded too. He is usually given a start on a record collection as an incentive for holding the demonstration party. He can also receive additional records or other merchandise for bona fide leads as a result of the party.

In addition, he enjoys the prestige attached to owning the first new high fidelity on the block.

The hi-fi party program is almost as easy to launch as it sounds, and with new neighborhoods all around, it's a natural for building plus hi-fi phono sales.

NON-RECORD PROFITS

from Walco's New RECORD CARE HEADQUARTERS

Walco's Record Accessory Bar makes your shop a complete record-care headquarters—puts you in an unparalleled profit position with the largest line of fast-selling record accessories from a single source!

Compact, complete and colorful, the Bar takes only 8½" of counter space... puts four sales-sizzling Walco record-care "musts" up on the counter where they can be seen—and sold!

And the Walco Record Accessory Bar is yours, absolutely FREE, along with plenty



of FREE merchandise which you can sell—when you purchase any one of four modestly priced Walco special accessory deals!

Get in on the big demand for record accessories with a Walco Record Accessory Bar. Ask your distributor, or write:

WALCO PRODUCTS, INC.

60 Franklin St., East Orange, N. J.

FOR BETTER SOUND—LONGER RECORD LIFE—USE...

WALCO STATI-CLEAN



Anti-static record spray whisks away destructive dust... keeps it away for months by eliminating dust-attracting static. Odorless, invisible, harmless to records. One treatment lasts for dozens of plays... one 6 oz. can treats hundreds of records.

WALCO DISCLEEN



A record brush that clips on any tone-arm, brushing away dust ahead of the needle. Made of soft camel's hair, guaranteed not to scratch. Virtually weightless—no adjustment of stylus pressure needed. Adds years to record life, protects needle from excessive wear.

WALCO Balanced Sound Kit



Contains an accurate, easy-to-read turntable level, and a unique stylus pressure gauge. Makes it easy to check and adjust any record player for best sound, least record wear.

WALCO DISCOVERS



Plastic record sleeves that protect delicate grooves against dust, moisture, fingerprints. Record slips into Discover then into original jacket. Contoured bottom provides easy insertion, and removal. 12-12" or 15-10" Discovers per package.

And Walco backs you up with hard-hitting consumer ads in all leading Hi-Fi publications—sends customers into your store looking for the Walco Record Accessory Bar! Don't miss out on this fabulous potential profit!

Walco PRODUCTS, INC., 60 Franklin St., E. Orange, N. J.

Every Conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write BOX 666
2160 Patterson Street
Cincinnati, Ohio

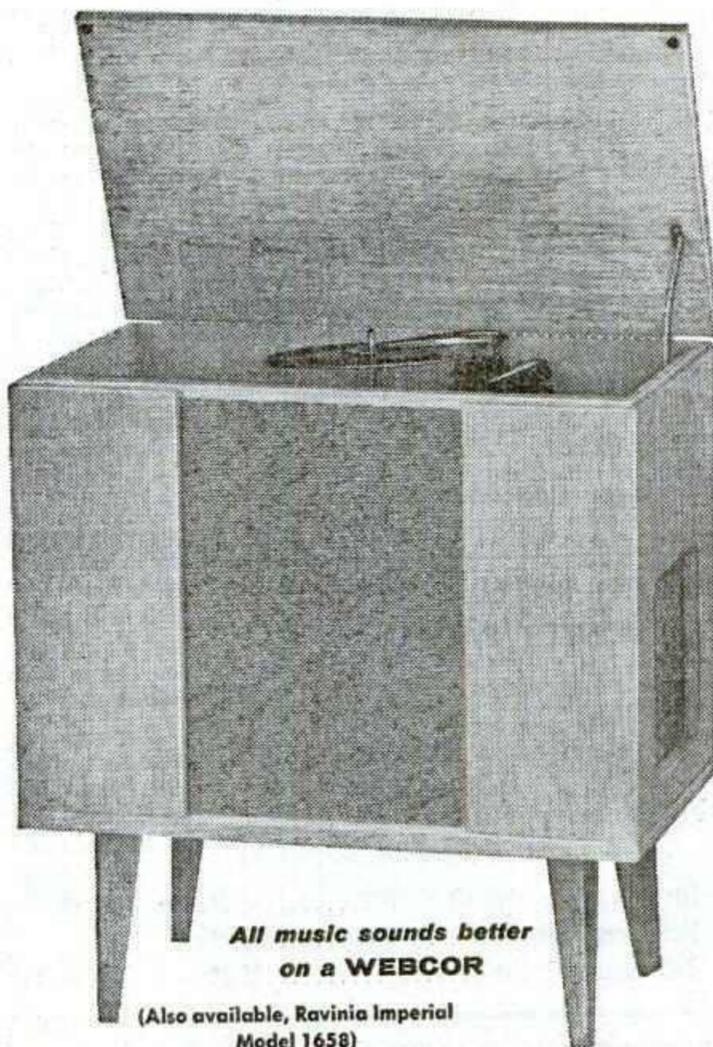
Incomparable Performance!
The New 1956 Verified High Fidelity

Ravinia

Another Sales Leader from

WEBCOR

America's most complete line of
Fonographs • Tape Recorders
Diskchangers



All music sounds better
on a WEBCOR

(Also available, Ravinia Imperial
Model 1658)

More sales features than any
other fonographs today!

In fonographs, tape recorders or disk-changers... no other line today gives you all these exclusive features for easier and faster selling!

Webcor offers you the most complete line for faster turnover... with minimum investment.

Webcor quality is built right into every unit... regardless of price. This means lasting customer satisfaction.

Verified High Fidelity in all Hi-Fi fonographs like the Ravinia Coronet... at a value no competition can match! A bal-

anced sound system with three big speakers... omni-directional sound... full dynamic range... frequency response of powerful amplifier up to 50,000 cycles with multiple negative feedback circuits... G.E. Magnetic cartridge with diamond and sapphire stylii... specially flocked turntable with fly wheel action... extra-light, free-swinging tone arm... separate bass, treble and compensated audio level controls... input, output jacks... AND—the exclusive Webcor Intermix VHF Disk-changer. These are Hi-Fi features that no other fonographs offer today!

and... to help you sell WEBCOR...
the new

Tony Martin TV Show

Sponsored by Webcor
Every Monday Night on
NBC-TV Network



WEBCOR CHICAGO, ILLINOIS

OPERATION SUCCESSFUL

Pushpop Proves Its Punch As Three-Way Industry Aid

The Billboard's Operation Pushpop (1955 version) was announced July 9. Its purpose was threefold; (1) to provide radio and television music producers and disk jockeys with more music-record material and a keener analysis of that material in order to help them more effectively hold audiences during a traditionally difficult period for listening; (2) to provide juke box operators with a more reliable indication of "tomorrow's hits" as well as an improved analysis of the trend of established hits; (3) to provide dealers with an improved and more complete buying guide, plus merchandising aids, to stimulate extra record buying in the store.

To achieve these purposes several of the regular Music Popularity Chart features were expanded and one or two brand-new features added. Page-sized posters were printed in each week's issue on the top 10 tunes and on the best of the tunes "coming up" as point-of-sale aids; the direct mail piece, "Today's Top Tunes," was promoted heavily as an effective consumer weapon, and special easels were made available to dealers at cost.

Letters from, and personal contact with, disk jockeys, operators and dealers during the Pushpop period indicated ready acceptance and substantial support of the program. To confirm this a mail survey was made in early September

among 1,000 jockeys, 1,000 operators and 1,000 dealers picked at random from The Billboard's circulation promotion lists. The returns were more than sufficient to draw sound conclusions—an overall return of better than 18 per cent by tabulation deadline; as high as 24 per cent from dealers, 23 per cent from disk jockeys and 9 per cent from operators. These are three times normal returns of complicated, lengthy questionnaires.

Requests to maintain the editorial format established with the beginning of Pushpop are overwhelming, the opinions vary as to the relative importance of the features, all innovations have been constructive. Most important among these are the Honor Roll of Hits to 30 places, the new Coming Up Strong chart and the improved presentation of the week's most important reviews. The problem with which The Billboard is now confronted is not only one of how to continue these services within practical space limitations, but how to meet the obvious need for similar treatment of Country and Western records and tunes, Rhythm and Blues and the several categories of packaged records steadily growing in importance.

Dealer merchandising aids met with enthusiastic response. The accompanying chart indicates that more than half the music-record

stores want and will use this type of material for extra sales. Further indication can be found in the fact that 456 stores have bought one or more sets of the special easels which were made available for mounting the page posters. The use of Today's Top Tunes for direct consumer mailing continued to grow during the Pushpop period. Today there are almost 500 dealers buying the service on a regular basis. Each week The Billboard's Cincinnati office fills orders for a total of 29,300 copies of Today's Top Tunes.

Dealers were particularly helpful in plans for the future. Many volunteered friendly criticism and suggestions. Among these was an indication that the poster pages worked particularly effectively at "the point of sale," but that they were not of substantial value as window posters. Hung in the store (booths, counters, self-service bins) they "suggested" consumer sales and made them; on most windows they proved too small to attract attention from the street and the newspaper diluted the appeal. As with the editorial features, dealers hope The Billboard can find some way to provide this type of point-of-sale material on other types of records as well as on the pop singles.

Juke box operators did not respond to the special title strip service as had been hoped. The survey indicated why. Operators want and need title strips and they are getting just about all they want at no charge from distributors and one-stops.

To some extent at least, Billboard's Pushpop contributed to a better music-record business during the summer of 1955. As a separate article indicates, the most effective elements of the program are being retained on a permanent basis, and steps are being taken to expand both the editorial and the merchandising services.

EDITORIAL

The Answer to the Traditional Summer Slump?

The Billboard's editorial announcing its 1955 Operation Pushpop (July 9 issue) reflected a theory held by many industry leaders among publishers, manufacturers, distributors, disk jockeys, juke box operators and record dealers. The theory was simply that if all elements in the music-record industry would pull together to keep the SINGLE record business active (and therefore keep public interest high), the sale of ALL types of records over dealers' counters would be more substantial than during the summers of recent years.

Operation Pushpop was Billboard's contribution to the industry's over-all effort.

Single-record activity this past summer has been the highest in the memory of The Billboard staff. Manufacturers have put out product; many of them at a rate comparable to that of spring and fall. Music publishers, manufacturers and talent have kept advertising and promotion at a higher level this summer than ever before. Radio and television music producers and disk jockeys tell us that the promotion on established hits and the flow of good, new material available to them have enabled them not only to program more music but to program it more effectively for maintaining and building audiences. Operators have enjoyed a steadier flow of new and popular material to replace fading records on their boxes. Dealers have had more hot single records to encourage store traffic.

Proof of this may be found in a study of Billboard's Best Selling Retail Chart (pop) for the summer of this year as compared to those of 1953 and 1954. During July, August and early September of 1953 only 33 different records appeared in the top 20 (as compared with 41 records in the top 20 for late January, February and March of that same year; a cut in record activity of 20 per cent). The summer of 1954 was somewhat better, but not a great deal. There were 35 different records in the top 20 during the summer of that year.

However, in 1955, 40 different records appeared! This is activity comparable to the big volume months of the year and marks a 21 per cent increase in summer activity over two years ago.

What happened to actual dollar sales of records this summer? Preliminary estimates indicate a substantial increase over previous summer periods. It will be several weeks before completely reliable figures are available. However, from the response to a spot check by The Billboard staff of key dealers in various parts of the country, the estimated increases in volume range from 5 per cent to 25 per cent; increases in both single and packaged record sales. One West Coast dealer enthusiastically said he had felt "no summer slump at all."

It may very well be, then, that what was predicted by some, and hoped for by all, as a step toward eliminating severe dips in volume during the summer has been found. It would appear that effective radio and television exploitation of music, effective exposure of records on juke boxes and the maintenance of dealer store traffic can be realized only by means of an active single record market.

Certainly this summer has contributed more than its traditional share to what will probably prove to be the music-record-phonograph industry's greatest year.

HOW DEALERS RATED AND USED THE POSTER PAGES

"Have you used the poster pages provided in The Billboard?" YES.....62.1% NO.....13.1% NO COMMENT.....24.8%

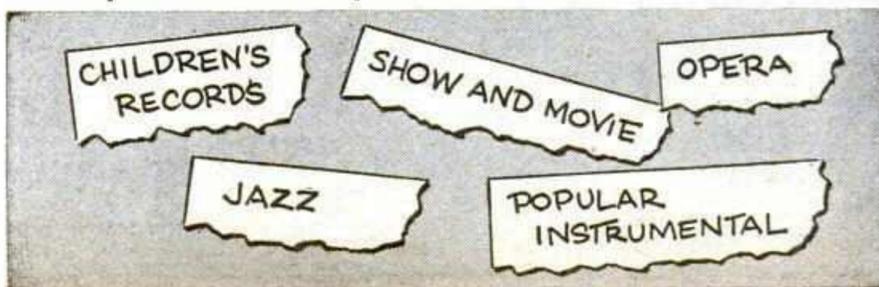
"Of the two posters published each week, which was most helpful?"

Honor Roll Poster (top 10 tunes).....57.2% New Tunes Poster (coming up strong).....27.0% Both Equally Effective.....15.8%

1. None of the editorial services begun with Operation Pushpop will be abandoned. They will continue to be published every week and will incorporate several suggestions for their improvement made by jockeys, operators and dealers.



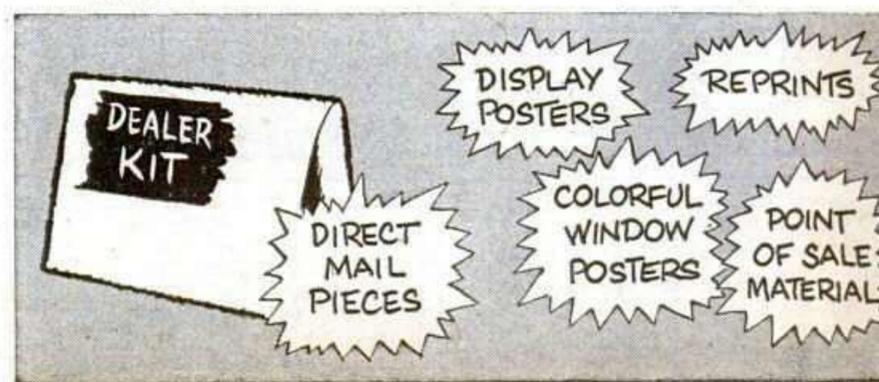
2. Additional editorial services will be established immediately in the packaged record field with emphasis on those categories requested in reader questionnaire returns.



3. Altho the two-page posters published during the Pushpop program will be discontinued soon, the editorial features from which they were made will be published with "point-of-sale" adaptability in mind after they have served the dealer's buying needs.



4. For dealers who want and need additional point-of-sale and window merchandising material, a special kit will be made available on a weekly, twice-per-month or monthly basis. Watch for announcement soon.



MUSIC AS WRITTEN

FLOODED REMINGTON PLANT REOPENED . . .

Remington Records' plant at Webster, Mass., recently closed due to flood damage, has reopened and is now operating at 75 per cent capacity. According to Don Gabor, Remington topper, flood damage amounted to \$250,000.

DECCA ADDS TO KIDDIE TV ARTIST ROSTER . . .

Decca Records continues to round up TV personalities for its kiddie recordings. Such properties as Winky Dink and Sergeant Preston have already been featured on Decca wax. Now scheduled for release are three sets by Pinky Lee, one by Robert O. Lewis and sets by Paul Winchell with Jerry Mahoney; Kukla, Fran and Ollie, and Charity Bailey.

The diskery benefits by cross plugging on this type of promotion. Decca has also been giving away some of these albums to TV audiences.

URANIA REP OFF ON SOUTHERN TOUR . . .

Abbott Lutz, Eastern sales rep for the Urania Records-Haydn Society combine will take off shortly on a three-month swing thru the South and Southwest. According to Victor Cohn, Urania exec, Lutz will concentrate on cementing the organization's relationships with dealers and distributors in that area.

JATP DRAWS 4,500 FANS IN BOSTON . . .

Norman Granz' "Jazz at the Philharmonic" pulled in 4,500 customers at Symphony Hall, Boston, Sunday (18) despite a night that turned out to be one of the most humid of the season. The estimated gross for a double showing, one at 7:30 and the other at 10 p.m., was \$14,000. Granz, at the beginning of a 51-city tour of the U. S. and Canada, was headed for the Brooklyn Paramount and then to Montreal.

'ROBIN HOOD' TV SHOW TO LAUNCH TUNE . . .

Promotion of a new "Robin Hood" ballad will follow the debut of the TV show on CBS-TV next Monday (26), 7:30-8 p.m. The tune is being published by Official Music Company, set up by Official Films, which released the film program. The publishing company was set up in association with Weiss & Barry, the sole sales agent. They are now negotiating record deals.

New York

The personal management firm of Monte Kay and Pete Kameron is producing its own jazz concert at Town Hall on October 9. The Kay-Kameron stable will be represented on the bill by thrushes Chris Connor and Sylvia Simms, the Jay and Kai quintet and the Modern Jazz quartet. An extra starter will be the Tony Scott quartet. . . . Jazz man Stan Getz, who flew to Sweden recently on a social visit, is in a Stockholm hospital with pneumonia. Lester Young is subbing for him on the "Jazz at the Philharmonic" tour.

Miguel Aceves Mejia, RCA Victor ranchera star, opened Friday (23) for a week at the Teatro Boriqua here. . . . Decca thrush Jeri Southern has been booked into Birdland for two weeks starting October 13. Count Basie's opening Thursday (22) at that Broadway nitery was the biggest in the history of the club, according to Morris Levy. More than 1,000 people showed, or about triple the draw at Basie's opening a year ago. Much of the gain is attributed to Basie's new warbler, Joe Williams.

Beverly J. Cherner has joined Jubilee Records as director of publicity and artist relations. She formerly worked for Mike Conner at Decca. . . . Maestro Records has been formed in Chicago with Frank La Vere as topper. Also on the exec staff are Max Oken and Paul Handler. New label's first release features the Shannon Sisters.

Keys Music, Inc., Detroit, has acquired selling rights to the entire catalog of the B & B Music

Company, including about 100 titles, mostly in the popular field, from John F. Frye, principal owner of B & B.

The Big 3's Abe Olman has appointed Jay Leipzig sales promotion director for the pubbery. Leipzig, until now with Mills Music, took over his new post September 19 and will concentrate his efforts in the Big 3's educational and standard departments. . . . ASCAP exec James Cleary has been named the Society's Mid-eastern district manager. . . .

Robert Clary, French singer who will appear on NBC-TV's "Heidi" spec October 1, has been pacted by Epic Records. He'll wax both singles and albums, with an early October date set for first cutting. The label has also announced the signing of singing star Lillian Roth. . . . Pat Noto, formerly with Radio Music Service, is the composer of the tune "Sweet Kentucky Rose," recently waxed by Kitty Kallen.

Carl Reinschild, formerly of Columbia Transcriptions, has joined the sales staff of RCA Victor Custom Record department, under Dave Finn, departmental sales head. . . . The Irving-Fields Trio has closed at the Mermaid Room of New York's Park Sheraton Hotel and will open at the Thun-

(Continued on page 37)

Coupla 'How To's'

• Continued from page 30

his salesman with an adequate selling atmosphere, where instruments may be demonstrated and where the customer may hear his favorite record on the machine he is about to buy. Today's customers are not so much interested in the appearance of a phonograph as in its sound.

Sell From Top

The most successful salesman "sells" the top quality product first. Since the pleasure derived from owning a fine record reproducing instrument lasts much longer than the memory of its price, or the few extra dollars it might cost to buy a fine set as against an ordinary player, the wise salesman starts his sales presentation with his best foot forward.

Selling quality, as expressed in music, is a natural ally to the enjoyment of music the customer is looking for in a record player.

If the backbone of a dealer's business is records, he should realize this fact that experience has taught us. Every phonograph he sells will result in record sales equal or in excess of the retail value of the phonograph, and within six months of the purchase of the new phono.

Quality Always Proves Itself

• Continued from page 30

feeling of discontent is directed toward you, the dealer. She feels that you sold her an inferior unit. The low price? I can assure you she has completely forgotten about that. So, instead of a gratified customer who will come back for records, etc. (and who may also bring her friends) you have sent a buyer to your competitor.

The point is, quality remains long after price is forgotten.

Better, Cheaper

In almost every case, for practically every commodity, we're paying more now than we did years ago—and for the same quality merchandise or service. By contrast, today's new designing and production techniques not only make phonos better but also cheaper! A regular single-speed unit of a few years back cost as much as some 1955, three-speed, automatic, high-fidelity systems!

Somewhere the phonograph industry lost its grip. Modern merchandising lends itself to trading up, and as a result consumers are accustomed to buying better. High-fidelity has introduced quality sound reproduction to everyone. Records sound better. Interest in records and recording artists is greater than ever. Hi-fi, automatics, and combinations are also more

popular. The time is ripe for selling better phonographs and getting better prices.

Of course the dealer who sells phonos for \$15.95 is disgusted because he can't make a profit. But he could if he sold more \$49.95, \$59.95, \$79.95 and \$159.95 models. Even tho unit sales have been increasing nationally, your store can sell just so many players. Isn't it logical to stress bigger dollar sales?

WING ASKS FOR PRYSOCK BIRTH

NEW YORK, Sept. 24. — Wing Records is staging a unique birthday-lottery contest for rhythm and blues deejays across the country on Arthur Prysock's new disk, "I Woke Up This Morning."

Gimmick calls for the jocks to keep a program log sheet (supplied by Wing) listing the exact time and day (of the week) they spin the Prysock record. The jockey who comes closest to playing the platter on the day and time Prysock was born, wins an alarm wrist watch.

4-Speaker Motorola Hi-Fi at \$199⁹⁵* outperforms sets costing 4 times as much!



Get the profit story from your Motorola distributor.

EXCLUSIVE GUEST CONDUCTOR SWITCH SEPARATES VOICE FROM MUSIC!

Here's the Motorola Masterpiece, an outstanding value in self-contained hi-fi for the booming packaged hi-fi market. You've got to hear it to believe it!

15" Jensen woofer, three additional 5" speakers; exclusive Guest Conductor Switch that separates voice from orchestra (hi-fi's most demonstrate-able feature); calibrated, separate loudness and tone controls; 4-speed changer; flip-over sapphire styli. Available in beautiful Mahogany for \$199.95* or Lined Oak at \$209.95*.

LOW-PRICED HI-FI

The Masterpiece table model makes hi-fi low-priced at \$99.95*.

Woofer and tweeter speakers; push-pull output stage; wood cabinet; calibrated, separate tone controls; ceramic cartridge, sapphire flip-over styli; automatic intermix and shut-off; 3-speed one-knob changer control. Available in Blond for \$109.95*.



MOTOROLA

World's largest exclusive electronics manufacturer
*Price slightly higher South and West, subject to change without notice.

The Billboard Buying and Programming Guide

BEST SELLING PACKAGED RECORDS

• Popular Albums (Over-all)

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

LP'S

1. LOVE ME OR LEAVE ME—Doris DayColumbia CL 710
2. LONESOME ECHO—Jackie GleasonCapitol W 627
3. IN THE WEE SMALL HOURS—Frank SinatraCapitol W 581
4. PETE KELLY'S BLUES—Jack WebbRCA Victor LPM 1126
5. OKLAHOMA!—Sound TrackCapitol SAO 595
6. STARRING SAMMY DAVIS JR.Decca DL 8118
7. THE STUDENT PRINCE—Mario Lanza.....RCA Victor LM 1837
8. PETE KELLY'S BLUES—Peggy Lee and Ella Fitzgerald ...Decca DL 8166
9. MUSIC FOR LOVERS ONLY—Jackie GleasonCapitol H 352
10. SATCH PLAYS FATS—Louis ArmstrongColumbia CL 708
11. MUSIC, MARTINIS, AND MEMORIES—Jackie GleasonCapitol W 509
12. I LOVE PARIS—Michel LeGrandColumbia CL 555
13. MUSIC FROM "PETE KELLY'S BLUES"—Ray Heindorf and Matty MatlockColumbia CL 690
14. MEET ANDRE KOSTELANTEZ—Kostelanetz Ork.....Columbia
15. SOMETHING COOL—June ChristyCapitol H 516

EP'S

1. LOVE ME OR LEAVE ME—Doris DayColumbia EPB 540
2. PETE KELLY'S BLUES—Jack WebbRCA Victor EPB 1126
3. IN THE WEE SMALL HOURS—Frank SinatraCapitol EBF 581
4. STARRING SAMMY DAVIS JR.Decca ED 2214-6
5. LONESOME ECHO—Jackie GleasonCapitol EAP 627
6. THE STUDENT PRINCE—Mario LanzaRCA Victor ERB 1837
7. MUSIC FOR LOVERS ONLY—Jackie GleasonCapitol EBF 352
8. PETE KELLY'S BLUES—Peggy Lee and Ella Fitzgerald ...Decca ED 2269
9. OKLAHOMA!—Sound TrackCapitol SDM 595
10. SHAKE, RATTLE AND ROLL—Bill HaleyDecca ED 2168
11. MOODS IN SONG—Nat (King) ColeCapitol EAP 1-633
12. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason ..Capitol EAP 309
13. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY"RCA Victor EPBT 3057
14. VOICES IN MODERN—Four FreshmanCapitol EBF 522
15. MUSIC FROM "PETE KELLY'S BLUES"—Ray Heindorf and Matty MatlockColumbia B 2103-5

• Classical Albums (Over-all)

Records are ranked in order of their national sales strength at the retail level, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS...
—Boston Pops Orchestra (Fiedler)RCA Victor LM 1817
2. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy)Columbia ML 4888
3. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini)RCA Victor LM 1838
4. THE ART OF THE ORGAN—E. Power BiggsColumbia SL 219
5. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy)Columbia ML 4983
6. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St. Louis Symphony (Golschmann)Capitol P 8302
7. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann)RCA Victor LM 1005
8. GERSHWIN: RHAPSODY IN BLUE; PIANO CONCERTO IN F—Katchen, Mantovani OrchestraLondon LL 1262
9. VERDI: AIDA SUITE—Kostelanetz OrchestraColumbia CL 755
10. J. STRAUSS: WALTZES—Kostelanetz OrchestraColumbia CL 805
11. MUSIC FOR A SUMMER NIGHT—Boston Pops Orchestra (Fiedler) ...
.....RCA Victor LM 1910
12. THE FAMILY ALL TOGETHER—Boston Pops Orchestra (Fiedler)
.....RCA Victor LM 1879
13. ORFF: CARMINA BURANA—Bavarian Radio Orchestra (Jochum).....
.....Decca DL 9706
14. BEETHOVEN: SYMPHONY NO. 3 ("Eroica") — Chicago Symphony (Reiner)
.....RCA Victor LM 1899
15. MENDELSSOHN; VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos)
.....Columbia ML 4965
16. VIVALDI: THE SEASONS—New York Philharmonic (Cantelli)
.....Columbia ML 5044
17. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL—
Detroit Symphony (Paray)Mercury 50020
18. BRAHMS: VIOLIN CONCERTO—Heifetz, Chicago Symphony (Reiner)
.....RCA Victor LM 1903
19. COLORATURA LYRIC—Maria CallasAngel 35233
20. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony (Stokowski)
.....RCA Victor LM 1984

• Popular Instrumental

1. LONESOME ECHO—
Jackie Gleason
.....Capitol W 627
2. MUSIC FOR LOVERS
ONLY—Jackie Gleason
.....Capitol H 352
3. MUSIC, MARTINIS AND
MEMORIES—Jackie Gleason
.....Capitol W 509
4. I LOVE PARIS—Michel
LeGrand
.....Columbia CL 555
5. HOLIDAY IN ROME—
Michel LeGrand
.....Columbia CL 647
6. VIENNA HOLIDAY—
Michel LeGrand
.....Columbia CL 706
7. SONG HITS FROM
THEATERLAND — Mantovani Ork ..London LL 1219
8. MOOD FOR 12—Paul
Weston ..Columbia CL 693
9. SOFT AND SWEET—
Three Suns
.....RCA Victor LPM 1041
10. MUSIC FOR DINING—
Melachrino Strings
.....RCA Victor LPM 1000

• Jazz

1. SATCH PLAYS FATS—
Louis Armstrong
.....Columbia CL 708
2. BRUBECK TIME — Dave
Brubeck..Columbia CL 622
3. JAZZ GOES TO
COLLEGE — Dave Brubeck
.....Columbia CL 566
4. THIS IS CHRIS—Chris
Connor
.....Bethlehem BCP 20
5. KAI WINDING AND JAY
JOHNSON
.....Bethlehem BCP 13
6. THE SWINGING MR.
ROGERS—Shorty Rogers...
.....Atlantic 1212
7. BENNY GOODMAN
CARNEGIE HALL CON-
CERT
.....Columbia SL 160
8. BROWN AND ROACH,
INC. — Clifford Brown and
Max Roach..EmArcy 36008
9. I LIKE JAZZ
.....Columbia JZ 1
10. MODERN JAZZ QUAR-
TETPrestige -160

• Opera

1. PUCCINI: MADAME
BUTTERFLY — de los An-
geles
.....RCA Victor LM 6121
2. VERDI: LA TRAVIATA—
Albanese
.....RCA Victor LM 6003
3. BIZET: CARMEN—Stevens
.....RCA Victor LM 6102
4. PUCCINI: LA BOHEME—
Albanese
.....RCA Victor LM 6006
5. PUCCINI: MANON
LESCAUT—Albanese
.....RCA Victor LM 6116
6. PUCCINI: TOSCA—Callas
.....Angel 3508
7. MOZART: COSI FAN
TUTTE—Schwarzkopf
.....Angel 3522
8. MENOTTI: THE SAINT
OF BLEECKER STREET—
Broadway Cast
.....RCA Victor LM 6032
9. VERDI: AIDA—Tebaldi ..
.....London LLA 13
10. PUCCINI: MADAME
BUTTERFLY—Tabaldi
.....London LLA 8

• Children's

1. LADY AND THE TRAMP
—Peggy Lee ..Decca K 149
2. LADY AND THE TRAMP
.....Capitol DBX 3056
3. BALLAD OF DAVY
CROCKETT—Fess Parker ..
.....Columbia J 242
4. OPEN UP YOUR HEART
—Cowboy Church Sunday
SchoolDecca K 146
5. WHALE OF A TALE—Kirk
DouglasDecca K 148
6. 20,000 LEAGUES UNDER
THE SEA
.....RCA Victor Y 4004
7. BALLAD OF DAVY
CROCKETT — (Tennessee)
Ernie Ford
.....Capitol CAS 3229
8. PETER PAN (Walt Disney)
.....RCA Victor Y 4001
9. NOW WE KNOW, VOL.S.
1-3Columbia J 235-7
10. SNOW WHITE AND THE
SEVEN DWARFS — Dennis
Day, Ilene Woods
.....RCA Victor Y 33
11. DAVY CROCKETT GOES
TO CONGRESS — Fess
ParkerColumbia C 517
12. BALLAD OF DAVY
CROCKETT—Bill Hayes ...
.....Cadence CCS 1
13. GO ON BY — Cowboy
Church Sunday School
.....Decca K 112
14. THE LITTLE ENGINE
THAT COULD—Art Gilmore
.....Capitol CAS 3205
15. CINDERELLA—Ilene
Woods ...RCA Victor Y 399

• Show and Movie

1. LOVE ME OR LEAVE ME
—Doris Day
.....Columbia CL 710
2. PETE KELLY'S BLUES—
Jack Webb
.....RCA Victor LPM 1126
3. OKLAHOMA!—Gordon
MacRae ..Capitol SAO 595
4. THE STUDENT PRINCE
—Mario Lanza
.....RCA Victor LM 1837
5. PETE KELLY'S BLUES—
Peggy Lee and Ella Fitzger-
aldDecca DL 8166
6. MUSIC FROM "PETE
KELLY'S BLUES" — Ray
Heindorf and Matty Matlock
.....Columbia CL 690
7. DAMN YANKEES — Gwen
Verdon
.....RCA Victor LOC 1021
8. THE KING AND I—Cer-
trude Lawrence
.....Decca 9008
9. SOUTH PACIFIC — Mary
Martin..Columbia ML 4180
10. INTERRUPTED MELODY
—Eileen Farrell
.....M-G-M E 3185

Music in the Great European Tradition



View of Schönbrunn Palace
Photo courtesy Aust. State Tourist Dept.

Important NEWS About CLASSICAL RECORDS!

Decca Gold Label Records link American technological skill to European musical traditions. New methods of compression moulding on revolutionary new polystyrene surfaces and factory packing in protective polyethylene sleeves bring you a perfect product.

Only Decca Gold Label Records present high fidelity recordings by Deutsche Grammophon Gesellschaft, Europe's oldest, most famous recording concern.

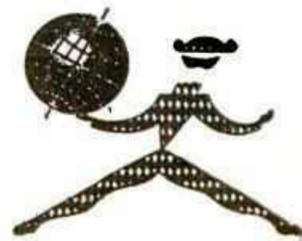
This is the superb combination that has produced such record gems as Carl Orff's *Carmina Burana*, the Verdi *Requiem*, *The Flying Dutchman* and many others.

• Watch for demand-creating national advertising campaign now under way! Take advantage of this golden sales opportunity to sell Decca Gold Label Recordings. Contact your Decca Distributor now! •

DECCA® *Gold Label Records*

a **New World of Sound...**

"You Can Hear The Difference!"



On his way over the Top!

SOLDIER BOY

Ella Fitzgerald (DECCA)

SOLDIER BOY

Four Fellows (GLORY)

SOLDIER BOY

Sunny Gale (VICTOR)

SOLDIER BOY

Eydie Gorme (CORAL)

SOLDIER BOY

Pat O'Day (MGM)

SOLDIER BOY

Burt Taylor (ESSEX)

SOLDIER BOY

Mel Williams (FEDERAL)

EDWARD B. MARKS

MUSIC CORPORATION

RCA BLDG., RADIO CITY, NEW YORK

By Arrangement with BRYDEN MUSIC, INC.

ATTENTION, DISC JOCKEYS

"AIN'TCHA"
—Gonna Play—

"ROCK-A-WAY"

RUSTY KEEFER and his GREEN LIGHTS
featuring RITA DELMAR on
CORAL RECORDS

MYERS MUSIC, INC. 122 N. 12th St.
Phila. 7, Pa.

ANOTHER **BMI**
"PIN-UP"
HIT

I WANT YOU TO
BE MY BABY

Recorded by
LILLIAN BRIGGS...Epic
GEORGIA GIBBS...Mercury
LOUIS JORDAN...Decca

Published by
VICTORY MUSIC CO.



ALBUM MONEY-MAKERS

Albums reviewed here have been selected from among the most commercial released in recent weeks. While no attempt has been made to list all potential hit LP's, in the opinion of The Billboard music staff these are albums which no dealer can afford to overlook for full profits.

Popular

SAMMY DAVIS JR. SINGS JUST FOR LOVERS (1-12)—Decca DL 8170

Sammy Davis Jr. comes thru with another sock album performance, calculated to put this album up on the best-seller charts right alongside his last package "Starring Sammy Davis Jr." This LP features showmanly vocals on 10 great standards, including "You Do Something to Me," "Get Out of Town," "These Foolish Things" and "Body and Soul," plus one Sylvia Fine tune, "Happy Ending." Stand-out backing is provided by Sy Oliver and Morty Stevens, while Davis Jr. displays new versatility on some quietly tender arrangements, as well as his usual sock showmanship on the flashier selections. Sammy Davis Jr. is one of the few pop singers who sells as well on albums as he does on singles, and dealers should take advantage of the opportunity to make single customers album buyers.

THE POPULAR GERSHWIN (2-12)—RCA Victor LPRM 6000

Smart packaging by RCA Victor and the magic of the Gershwin name can only result in powerful sales of this attractive two-disk set. Also, the material is not the kind to lose its currency rapidly. It can move better than most pop packages over the long haul. Artists performing the familiar works include Eddie Fisher, Eartha Kitt, the Sauter-Finegan ork, Jave P. Morgan, Lou Monte, June Valli, Hugo Winterhalter, Henri Rene, Frankie Carle, Glenn Miller, Dinah Shore and the Melachro Strings. And the 28 Gershwin ditties are memorable. A sales plus is the picture-story book on the composer, the same, incidentally, which is included in Victor's "Serious Gershwin" package. Here's an entry that can be pulled out of stock at almost any time and set in sales motion again thru window display.

VIENNA HOLIDAY (1-12)—Michel Legrand and his ork. Columbia CL 706

Michel Legrand has another best-seller in his new LP, which does for Vienna what his two previous hit albums "Holiday in Rome" and "I Love Paris" did for their respective locales. The mood is nostalgic and romantic, with Legrand contributing his usual lush, lovely instrumental treatments of familiar Viennese themes—"Vilia," "Blue Danube Waltz," "Third Man Theme," and 11 others. The charming old-world atmosphere of Vienna is fully captured in a striking candid photo on the cover which (as was true of the first two Legrand packages) gives the LP additional sales appeal. Display possibilities, of course, are extensive—travel posters, tie-ups with travel agencies, joint-promotion of other Viennese packages in catalog, etc.

OLD MASTERS (3-12)—A Collection of 36 Recordings by Bing Crosby. Decca DX 152

This package of 36 Crosby recordings, cut between 1934 and 1949, is just about the brightest jewel in the Decca fall program line. It is de luxe job, beautifully boxed, containing three 12-inch LP's; a bright set of notes by Gilbert Millstein and a listing which gives the dates of all the sessions. Artwork is superb, and the set will immediately lend itself to prominent display. On the basis of the sales figures racked up by Decca's de luxe "Bing" album of last year, it can safely be predicted that sales will be large indeed. The repertoire, incidentally, is based to a large degree on requests mailed in by buyers of "Bing." Unlike that package, this one contains no new recordings—just original masters—with all the flavor, rhythm and musical know-how that Crosby and Decca put into the grooves. Who is on the disks with him? Virtually all of the noted bands The Master worked with—as John Scott Trotter, Victor Young, Vic Schoen, Eddie Haywood, Jimmy Dorsey, Woody Herman, etc. Nostalgia, showmanship, great performance, notable merchandising—these are all in this package, and it should melt right off the dealer's shelves.

OKLAHOMA! (1-12)—Sound track version. Capitol SAO 595

Altho Rodgers and Hammerstein's long-awaited movie version of their legendary legit click "Oklahoma!" isn't scheduled for release until next month, Capitol's LP sound track from the film has already stirred up initial sales excitement, and the package should shoot right to the top once the picture opens nationally. Dealers, of course, should cash in heavily on tie-up promotions with local screenings of the musical. Practically every major has an "Oklahoma!" package in the catalog, but this one should corral the bulk of sales and plays, in view of the extraordinary promotional campaign set on the film. The LP is beautifully showcased in a handsome double-fold album, but the durable score is still the thing (e.g., "People Will Say We're in Love," "Surrey With the Fringe on

Top," etc.). Gordon MacRae takes top vocal honors and the rest of the cast (Shirley Jones, Gloria Grahame, Gene Nelson, Charlotte Greenwood and Rod Steiger) perform with a warm vitality and wholesome charm designed to make this LP a collector's item of musical Americana.

GERSHWIN: RHAPSODY IN BLUE; PIANO CONCERTO IN F (1-12)—Julius Katchen, Piano; Mantovani and his orchestra. London LL 1262

Out only a few weeks this disk has already become a best-seller but its sales life seems unusually durable and dealers who don't yet have it in stock ought not to waste much more time. The performance is outstanding, but the magnificent sound takes top honors. Put together, these factors spell continued action. Actually, tho, the coupling of a serious pianist with an ork leader who has made his mark in the pop field is potent enough to pull in diverse collector elements, especially with this kind of repertoire. Dealers will make lots of money with this one.

Jazz

LOUIS ARMSTRONG AT THE CRESCENDO, VOL. 1 (1-12)—Decca DL 8168

This is one of two newly-issued 12-inchers by the all-time jazz king with his current all-star combo, which includes Barney Bigard, clarinet; Trummie Young, trombone; Billy Kyle, piano; Velma Middleton, vocals, and Louis, of course, trumpet and vocals. This is the first of a projected series cut on location at Gene Norman's Hollywood nitery, and much of the atmosphere is caught in the recording. Buyers of traditional jazz and swing are strong prospects for this, as well as for the new Columbia studio recordings packaged in "Satch Plays Fats," (CL 708, 1-12"). The latter, which features a program of Fats Waller tunes, is the follow-up to last year's highly-successful "Armstrong Plays W. C. Handy" (CL 591). All that's needed is adequate display to move these at a brisk sales pace.

Classical

A TOSCANINI OMNIBUS (2-12)—NBC Symphony; Arturo Toscanini, Cond. RCA Victor LM 6026

For RCA Victor assembly of this package has meant little more than a moderately diligent search thru its bulging vaults of Toscanini tapes, a little refurbishing of sound and the design of an elegant package. But out of this effort has come another dealer staple that should sell heavily this fall, and for some time to come. What hands it special appeal is the selection of repertoire, varied enough to satisfy a broad base of collectors. Overtures by Weber, as well as popular short works by Bizet, Berlioz and Verdi, among others, will attract the sometime buyer of classical music, while the Toscanini stamp figures to pull action from the sophisticated music lover. Elaborate book—illustrated, of course—and no increase in price over any two more ordinary Victor 12-inchers hands this plus value.

TCHAIKOVSKY: THE SLEEPING BEAUTY (3-12)—Minneapolis Symphony; Antal Dorati, Cond. Mercury OL-3-103

The large and devoted ballet-disk public will find this an issue of surpassing interest. For the first time, the fascinating score of this most popular music is made available in really complete form and in a performance (with sound to match) that leaves little more to be desired. In its external trappings, the set follows the plush standards already set by Mercury for its other Tchaikovsky ballets. Here, the glistening silver, hard-cover binding, the illustrations by Oliver Messel and detailed text by Cyril Beaumont add the finishing touches of class that elevate the issue into the category of memorable gift merchandise. This theme should, in fact, be used by dealers with great success in the coming months and peak strongly just before Christmas. It would be hard to come up with a better window display feature than this package and its earlier companions—"The Nutcracker" and "Swan Lake," all by the same conductor and orchestra. It should also be kept in mind that single-act LP's of "Beauty" will be made available soon.

VERDI: AIDA (1-12)—Andre Kostelanetz and his orchestra. Columbia CL 755

Here's the fifth in Kostelanetz' "opera-for-orchestra" series, and it's no wonder that it immediately clicked on the best-selling charts. The series, of course, has been one of the most potent in the industry. Dealers who may have let the flood of fall releases blind them to the re-order possibilities here would be well served to take on additional quantities. As with each new Kosty-opera entry, it can be used profitably to move earlier packages. A window display of all in the series may go a long way toward paying any dealer's rent.

Reviews and Ratings of New Popular Albums

ATMOSPHERE BY ANTONINI79

Alfredo Antonini and His Ork (1-12") Coral CRL 57016
This is pure listening music. It's a tasteful selection of soft, flowing melodies scored for strings and woodwinds in a manner calculated to ease the strains of the toughest days. A gifted composer as well as conductor, Antonini has drawn upon the works of Alec Templeton, Stanley Applebaum, John Benson Brooks and Alan Greene, as well as himself to turn out a thoroughly pleasant package, equally suitable to read by, to play when friends drop in or to just plain enjoy while the day's woes quietly drift away.

DENNIS, ANYONE?78

Matt Dennis (1-12") Victor LPM 1134
In a recent album ("She Dances Overhead"), singer-composer Dennis made a solid impression with a set of Rodgers and Hart tunes. In "Dennis, Anyone?" he sings dozen of his own, and a comparison of the two groups of tunes is by no means uncomplimentary to his clefing talent. His songs have the same literate and lovely melodic qualities that characterized the R. & H. standards. In the past few months, the singer has reached full star status, with a TV show of his own and a night club act that has captured New York as it did the West Coast earlier. What this adds to the already good potential of an album like this, will be clear to every dealer.

GENTLEMEN MARRY BRUNETTES...77

Johnny Desmond, Jane Russell, Rudy Vallee, Anita Ellis, Robert Farnon (1-12") Coral CRL 57013
With the exception of one vocal by Johnny Desmond (on the title song "Gentlemen Marry Brunettes") this LP is actually a sound track album from the new Jane Russell-Jeanne Crain movie of the same title. As such, of course, it offers dealers extensive opportunities for tie-ups with local movie houses and considerable display potential. The label is somewhat ambiguous as to credits but, in general, Vallee, Miss Russell, Robert Farnon (dubbing for Scott Brady) and Anita Ellis (dubbing for Miss Crain) warble together and separately on a group of oldies from the mad 'twenties and early 'thirties, including, "You're Driving Me Crazy," "My Funny Valentine," "Daddy," "Ain't Misbehavin'," and "I Wanna Be Loved By You." Strong nostalgic package for middle-aged customers, and good name-draw for teen-age movie fans.

THE VOICE OF BING IN THE 1930'S75

Brunswick BL 54005
This is a selection of 12 songs, almost all of which are intimately associated with Crosby. This is the early Crosby, circa 1931—after his days with Whiteman's Rhythm Boys true, but before he had become an American institution. This is the Crosby that radio listeners could hear on that early Cremo Cigar program and some of these tunes are the very ones he was singing that day a quarter century ago. The recordings are amazingly good, considering the advances in fidelity we now know, but well-recorded or not, this is a selection of Crosbyana that should find a ready market among many loyal fans.

TODAY'S HITS73

Earl Shelton Ork and Soloists (1-EP) RCA Camden CAE 303
Fair enough readings at the price to attract traffic buyers with slim wallets. Included on the 79-center are "The Yellow Rose of Texas," "Ain't That a Shame," "Seventeen" and "Wake the Town and Tell the People."

SOMETHING SMOOTH72

Joe Howard, Trombone (1-12") Sunset SU 3001
Long a sideman with such diverse bands as Herman, Krupa, Shaw, Will Osborne, Ray Noble and Kay Kyser, Joe Howard now comes into his own with his first album. Howard turns out to be a star performer and he proves it with some fine, true blow-

ing on "Tenderly," "I'll Be Around," "Speak Low," "I Cover the Waterfront," and a mighty unique version of "Ain't Gonna Study War No More," among others. The arrangements are by Jerry Fielding, a talented West-Coaster. This is smooth listening all the way.

THE LAUGH OF THE PARTY72

(1-12") Coral CRL 57017
This package contains 11 comedy routines—some of them really funny and some which do not quite come off. Most of the comics, of course, do better onstage than on disks. The comics include Buddy Hackett, with his "Chinese Waiter" routine; Phil Foster doing "The Kids on the Corner"; Eddie Lawrence with "Old Old Vienna," Steve Allen with "Very Square Dance," etc. Bob and Ray, Jackie Miles, Jimmy Komack, Harvey Stone, Hermione Gingold, Henny Youngman are others on the disk. A fair party item, including items available earlier on 10-inch LP.

PETER SEEGER: GOOFING-OFF SUITE71

(1-10") Folkways FP 43-2
Seeger has a fine time here, and the fun is catching. It's a "pot-luck" package with improvisations on long-hair material side-by-side with folkish stuff, all cut with great verve by the banjoiist, who also sings a bit, and plucks the guitar and mandolin on occasion. Better than average sales to the many Seeger fans and others to whom alert dealers will audition the disk.

AFTER DARK69

Sylvia Syms (1-10") Version VLP 103
Sylvia Syms, known as the girl baritone, has put together a very pleasing album. It's all pretty sophisticated material, delivered in a torchy, husky-throated style. There are eight tunes and as the singer runs thru such numbers as "Let There Be Love," "When Your Lover Has Gone," "The Gentleman Is a Dope," "You Do Something to Me," and "There's a Man in My Life," there's the unmistakable picture of a lushly gowned thrush bathed in soft spotlights besides a baby grand, singing the intimate favorites of cafe society. The album's appeal is strictly limited, but lovers of this subtle type of jazz styling will certainly want it.

Country & Western

WANDERIN' WITH EDDY ARNOLD...86

(1-12") Victor LPM 111
Arnold's anniversary LP racked up a healthy sales record and his new package should prove a similar sales-bonanza for dealers. The country and western field still isn't a strong album market, but veteran best-sellers like Arnold can move LP's across the counter. "Wanderin'" is Arnold's first album of folk songs, and as such it should appeal to buyers in that specialized market as well as country and western fans. The Tennessee Plowboy warbles 14 familiar old tunes in his warmly sincere, relaxed fashion, including "Barbara Allen," "On Top of Old Smoky," "Red River Valley" and the title song.

Other Records Released This Week

Popular

Moonglow; How Deep Is the Ocean—Kay Thompson, M-G-M 12075

Country & Western

Devil Eyes; Walking 'Round in Circles—Dave Farley, Bonanza 101
They Can't Make a Devil Out of My Angel; Pistol Packin' Mama Has Laid Her Pistol Down—Charlie Adams, Columbia 21443

Rhythm & Blues

I Won't Be Back; You Broke My Heart—The Kidds, Post 2003

Sacred

Glory, Glory, Clear the Road; Yes I'm Satisfied—Foggy River Boys, Decca 29631

Continued from page 33

derbird, Las Vegas, Nev., October 13.

Alfred B. Lorber, for the past two years a member of the legal staff of Columbia Records, has been appointed senior attorney for the firm. In his new post, he'll act as director of the law department. . . . Eddy Arnold and Frank Luther guested on NBC-TV's "Ding Dong School" this week.

Personnel of the Dream Weavers, new Decca Records group, are Wade Buff and Gene Adkinson, 21-year-old University of Florida law students who also write songs for their own radio show. Others are piano man Lee Turner, bass fiddle player Eddie Newsom and three girls, the Co-Eds, who hum the backgrounds.

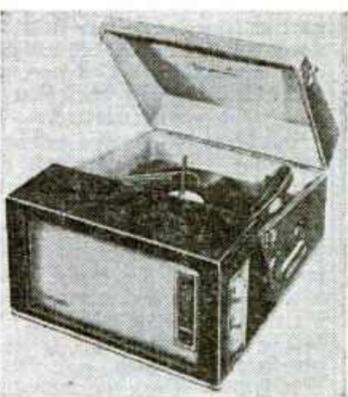
Roy Acuff, c.&w. personality, is scheduled to make an appearance at the Palace Theater, New York, in early November.

Hollywood

Indie M.&M. Records last week signed singer Jinny Shore to a term recording contract, with her first release due October 1. . . . Louis Prima and wife, Keely Smith, have been reoptioned by Bill Miller for an additional six weeks at the Sahara, Las Vegas. . . . Columbia Records chirp Jerri Adams heads east following her run at the Cave Supper Club, Vancouver, Wash., with a date at the San Su Sans, New York. . . . Gary Crosby moves into a regular spot on the Edgar Bergen radio show this fall. . . . Marco Rizo's Trio returns to the

Mocambo October 25 on the same bill with Rudy Vallee. . . . Peter Lawford gets another shot at the wax world via his teaming with Jimmy Durante on "Swingin' With Rhythm and Blues," tune penned

by Jackie Barnett for a recent Durante teleshow. . . . Doris Houck, former Columbia Pictures contract actress, has been signed to an exclusive seven-year songwriting pact by Arthur Valando, professional manager of T-C Publishing Corporation. . . . Screen Composers' Association marked its 10th anniversary at a banquet at the Beverly Hilton Hotel (23). . . . Gale Storm, Dot Records chirp, signed for a two-week engagement at the Ambassador Hotel, beginning November 9. . . . Singer Darla Daret returned to Los Angeles following her lengthy run with the Bob Wills troupe. . . . Victor Young has been signed by Milton Berle for the latter's new NBC-TV color series. . . . Columbia Records' repertoire topper, Mitch Miller, in town for a brief stay. . . . Shorty Rogers has been cast in Otto Preminger's production of "Man With the Golden Arm." He'll act as well as slice four songs for the film. . . . Lena Horne recorded her songs for "Meet Me in Las Vegas" last week. . . . Tommy Leonetti, Capitol Records pactee, currently at the Crescendo, records four sides during his stay in town.



STEELMAN PHONO-RADIO COMBINATION, Model 3AR6. A new portable unit, featuring a fully automatic changer unit, reversible matched jewel needles, plus five-tube radio. It comes in two-tone black and grey and carries a suggested retail price of \$89.95.

Something Smooth
JOE HOWARD
PLAYS THE ARRANGEMENTS OF
JERRY FIELDING

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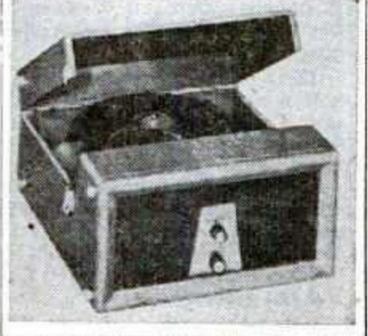
ONLY THE BILLBOARD — among ever-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.



THE CHOPIN PHONO CONSOLE, a product of Telefunken, distributed in the U. S. by American Elite, Inc. This hi-fi unit features an adjustable arm weight, separate bass and treble control, and six speakers. Available in mahogany, it carries a suggested list price of \$299.95.



COLUMBIA 360K PHONOGRAPH, available in blond or dark mahogany finish. The unit features a three-speed changer, sapphire needle for r.p.m. records and diamond for LP. Four speakers in all, plus a bass reflex speaker. Suggested list price is \$149.95.



MITCHELL DELUXE 3-SPEED PORTABLE PHONO, Model 1422. Features dual sapphire needles with Alnico PM speaker. Finished in Fabrikoid brown native oak pattern. Suggested list price is \$74.95.

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Beautiful counter display that sells on sight with sample order of six—2 of each recording. Order today.

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CHRISTMAS SONGS

Each unit contains 8 songs especially recorded for Picture Recording Company by Columbia on 45 RPM extended play record in easy to sing tempo with TED MEYN at the organ plus 10—2 x 2 slides with words of each song to project on screen or wall so everybody can sing.

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FOR COLLABORATION

Sample Lyric (Complete Song)

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She's The Gal With The Most,
Got boys from coast to coast,
Size thirteen and oh, what a dream,
She's The Gal With The Most.

She's the gal with the stuff,
Treats all the boys so rough,
Just nineteen but she's got that
gleam,
She's The Gal With The Most.

When she's looking at you, gets you,
Way down deep inside,
If she ever loves you, leaves you,
You've been for a ride, 'Cause

She's The Gal With The Most,
Object of every toast,
Been around and seen all the towns,
She's The Gal With The Most!
2—Most, Most, Most, She's—

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GOGI GRANT Era
KAY ARMEN MGM
MARTHA LYNN RCA Victor

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JAZZ ON UPBEAT

In October, EmArcy, Mercury's subsidiary jazz label, will celebrate its first birthday. The event is noteworthy, because in this past year, starting virtually from scratch, EmArcy has become a major jazz line. At the time the EmArcy project was announced, it appeared that every salable jazz artist was already locked up by other diskeries. Mercury, whose pact activity in the jazz field was devoted to the national distribution of Norman Granz's Clef line, was left with a big gap when that arrangement was terminated.

But Mercury's rhythm and blues recording chief, Bob Shad, was one of the East's leading jazzophiles from way back, and together with his brother Morty he had owned and operated several jazz labels. So he easily moved into the breach and started scouting new, unknown talent. All he had to start with were two vocalists—Sarah Vaughan and Dinah Washington. Even the latter was considered more of a blues than a jazz artist.

Since that time, only two of the artists signed by EmArcy have been established jazz names—Gerry Mulligan and Terry Gibbs. All of the others have been virtual unknowns to the greater jazz public, but several of these have come along fast enough thru Mercury's willingness to promote and thru Shad's knowledgeable handling to capture top positions in several national jazz polls this year. These would include such as trumpeter Clifford Brown, drummer Max Roach, Trombonist Jimmy Cleveland, saxophonist Herb Geller and vocalist Helen Merrill.

One thing that has helped Shad attract and hold his instrumentalists is his willingness to see them

make a "buck." When a jazz artist, like other recording artists, signs with a company, he is guaranteed a certain minimum number of sides each year and generally is not allowed to record for any other label, even as a sideman. With all of the jazz recording going on by indie operators, an unsigned jazzman of any stature can keep busy and do very well without signing with any label exclusively. But unless he signs exclusively, he denies himself a royalty arrangement and all-out company promotion. Shad has made sure that his pantees get that, but also he keeps them busy as sidemen on additional vocal, r.&b. and pop dates.

Promotion-wise, besides a heavy ad program in the various jazz journals, Mercury is sending Em-



MAGNAVOX SYMPHONETTE, Model TP262P. A new hi-fi table model phonograph with a suggested price of \$139.50.

Arcy LP's to a list of approximately 750 jazz jockeys.

Recently, EmArcy has started delving into a backlog of old jazz masters acquired from Keynote and National and has been able to put together LP's featuring Johnny Hodges, Coleman Hawkins, Lennie Tristano, Charlie Ventura, Billy Eckstine, Rex Stewart, Earl Hines, Roy Eldridge, Charlie Shavers, Count Basie, Ben Webster, Lester Young and others. But the basic drive has been to establish EmArcy's own new artists.

Much of the above material, incidentally, is included in the EmArcy jazz "sampler," which it will ship this week. It's a 98-cent promotional item entitled "Jazz of Two Decades." And last week the diskery cut two important LP's—one with Mulligan's new sextet, including Bob Brookmeyer, Jon Eardley and, thru the courtesy of Prestige Records, Zoot Simms; the other with Terry Gibbs' group, including Terry Pollard.

PHONOS—HI FI

HI-FI REACHES NEW
HIGH IN BRITAIN . . .

Hi-fi interest in Great Britain has reached new highs. This fact is indicated by the large variety of equipment exhibited at the recent Annual Radio Show in London. The fact that hi-fi is no longer confined to the connoisseur was reflected in the large amount of lower-priced items shown. Most spectacular unit demonstrated was the new stereosonic sound system of Electric and Musical Industries, Ltd. The unit, it is reported, gives faithful sound reproduction in the same way that stereoscopic repro-

duction gives depth to a photograph.

RADIO CRAFTSMEN SETS
FOR N. Y. AUDIO FAIR . . .

Precision Radiation Instruments, Inc., recent purchaser of the Radio Craftsmen organization, will reintroduce the hi-fi amplifiers and tuners of the latter firm at the New York Audio Fair, beginning October 13. Lee Goodman, sales veepee for Precision, points out that the units, as they now stand, constitute a quality line, but that improvements in components and methods of manufacture will be made wherever possible.

HARMON-KARDON HAS
PRINTED AMPLIFIER . . .

A novel amplifier, employing printed circuits thruout, has just been introduced by Harmon-Kardon, Inc., of Westbury, N. Y. The new unit, known as the "Prelude," is low in cost and small in size, yet is rated at 10-watt output and contains features normally found only in higher-priced equipment. With phono, tuner and tape inputs, the unit is styled in copper and black.

Angel
Bells

MILLS MUSIC, INC.

Picture Recording To Sell Film, EP's For Home Sings

CHICAGO, Sept. 24.—Starting October 1, the Picture Recording Company, a Wisconsin firm, will market a special EP package, designed for community singing parties at home. Tagged the Pictu-Record Song Fest, the package includes two EP disks, and 10 35-mm. slides (for use with home projectors) spotlighting lyrics for songs on the EP's.

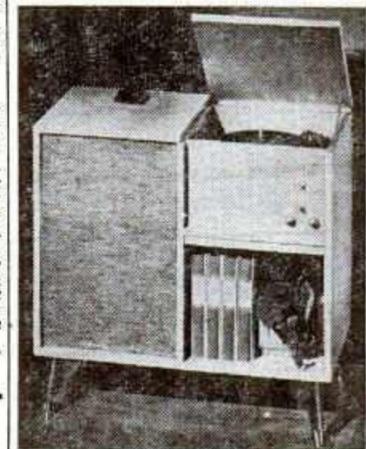
The package, which will be marketed thru record dealers, is priced at \$3.98 for both EP's and the slides. Columbia Records' custom division is pressing the EP disks for the firm, and three platters are now available—featuring Christmas, college and old-time tunes.

The firm's prexy, George Howie, hopes to have three more packages on the market by Christmas, with sacred, country and western, and marches on the agenda. The platters can be used on any 45 player, and the slides (black and white for the present) can be shown, on any 35mm. home projector. All sales promotion will be aimed at the home market.

Am-Par Waxes Yodeling Trio

NEW YORK, Sept. 24.—ABC-Paramount (Am-Par) has moved up its first release date two weeks to November 1, at which time the new label will market a minimum of six pop singles and two 12-inch albums.

The LP's will feature pianist Alec Templeton and the Trio Shmeed, a Swiss yodeling trio. The Shmeeds will be featured on NBC-TV's "Heidi" in October, and are scheduled to appear in two other Max Leibman TV spectacles this year, including Maurice Chevalier's telecast. Am-Par prexy Sam Clark hopes to cash in on their TV coverage via tie-up dealer promotion on the trio's first U. S. album.



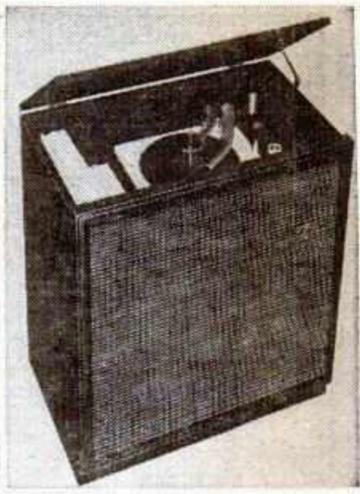
VM "FIDELIS" CONSOLE PHONO, 31 inches high, with heavy-duty speaker system and four-speed changer. Features auxiliary input for AM or FM radio, TV or tape recorder. In blond, mahogany or walnut.

KGO Programming Shift Stresses Wax

SAN FRANCISCO, Sept. 24.—In an effort to secure a tighter rein on local radio power, 50,000 watt Station KGO, ABC affiliate here, has revamped its entire programming schedule by doubling its hours devoted to disk jockey spinning.

KGO will retain an hour and a half of morning soap opera, "Breakfast Club," network news and sportscasts to effect what station execs term "balanced programming." Disk jockey time, however, will be doubled to 10 hours daily, using d.j.'s George Lemont, Fred Jorgenson, John Harvey and Jay Snyder, Hartley Sater, Johnny Day and Jim Moore.

New policy conceded that "disk jockeys are the king of local radio," with the station scheduled to emphasize its new music and news format to the major platteries as well as the consumer.



MOTOROLA MASTERPIECE, Model 66HF. This is a four-speed, hi-fi player with 20-watt output. Standing 32 inches high, it's available in mahogany or limed oak.

CBS Offers Co-Op Time

NEW YORK, Sept. 24.—CBS-TV is making available a five-minute 8:25-8:30 a.m. slice of its new "Captain Kangaroo" stanza for co-op sale by stations.

The move is a departure from the network's policy in that it gives the local station programming that can be sold co-op. Previously, when the "Morning Show" spanned two hours, stations had to fill the five-minute co-op segments with local programming—a policy that's still followed on the "Morning Show," now cut to one hour.

XETV-ABC-TV Link Awaits FCC Okay

TIAJUANA, Mex., Sept. 24.—Negotiations between XETV and ABC-TV for the Mexican station to become an affiliate of the network are now awaiting FCC approval before finalization.

Move would make the channel, located across the border from San Diego, first Mexican outlet for an American web. KFMB, San Diego, now has both ABC and CBS service.

Prexy Rozsa Installed At SCA Birthday Fete

HOLLYWOOD, Sept. 24.—The Screen Composers' Association, composed of 140 world-renowned film cleffers, this week celebrated its 10th anniversary. Dore Schary, executive producer of M-G-M Studios, was the principal speaker at the group's dinner, held at the Beverly Hilton Hotel, Hollywood, Friday (23).

Ceremonies included formal installation of Dr. Miklos Rozsa as president of the group. Adolph Deutsch, a founder of the organization and current president, retired his post recently.

Screen Composers' Association was organized in 1945 primarily to protect the copyright interests of those who write chiefly for motion pictures, and insure equitable payment of residuals on all subsequent uses of their compositions.



DYNAVOX "ELEGANT" HI-FI PHONOGRAPH, Model 507. This unit carries an automatic changer and dual needle cartridge, with twin 6-inch PM speakers. It comes in a heavy plywood case, covered with either vinyl or Fabrilite, with brass hardware and handles to match. Suggested retail price is \$99.95.



a perfect coupling . . .

THE CHORDETTES

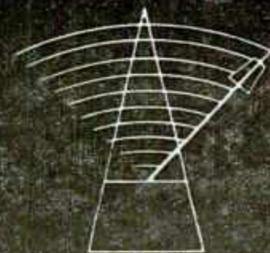
"THE WEDDING"

and

"I DON'T KNOW I DON'T CARE"

Cadence—1273

cadence
RECORDS



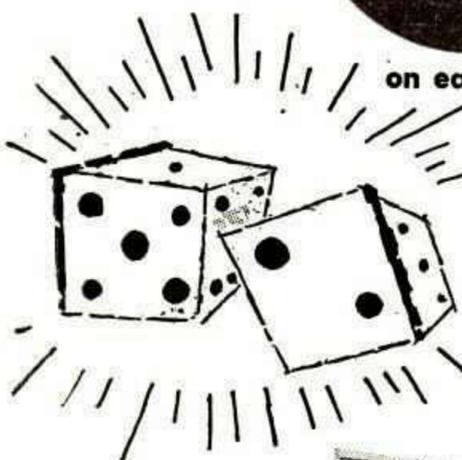
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- GOOD NEWS & THREE LITTLE WORDS... E3229
- SHOW BOAT & LOVELY TO LOOK AT... E3230
- GENTLEMEN PREFER BLONDES & TILL THE CLOUDS ROLL BY... E3231
- AN AMERICAN IN PARIS & IN THE GOOD OLD SUMMERTIME... E3232
- WORDS AND MUSIC & TWO WEEKS WITH LOVE... E3233
- SUMMER STOCK & THE PIRATE... E3234
- SEVEN BRIDES FOR SEVEN BROTHERS & ROYAL WEDDING... E3235
- SINGIN' IN THE RAIN & RICH, YOUNG AND PRETTY... E3236

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FOLK TALENT AND TUNES

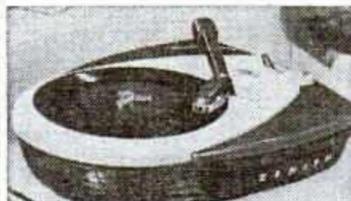
With the Jockeys

KDNT, Denton, Tex., now has seven deejay shows a week featuring folk & western music, and any artist who sends platters to the station can be assured of getting them played, according to Pete Burrows, KDNT deejay. Burrows' programs, "Western Round-Up" and "Hillbilly Jamboree," are heard daily from 1-2 p.m. and each Saturday from 2-4 p.m. Artist and recording companies are asked to send their new releases to Burrows at KDNT. Any questions concerning the numbers will be answered, he reports. . . . Pop Jenkins type-writes from WOHO, Toledo: "This time I want to brag a little bit about the show that I've got going here in just a little less than 11 months. Of course, it's not me that's doing it; it's the listeners. They want to hear the music, so I just play it for them. Early this year we had a disk jockey popularity contest in the area, and I got the top c.&w. rating. Then, in April, when we took a Pulse, the 'Pop Jenkins Show' came up with the second highest rating of available audience at the time (7:30 to 8:30 p.m.). When we originated the show from the Lucas County Fair in July, on four of the five open days we logged about 200 per evening during the half-hour broadcast. Everyone that came by the broadcast booth to sign up for the big prize, got a free record and a pocket pack of Kleenex. We gave away nearly 1,000 records." . . . Eddie Briggs, ex-KCHJ, Delano, Calif., deejay, now with AFRTS' Far East Network, recently conducted a popularity pool among the listeners of his "Hokkaido Hayride" country music show. Leading the poll was Carl Smith, followed by Ferlin' Huskey, Marty Robbins, Ernest Tubb, Jim Reeves and Little Jimmy Dickens. The most requested songs on his show, which is

broadcast to an all-GI audience, are "United," "Loose Talk," "Tahiti," "I'm in the Jailhouse Now" and "I Dreamed of a Hillbilly Heaven." Briggs returns to Stateside duty in December, after two years duty with the Far East Network.

Deejay Ace Ball, formerly of KLVT, Levelland, Tex., is now spinning the "Western Round-Up" over KDAV, Lubbock, Tex., each afternoon from 12:45 to 4, Monday thru Friday. Ball also does a morning seg over the station. . . . Happy Wainwright infos that he recently visited "Grand Ole Opry" in Nashville, and while there did a guest shot on Ernest Tubb's mid-night record show. . . . Wild Bill Price, WCOJ, Coatesville, Pa., did the "Mr. Deejay, U. S. A." seg over WSM, Nashville, recently. . . . Ken Ritter, formerly with KFDM, Beaumont, Tex., is now a staff announcer at Camp Chaffee, Ark., where he is doing a two-hour hill-billy show daily. . . . Dave Hendricks, WBUX, Doylestown, Pa., also did a recent guest appearance as "Mr. Deejay, U. S. A." over WSM, Nashville. Guesting with Hendricks on the show were the Wilburn Brothers, Johnny Masters and Frankie Starr.

Leon Sanders had Jim Reeves as a guest via tape recording recently on his show over KDET, Center, Tex. KDET's Dan Dellinger, according to Sanders, recently produced, directed and emceed a talent show held at a local football field in connection with the annual homecoming in Center. KDET carried a broadcast of the event. . . . Ed Chapman, WKAB, Mobile, Ala., communique that Jimmy Rogers Snow (RCA), while down in the Gulf Coast area recently with the Air Force National Guard, paid a visit to Curtis Gordon's "Radio Ranch." Curly Gainus is fronting the Radio Ranch Boys while Gordon (Mercury) is serving with the Army at Fort Jackson, S. C.



ZENITH "DISK JOCKEY" PLAYER. A versatile three-speed player that plugs into any TV or radio equipped with phono jack. Unit is equipped with dual-needle cartridge and automatic shut-off. Available in solid color or two-tone finish. The suggested retail price is \$22.50.

Lush Days Ahead

Continued from page 25

example is Decca's deejay kit, which contains the de luxe Bing Crosby "Old Masters" set plus eight other LP's scheduled for a big push in the Decca fall promotional scheme.

In addition to LP subscription services, it is known that free promotional LP's to deejays reach as high a figure as 1,000 on any particular item. Relative newcomers to the package field are also gearing much of their promotion to the deejay.

One of the most interesting recent examples of package promotion at the deejay level was done by Cadence on Don Shirley's new album "Piano Perspectives." The label's new sales chief, Joe Delaney, staged an unusually extensive saturation campaign blanketing the 48 States, with 75 50,000-watt stations in 20 key U. S. cities airing selections from the Shirley LP from 11 p.m. Friday (August 12) to 1 a.m. Saturday (August 13).

One other major factor continues to spark the package business. This, of course, is the phono field industry. High fidelity has dropped out of the hobby class. As manufacturers develop reasonably priced self-contained models, more and more record dealers are stocking them. This is a logical development, with promotional and technological advances in one industry boosting the sales potential of the other.

Helpful Hints

Continued from page 28

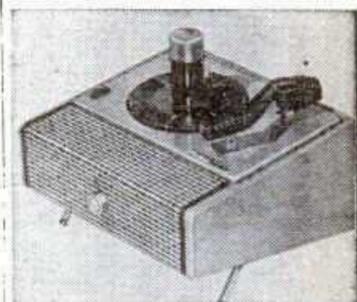
room, for the kiddies—and within a few years replace his present one.

Transient Type Store

On the other hand if your location is of a transient nature, you will be more inclined toward popular priced, cash-and-carry type, merchandise. As an aggressive dealer you should be prepared to go along with the demand: three speeds, automatics, combinations and a few single speed manuals. The last item will help you trade up to a three speed.

In early fall you should stock small back-to-school portables, then go heavily for the holiday gift buying season. In recent years January and February have also been good months because people find themselves with additional cash as a result of Christmas clubs and annual bonuses. Seasons, it would seem, have more effect on this type of dealer than on the class store.

Regardless of the kind of store, a simple but accurate inventory system should be employed. Sales and purchasing departments should work together. By keeping your sales personnel aware of your inventory and having them direct their efforts in the proper direction, you should have a good, balanced stock at all times and a minimum of slow selling numbers.



CRESCENT TABLE-TOP 45 R.P.M. PLAYER, Model F637. White leatherette covers the wood cabinet with blending grill cloth. Brass legs. Suggested list is \$34.95.

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all America is
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and the first
pop version by

PERCY FAITH



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GOODBYE
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RECORDS**

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RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending September 21

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Yellow Rose of Texas		1 9	6. Wake the Town and Tell the People		5 9
By D. George—Published by Planetary (ASCAP) BEST SELLING RECORDS: M. Miller, Col 40540; Johnny Desmond, Coral 61476. RECORDS AVAILABLE: I. Fields Trio, Tico 273; S. Freberg, Cap 3249; G. Gallian, X 0161; M. Katz, Cap 3239; T. B. Strength, Cap 3217; E. Tubbs, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By Gallop & Livingston—Published by Joy (ASCAP) BEST SELLING RECORDS: M. Carson, Col 40537; L. Baxter, Cap 3120. RECORD AVAILABLE: L. Welk, Coral 61477. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.		
2. Ain't That a Shame		2 12	7. Bible Tells Me So		8 9
By D. Bartholomew and A. Domino—Published by Commodore (BMI) BEST SELLING RECORDS: P. Boone, Dot 15377; Fats Domino, Imperial 5348. RECORD AVAILABLE: R. Gaylord, Wing 90000. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) BEST SELLING RECORD: Don Cornell, Coral 61467. RECORDS AVAILABLE: K. Armen, M-G-M 12045; M. Jackson, Col 40554; N. Noble, Wing 90003; Weatherford Qt., Vic 20-6218.		
3. Love Is a Many-Splendored Thing		4 6	8. Rock Around the Clock		6 19
By Sammy Fain & Paul Francis Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; D. Rose, M-G-M 30883.			By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124. RECORDS AVAILABLE: S. Doc, Arcade 123; C. Wolcott, M-G-M 12028.		
4. Seventeen		3 9	9. Moments to Remember		14 4
By Young-Gorman & Bennett—Published by Lois (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15386; B. Bennett, King 1470. RECORDS AVAILABLE: R. Draper, Mercury 70651; P. King, Col. 40562; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.			By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539.		
5. Autumn Leaves		7 6	10. Maybellene		11 7
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Gallian, X 0161; J. Gleason, Cap 3223; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.			By Chuck Berry—Published by Arc (BMI) BEST SELLING RECORD: C. Berry, Chess 1604. RECORDS AVAILABLE: J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marteric, Mercury 70682; M. Robbins, Col 21446.		
Second Ten					
11. Suddenly There's a Valley		21 4	16. I Want You to Be My Baby		18 5
By C. Meyer & B. Jones—Published by Warmen-Hill & Range (BMI) RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; G. Grant, Era 1003; J. La Rosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686; J. Stafford, Col 40559.			By John Hendricks—Published by Victory (BMI) RECORDS AVAILABLE: L. Briggs, Epic 9115; G. Gibbs, Mercury 70685; L. Jordan, Dec 29655. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.		
11. Tina Marie		10 8	17. Song of the Dreamer		17 8
By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			By Eddie (Tex) Curtis—Published by Ludlow RECORDS AVAILABLE: E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40528. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.		
13. Hard to Get		9 15	18. Hummingbird		11 12
By Jack Segal—Published by Witmark (ASCAP) RECORD AVAILABLE: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.			By Don Robertson—Published by Ross Jungnickel (ASCAP) RECORDS AVAILABLE: Chordettes, Cadence 1267; F. Laine, Col 40506; R. Maddox, Col 21419; L. Paul & M. Ford, Cap 3165; Don & Lou Robertson, Epic 9110. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.		
13. Shifting, Whispering Sands		19 3	19. I'll Never Stop Loving You		15 12
By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) RECORDS AVAILABLE: R. Draper, Mercury 70696; Johnson Family, Vic; B. Vaughn, Dot 15409.			By Kahn and Bradszy—Published by Feist (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; D. Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.		
15. Longest Walk		13 8	20. Learnin' the Blues		16 20
By Eddie Pola-Fren Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By Dolores Vicki Silvers—Published by Barton (ASCAP) RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork, Col 40515; J. Desmond, Coral 61436; F. Sinatra, Cap 3102; J. Valino, Gold Star 253; B. Ward-Dominoes, King 1492. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.		
Third Ten					
21. Gum Drop		20 7	26. My Bonnie Lassie		22 2
By Rudy Toombs—Published by Toombs (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70668; Gum Drops, King 1496; O. Williams, DeLuxe 6090; Mills Brothers, Decca 20686.			By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORDS AVAILABLE: Ames Brothers, Vic 20-6208.		
21. He		29 2	27. Kentuckian Song		25 7
By Richard Mullan & Jack Richards—Published by Avis (BMI) RECORDS AVAILABLE: K. Armen, M-G-M 12078; A. Hibbler, Dec 29660; McGuire Sisters, Coral 61501.			By Irving Gordon—Published by Frank (ASCAP) RECORDS AVAILABLE: E. Arnold, Vic 20-6139; B. Benton, Okch 7058; B. Bregman, Era 1002; J. Brown, M-G-M 12011; G. Cherney, Mercury 70637; Hilltoppers, Dot 15375; B. Sherwood, Coral 61439; P. Weston, Col 40527; M. Wiseman, Dot 1262.		
23. Black Denim Trousers		23 2	28. Medic Theme (Blue Star)		27 10
By Jerry Leiber & Mike Stoller—Published by Quintet-Hill & Range (BMI) RECORDS AVAILABLE: Cheers, Cap 3219; J. Brooks, Dec 29684; Diamonds, Coral 61502; V. Monroe, Vic 20-6260.			By Heyman & Victor Young—Published by Victor Young (ASCAP) RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce, Vic 20-6144; F. Sanders, Col 40508; V. Young, Dec 29433.		
24. Only You		- 1	28. It's a Sin to Tell a Lie		27 17
By Buck Ram—Published by Ram (BMI) RECORD AVAILABLE: Platters, Mercury 70633.			By Billy Mayhew—Published by Bregman, Vocco & Conn (ASCAP) RECORDS AVAILABLE: J. Desmond, Coral 61436; S. Smith & the Redheads, Epic 9093. ELECTRICAL TRANSCRIPTIONS: Larry Faith Ork, Standard; Waltz Festival Ork, Thesaurus.		
25. Same Ole Saturday Night		29 2	30. Blossom Fell		25 21
By Sammy Cahn & Frank Reardon—Published by Barton (ASCAP) RECORDS AVAILABLE: F. Sinatra, Cap 3154.			By Howard Barnes, Harold Cornelius & Dominic John—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: V. Barrett, London 1566; Nat (King) Cole, Cap 3095; D. Valentine, London 1554. ELECTRICAL TRANSCRIPTION: George Cook Sextet, Standard.		

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

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Buyboard

FOUR NEW SMASH HITS...



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FRANK SINATRA
FAIRY TALE
SAME OLD SATURDAY NIGHT
Record No. 3218



THE CHEERS
BLACK DENIM TROUSERS
AND MOTORCYCLE BOOTS
Some Night In Alaska
Record No. 3219



NAT "KING" COLE
SOMEONE YOU LOVE
(Featured on "Mr. District Attorney" TV Show)
FORGIVE MY HEART Record No. 3234

MORE TOP SELLERS from



(Listed Alphabetically)

- A BLOSSOM FELL**
IF I MAY • Nat "King" Cole _____ Record No. 3095
- AUTUMN LEAVES**
Oo! What You Do To Me • Jackie Gleason _____ Record No. 3223
- DAY BY DAY**
How Can I Tell Her • Four Freshmen _____ Record No. 3154
- HUMMING BIRD**
Goodbye, My Love • Les Paul & Mary Ford _____ Record No. 3165
- LEARNIN' THE BLUES**
If I Had Three Wishes • Frank Sinatra _____ Record No. 3102

- PETE KELLY'S BLUES**
DC-7 • Ray Anthony _____ Record No. 3176
- THE POPCORN SONG**
Barracuda • Cliffie Stone _____ Record No. 3131
- UNCHAINED MELODY**
Medic • Les Baxter _____ Record No. 3120
- YOU WIN AGAIN**
Mama, El Baion • Paulette Sisters _____ Record No. 3186
- WAKE THE TOWN AND TELL THE PEOPLE**
I'll Never Stop Loving You • Les Baxter _____ Record No. 3120

new new new new

The man who was "too pooped to POP"
("The Popcorn Song")

**BOB ROUBIAN with
CLIFFIE STONE'S ORCHESTRA**

HERE COMES THE TRAIN
GONNA MARRY THAT GAL

Record No. 3244



MARGARET WHITING

LOVER, LOVER (Never Leave Me)

(As introduced on "Those Whiting Girls"
September 26th, CBS-TV)

I KISS YOU A MILLION TIMES

Record No. 3232

A new quintet with rhythm to spare
THE CUES

BURN THAT CANDLE
OH MY DARLIN'

Record No. 3245



A coin grabbing novelty

STAN FREBERG

THE YELLOW ROSE OF TEXAS
ROCK AROUND STEPHEN FOSTER

Record No. 3249

Two great songs from motion pictures
THE TAYLOR MAIDS

TIME FOR PARTING

(From an MGM Picture "It's Always Fair Weather")

TALL MEN

(From The 20th Century-Fox Picture "The Tall Men")

Record No. 3237



A danceable hit
BOB MANNING

HONESTLY
I'D BETTER BE CAREFUL

Record No. 3242

A Tremendous HIT! On

ABBOTT

BRAD MARRO

— SINGING —

**'HEART
OF
GOLD'**

Abbott #3010

Theme Song From
BENEDICT BOGEAUS'
RKO Technicolor Motion Picture
"TENNESSEE'S PARTNER"

★

Starring

JOHN PAYNE ★ RONALD REAGEN ★ RHONDA FLEMING



★

and

'A MAN CAN ONLY FLY SO HIGH'

Abbott #3010

★

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Ferko String Band

With a SMASH Rendition of...

"DEEP IN THE HEART OF TEXAS"

Media-1016



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The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending September 21

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	1	9	
Blackberry Winter (BMI)—Col 40540			
2. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	2	5	
Shine On, Harvest Moon—Dec 29625			
3. AUTUMN LEAVES (ASCAP)—R. Williams.....	4	7	
Take Care (BMI)—Kapp 116			
4. AIN'T THAT A SHAME (BMI)—P. Boone.....	3	12	
Tennessee Saturday Night (BMI)—Dot 15377			
5. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	8	5	
Dream On, My Love, Dream On (ASCAP)—Col 40539			
6. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	9	8	
You're in Love With Someone (ASCAP)—Coral 61476			
7. TINA MARIE (ASCAP)—P. Como....	10	7	
FOOLED (ASCAP)—Vic 20-6192			
8. ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	5	21	
Thirteen Women (BMI)—Dec 29124			
9. SEVENTEEN (BMI)—Fontane Sisters..	6	6	
If I Could Be With You (ASCAP)—Dot 15386			
9. MAYBELLENE (BMI)—C. Berry.....	7	7	
Wee Wee Hours (BMI)—Chess 1604			
11. BIBLE TELLS ME SO (ASCAP)—D. Cornell.....	14	4	
Love Is a Many-Splendored Thing (ASCAP)—Coral 61467			
12. SEVENTEEN (BMI)—B. Bennett.....	11	13	
Little Old You-All (BMI)—King 1470			
13. SHIFTING, WHISPERING SANDS (Parts I & II) (BMI)—B. Vaughn....	18	2	
Dot 15409			
14. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter.....	13	8	
I'll Never Stop Loving You (ASCAP)—Cap 3120			
15. LONGEST WALK (ASCAP)—J. P. Morgan.....	15	4	
Swanee (ASCAP)—Vic 20-6182			
16. GUM DROP (BMI)—Crew Cuts.....	12	6	
Present Arms (ASCAP)—Mercury 70668			
17. SONG OF THE DREAMER (BMI)—E. Fisher.....	16	6	
Don't Stay Away Too Long (ASCAP)—Vic 20-6196			
17. BLACK DENIM TROUSERS (BMI)—Cheers.....	23	2	
Some Night in Alaska (BMI)—Cap 3219			
19. HE (BMI)—A. Hibbler.....	—	1	
Breeze (ASCAP)—Dec 29660			
20. HARD TO GET (ASCAP)—G. MacKenzie.....	17	18	
Boston Fancy (BMI)—X 0137			
21. ONLY YOU (BMI)—Platters.....	—	1	
Bark, Battle and Ball (BMI)—Mercury 70633			
22. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	—	1	
Last Frontier (ASCAP)—Mercury 70696			
23. I WANT YOU TO BE MY BABY (BMI)—G. Gibbs.....	22	3	
Come Rain or Come Shine (ASCAP)—Mercury 70685			
24. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—M. Carson.....	21	6	
Hold Me Tight (ASCAP)—Col 40537			
25. I WANT YOU TO BE MY BABY (BMI)—L. Briggs.....	24	3	
Don't Stay Away Too Long (BMI)—Epic 9115			

DEALERS AND OPERATORS . . .

Tomorrow's Hits . . . Today
Poster is on page 52
Top Ten Tunes Poster
is on page 56

• THIS WEEK'S BEST BUYS

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

YOU ARE MY LOVE (Jubilee, ASCAP)—Joni James—M-G-M 12066

In an impressive show of power, this disk swept on to the New York and Buffalo territorial charts this week, and was also reported strong in Boston, Providence, Philadelphia, Pittsburgh and St. Louis. Other cities that indicated good and growing volume included Milwaukee, Nashville, Baltimore and Chicago. Flip is "I Lay Me Down to Sleep" (Meridian, BMI).

SOMEONE YOU LOVE (Bradshaw, BMI)

FORGIVE MY HEART (Bregman, Vocco & Conn, ASCAP)—Nat (King) Cole—Capitol 3234

Cole often is a slow starter, but invariably strong at the finish line. With this record he has moved out unusually fast, however, and bids fair to break into the charts with little delay. Territories that already report good to strong sales include Baltimore, Philadelphia, Pittsburgh, Buffalo, Atlanta, St. Louis, Milwaukee, Durham, Cleveland and Detroit. Like many other Cole disks, both sides have attracted favorable reaction, with the majority preferring "Someone You Love" at this point. A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending September 21

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Last Week	Chart
1. YELLOW ROSE OF TEXAS —M. Miller.....	2	7	
Blackberry Winter (BMI)—Col 40540			
2. AIN'T THAT A SHAME (BMI)—P. Boone.....	1	12	
Tennessee Saturday Night (BMI)—Dot 15377			
3. ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	3	16	
Thirteen Women (BMI)—Dec 29124			
4. SEVENTEEN (BMI)—Fontane Sisters..	5	7	
If I Could Be With You (ASCAP)—Dot 15386			
5. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	4	6	
You're in Love With Someone (ASCAP)—Coral 61476			
6. HARD TO GET (ASCAP)—G. MacKenzie.....	6	13	
Boston Fancy (BMI)—X 0137			
7. MAYBELLENE (BMI)—C. Berry.....	7	5	
Wee Wee Hours (BMI)—Chess 1604			
8. TINA MARIE (ASCAP)—P. Como....	12	5	
Fooled (ASCAP)—Vic 20-6192			
9. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter..	10	3	
I'll Never Stop Loving You (ASCAP)—Cap 3120			
10. SEVENTEEN (BMI)—B. Bennett.....	8	6	
Little Old You-All (BMI)—King 1470			
11. LONGEST WALK (ASCAP)—J. P. Morgan.....	9	6	
Swanee (ASCAP)—Vic 20-6182			
11. SONG OF THE DREAMER —E. Fisher.....	16	3	
DON'T STAY AWAY TOO LONG (ASCAP)—Vic 20-6196			
13. HUMMINGBIRD (ASCAP)—L. Paul & M. Ford.....	15	10	
Goodbye My Love (ASCAP)—Cap 3165			
13. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	17	2	
Shine On, Harvest Moon (ASCAP)—Dec 29625			
15. LEARNIN' THE BLUES (ASCAP)—F. Sinatra.....	10	16	
If I Had Three Wishes (ASCAP)—Cap 3102			
16. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—M. Carson.....	13	3	
Hold Me Tight (ASCAP)—Col 40537			
16. AUTUMN LEAVES (ASCAP)—R. Williams.....	14	3	
Take Care (BMI)—Kapp 116			
18. AIN'T THAT A SHAME (BMI)—Fats Domino.....	20	10	
La La (BMI)—Imperial 5348			
19. BIBLE TELLS ME SO (ASCAP)—D. Cornell.....	20	2	
LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467			
20. SHIFTING, WHISPERING SANDS (Parts I & II)—B. Vaughn.....	—	1	
(BMI)—Dot 15409			

• Most Played by Jockeys

For survey week ending September 21

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

This Week	Weeks on Chart	Last Week	Chart
1. YELLOW ROSE OF TEXAS —M. Miller.....	1	9	
Blackberry Winter (ASCAP)—Col 40540			
2. LOVE IS A MANY-SPLENDORED THING —Four Aces.....	3	6	
Shine On Harvest Moon (ASCAP)—Dec 29625			
3. AIN'T THAT A SHAME —P. Boone...	2	21	
Tennessee Saturday Night (BMI)—Dot 15377			
4. AUTUMN LEAVES —R. Williams.....	8	4	
Take Care (ASCAP)—Kapp 116			
5. YELLOW ROSE OF TEXAS —J. Desmond.....	4	7	
You're in Love With Someone (ASCAP)—Coral 61476			
6. WAKE THE TOWN AND TELL THE PEOPLE —L. Baxter.....	5	8	
I'll Never Stop Loving You (ASCAP)—Cap 3120			
7. TINA MARIE —P. Como.....	6	7	
Fooled (ASCAP)—Vic 20-6192			
8. SEVENTEEN —Fontane Sisters.....	7	7	
If I Could Be With You (BMI)—Dot 15386			
9. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	11	3	
Dream On, My Love, Dream On—Col 40539			
10. LONGEST WALK —J. P. Morgan.....	9	7	
Swanee (ASCAP)—Vic 20-6182			
11. SHIFTING, WHISPERING SANDS (Parts I & II)—B. Vaughn.....	14	2	
(BMI)—Dot 15409			
12. ROCK AROUND THE CLOCK —B. Haley.....	10	19	
Thirteen Women (ASCAP)—Dec 29124			
13. SEVENTEEN —B. Bennett.....	19	8	
Little Old You-All (BMI)—King 1470			
14. I WANT YOU TO BE MY BABY —G. Gibbs.....	17	2	
Come Rain or Come Shine (BMI)—Mercury 70685			
15. SAME OLE SATURDAY NIGHT —F. Sinatra.....	20	2	
Fairy Tale (ASCAP)—Cap 3218			
16. HARD TO GET —G. MacKenzie.....	15	14	
Boston Fancy (ASCAP)—X 0137			
17. MAYBELLENE —C. Berry.....	—	4	
Wee Wee Hours (BMI)—Chess 1604			
18. I WANT YOU TO BE MY BABY —L. Briggs.....	—	1	
Don't Stay Away Too Long (BMI)—Epic 9115			
19. SUDDENLY THERE'S A VALLEY —G. Grant.....	—	1	
Love Is (BMI)—Era 1003			
20. BIBLE TELLS ME SO —D. Cornell...	—	3	
Love Is a Many-Splendored Thing (ASCAP)—Coral 61467			

"IT'S ALMOST TOMORROW"

A Sensational New Hit
Introduced by

the DREAM

WEAVERS

A Great NEW Singing Group

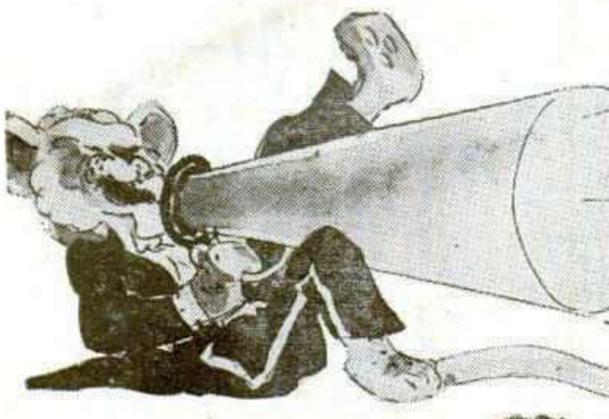
B/W

**YOU'VE GOT ME
WONDERING**

29683 • 9-29683



America's Fastest Selling Records...



SHOUTING THE NEWS- M-G-M RECORD HITS!

**PKCED BY
CASH BOX
BILLBOARD
VARIETY**

JONI JAMES
YOU ARE MY LOVE
and I LAY ME DOWN TO SLEEP
MCM 12066 78 rpm
K 12066 45 rpm

ART WANER
and his Orchestra

I LOVE YOU **MONTH OF SUNDAYS**
MCM 12072 78 rpm K 12072 45 rpm

DAVID ROSE
AND HIS ORCH.

LOVE IS A MANY-SPLENDORED THING
and YOU AND YOU ALONE
MCM 30883 78 rpm
K 30883 45 rpm

SAM (The Man) TAYLOR

DON'T TAKE YOUR LOVE FROM ME **AS TIME GOES BY**
MCM 12065 78 rpm K 12065 45 rpm

BILLY ECKSTINE

SEPTEMBER SONG **PASS THE WORD AROUND**
MCM 12055 78 rpm
K 12055 45 rpm

KAY ARMEN

SUDDENLY THERE'S A VALLEY **HE**
MCM 12078 78 rpm K 12078 45 rpm

RAY CHARLES SINGERS

EARLY AUTUMN **AUTUMN LEAVES**
MCM 12068 78 rpm
K 12068 45 rpm

AUTUMN NOCTURNE
THE RAY CHARLES SINGERS
X271 45 rpm extended play
X1123 45 rpm extended play

CONNIE FRANCIS

(Oh Please) MAKE HIM JEALOUS **GOODY GOODBYE**
MCM 12056 78 rpm K 12056 45 rpm

ROBBIN HOOD
DANCIN' IN MY SOCKS
and HAPPY IS MY HEART
MCM 12046 78 rpm
K 12046 45 rpm

CLAIRE HOGAN

GONE AND FORGOTTEN **I DON'T KNOW—I DON'T CARE**
MCM 12061 78 rpm K 12061 45 rpm

CONNIE FRANCIS
(Oh Please) MAKE HIM JEALOUS **GOODY GOODBYE**
MCM 12056 78 rpm
K 12056 45 rpm

LAURIE JOHNSON
and Orchestra

SONG OF THE PEARL FISHERS **LETTER TO VIRGINIA**
MCM 12069 78 rpm K 12069 45 rpm

RAY HANEY
WALKING THE BLUES
and TATERED OUT
MCM 12062 78 rpm
K 12062 45 rpm

MARVIN RAINWATER **NOW ON TOUR**

STICKS AND STONES
and **ALBINO**
(Pink-Eyed) **STALLION**
MCM 12071 78 rpm K 12071 45 rpm

THE MARION SISTERS

BABY ME **TWO THIRDS OF THE TENNESSEE RIVER**
MCM 12070 78 rpm
K 12070 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 36, N. Y.

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending September 21

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

- Atlanta**
1. Love Is a Many-Splendored Thing Four Aces, Dec.
 2. He, A. Hibbler, Dec.
 3. Autumn Leaves, R. Williams, Kap.
 4. Yellow Rose of Texas, M. Miller, Col.
 5. Ain't That a Shame, P. Boone, Dot

- Baltimore**
1. Love Is a Many-Splendored Thing Four Aces, Dec.
 2. Seventeen, B. Bennett, Kng.
 3. Autumn Leaves, R. Williams, Kap.
 4. Yellow Rose of Texas, J. Desmond, Cor.
 5. Bible Tells Me So, D. Cornell, Cor.
 6. Ain't That a Shame, P. Boone, Dot
 7. Yellow Rose of Texas, M. Miller, Col.
 8. Moments to Remember, Four Lads, Col.
 9. My Bonnie Lassie, Ames Brothers, Vic.
 10. Fooled, P. Como, Vic.

- Boston**
1. Autumn Leaves, R. Williams, Kap.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Yellow Rose of Texas, M. Miller, Col.
 4. Moments to Remember, Four Lads, Col.
 5. My Bonnie Lasse, Ames Brothers, Vic.
 6. Only You, Platters, Mer.
 7. He, A. Hibbler, Dec.
 8. I Want You to Be My Baby L. Briggs, Epl.
 9. Bible Tells Me So, D. Cornell, Cor.
 10. Tina Marie, P. Como, Vic.

- Buffalo**
1. I Want You to Be My Baby G. Gibbs, Mer.
 2. Black Denim Trousers, Cheers, Cap.
 3. Yellow Rose of Texas, M. Miller, Col.
 4. Love Is a Many-Splendored Thing Four Aces, Dec.
 5. You Are My Love, J. James, M-G-M
 6. Same Ole Saturday Night F. Sinatra, Cap
 7. Ain't That a Shame, P. Boone, Dot
 8. Shifting, Whispering Sands B. Vaughn, Dot
 9. Yellow Rose of Texas, J. Desmond, Cor.
 10. Autumn Leaves, R. Williams, Kapp.

- Chicago**
1. Moments to Remember, Four Lads, Col.
 2. Yellow Rose of Texas, M. Miller, Col.
 3. Seventeen, B. Bennett, Kng.
 4. Love Is a Many-Splendored Thing Four Aces, Dec.
 5. Rock Around the Clock, B. Haley, Dec.
 6. Ain't That a Shame, P. Boone, Dot
 7. Autumn Leaves, R. Williams, Kap.
 8. Bible Tells Me So, N. Noble, Wng.
 9. Day by Day, Four Freshmen, Cap.
 10. Rememb'ring P. L. Hayes & M. Healy, Col.

- Cincinnati**
1. Yellow Rose of Texas, M. Miller, Col.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Autumn Leaves, R. Williams, Kap.
 4. Ain't That a Shame, P. Boone, Dot
 5. Moments to Remember, Four Lads, Col.
 6. Seventeen, B. Bennett, Kng.
 7. Tina Marie, P. Como, Vic.
 8. I Want You to Be My Baby G. Gibbs, Mer.
 9. Kentuckian Song, Hilltoppers, Dot
 10. Maybellene, C. Berry, Chs.

- Cleveland**
1. Autumn Leaves, R. Williams, Kap.
 2. Shifting, Whispering Sands B. Vaughn, Dot
 3. Love Is a Many-Splendored Thing Four Aces, Dec.
 4. Black Denim Trousers, Cheers, Cap.
 5. Only You, Platters, Mer.
 6. Moments to Remember, Four Lads, Col.
 7. Yellow Rose of Texas, M. Miller, Col.
 8. At My Front Door, El Dorados, VJ.
 9. Suddenly There's a Valley G. Grant, Era.
 10. Gum Drop, Crew Cuts, Mer.

- Dallas-Fort Worth**
1. Yellow Rose of Texas, M. Miller, Col.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Rock Around the Clock, B. Haley, Dec.
 4. Autumn Leaves, S. Allen, Cor.
 5. Gum Drop, Crew Cuts, Mer.
 6. Ain't That a Shame, P. Boone, Dot
 7. Shifting, Whispering Sands B. Vaughn, Dot
 8. Suddenly There's a Valley J. Stafford, Col.

- Denver**
1. Yellow Rose of Texas, M. Miller, Col.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Ain't That a Shame, P. Boone, Dot
 4. Wake the Town and Tell the People L. Baxter, Cap.
 5. Song of the Deamer, E. Fisher, Vic.
 6. Gum Drop, Crew Cuts, Mer.

- Detroit**
1. Moments to Remember, Four Lads, Col.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Autumn Leaves, R. Williams, Kap.
 4. Yellow Rose of Texas, M. Miller, Col.
 5. He, A. Hibbler, Dec.
 6. I Want You to Be My Baby G. Gibbs, Mer.
 7. Yellow Rose of Texas, J. Desmond, Cor.
 8. Shifting, Whispering Sands B. Vaughn, Dot
 9. My Bonnie Lassie, Ames Brothers, Vic.
 10. Baby, Baby You Coney Island Kids, Jub.

- Kansas City**
1. Moments to Remember, Four Lads, Col.
 2. Bible Tells Me So, D. Cornell, Cor.
 3. Yellow Rose of Texas, M. Miller, Col.
 4. Love Is a Many-Splendored Thing Four Aces, Dec.
 5. Shifting, Whispering Sands B. Vaughn, Dot
 6. I Want You to Be My Baby L. Briggs, Epl.
 7. Autumn Leaves, R. Williams, Kap.
 8. Maybellene, C. Berry, Chs.

- Los Angeles**
1. Love Is a Many-Splendored Thing Four Aces, Dec.

2. Autumn Leaves, R. Williams, Kap.
3. Yellow Rose of Texas, M. Miller, Col.
4. Suddenly There's a Valley G. Grant, Era
5. Seventeen, Fontane Sisters, Dot
6. Hard to Get, G. MacKenzie, X
7. Blossom Fell, N. (King) Cole, Cap.
8. Black Denim Trousers, Cheers, Cap.

- Milwaukee**
1. Autumn Leaves, R. Williams, Kap.
 2. Moments to Remember, Four Lads, Col.
 3. Black Denim Trousers, Cheers, Cap.
 4. Shifting, Whispering Sands R. Draper, Mer.
 5. Gum Drop, Crew Cuts, Mer.
 6. Love Is a Many-Splendored Thing Four Aces, Dec.
 7. Rock Around the Clock, B. Haley, Dec.
 8. Seventeen, R. Draper, Mer.
 9. Bible Tells Me So, D. Cornell, Cor.
 10. You Win Again, Paulette Sisters, Cap.

- Mpls.-St. Paul**
1. Shifting, Whispering Sands B. Vaughn, Dot
 2. Yellow Rose of Texas, J. Desmond, Cor.
 3. Love Is a Many-Splendored Thing Four Aces, Dec.
 4. Yellow Rose of Texas, M. Miller, Col.
 5. Autumn Leaves, R. Williams, Kap.
 6. Black Denim Trousers, Cheers, Cap.
 7. Wake the Town and Tell the People M. Carson, Col.
 8. Ain't That a Shame, P. Boone, Dot
 9. Gum Drop, Crew Cuts, Mer.
 10. Seventeen, Fontane Sisters, Dot

- New Orleans**
1. Yellow Rose of Texas, M. Miller, Col.
 2. Only You, Platters, Mer.
 3. He, A. Hibbler, Dec.
 4. Autumn Leaves, R. Williams, Kap.
 5. Maybellene, C. Berry, Chs.
 6. Tina Marie, P. Como, Vic.
 7. Love Is a Many-Splendored Thing Four Aces, Dec.
 8. Wake the Town and Tell the People L. Baxter, Cap.
 9. Song of the Dreamer, E. Fisher, Vic.
 10. Moments to Remember, Four Lads, Col.

- New York**
1. Yellow Rose of Texas, M. Miller, Col.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Ain't That a Shame, P. Boone, Dot
 4. Rock Around the Clock, B. Haley, Dec.
 5. Autumn Leaves, R. Williams, Kap.
 6. Seventeen, B. Bennett, Kng.
 7. Tina Marie, P. Como, Vic.
 8. Longest Walk, J. P. Morgan, Vic.
 9. You Are My Love, J. James, M-G-M
 10. Shifting, Whispering Sands R. Draper, Mer.

- Philadelphia**
1. Autumn Leaves, R. Williams, Kap.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Yellow Rose of Texas, M. Miller, Col.
 4. Yellow Rose of Texas, J. Desmond, Cor.
 5. Seventeen, Fontane Sisters, Dot
 6. Bible Tells Me So, N. Noble, Wng.
 7. Bible Tells Me So, D. Cornell, Cor.
 8. Ain't That a Shame, P. Boone, Dot
 9. He, A. Hibbler, Dec.
 10. Wake the Town and Tell the People M. Carson, Col.

- Pittsburgh**
1. Yellow Rose of Texas, M. Miller, Col.
 2. At My Front Door, El Dorados, VJ
 3. Love Is a Many-Splendored Thing Four Aces, Dec.
 4. Autumn Leaves, R. Williams, Kap.
 5. Honest, Darling, Four Aces, Col.
 6. Longest Walk, J. P. Morgan, Vic.
 7. Come Home, B. Johnson, Kng.
 8. Shifting, Whispering Sands, R. Draper Mer.
 9. Rock Around the Clock, B. Haley, Dec.
 10. Moments to Remember, For Lads, Col.

- St. Louis**
1. Autumn Leaves, R. Williams, Kap.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Yellow Rose of Texas, M. Miller, Col.
 4. Suddenly There's a Valley, J. LaRosa Cdc.
 5. Moments to Remember, Four Lads, Col.
 6. Shifting, Whispering Sands, R. Draper Mer.
 7. Maybellene, C. Berry, Chs.
 8. Shifting, Whispering Sands, B. Vaughn Dot
 9. Wake the Town and Tell the People L. Baxter, Cap.
 10. I Want You to Be My Baby, L. Briggs Epl.

- San Francisco**
1. Yellow Rose of Texas, M. Miller, Col.
 2. Ain't That a Shame, P. Boone, Dot
 3. Rock Around the Clock, B. Haley, Dec.
 4. Love Is a Many-Splendored Thing Four Aces, Dec.
 5. Hard to Get, G. MacKenzie, X
 6. Wake the Town and Tell the People L. Baxter, Cap.
 7. Seventeen, B. Bennett, Kng.
 8. Maybellene, C. Berry, Chs.
 9. Tina Marie, P. Como, Vic.
 10. He, A. Hibbler, Dec.

- Seattle**
1. Love Is a Many-Splendored Thing Four Aces, Dec.
 2. Gum Drop, Crew Cuts, Mer.
 3. Yellow Rose of Texas, M. Miller, Col.
 4. Autumn Leaves, R. Williams, Kap.
 5. Seventeen, Fontane Sisters, Dot
 6. Longest Walk, J. P. Morgan, Vic.
 7. Song of the Dreamer, E. Fisher, Vic.
 8. Hard to Get, G. MacKenzie, X
 9. Ain't That a Shame, P. Boone, Dot
 10. Tina Marie, P. Como, Vic.

- Toronto**
1. Yellow Rose of Texas, J. Desmond, Cor.
 2. Ain't That a Shame, P. Boone, Dot
 3. Bible Tells Me So, D. Cornell, Cor.
 4. Rock Around the Clock, B. Haley, Dec.
 5. Yellow Rose of Texas, M. Miller, Col.
 6. Love Is a Many-Splendored Thing Four Aces, Dec.
 7. Learnin' the Blues, F. Sinatra, Cap.

ART MOONEY

AND HIS ORCHESTRA

MARCHES ON WITH 2 BIG HITS!

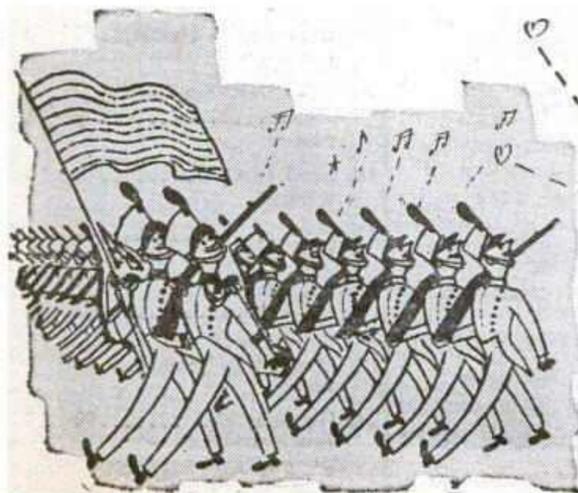


THE GIRL I LEFT BEHIND ME

GIVE ME A BAND AND MY BABY

From The Columbia Film "My Sister Eileen"

M-G-M 12073-78rpm • M-G-M K-12073-45rpm



M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts
POPULAR RECORDS

• **COMING UP STRONG**

Listed below are records which have shown solid trade response during the past week, altho actual sales were not yet heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major markets, these records figure strongly as potential chart entries in the very near future.

1. Suddenly There's a Valley Gogi Grant
(BMI) Era 1003
2. My Bonnie Lassie Ames Brothers
(ASCAP) RCA Victor 6208
3. Day by Day Four Freshmen
(ASCAP) Capitol 3154
4. Suddenly There's a Valley ... Julius LaRosa
(BMI) Cadence 1270
5. Same Ole Saturday Night
Fairy Tale Frank Sinatra
(ASCAP) Capitol 3218
6. You Are My Love Joni James
(ASCAP) M-G-M 12066
7. Hawk-Eye Frankie Laine
(BMI) Columbia 40558
8. My Boy Flat-Top Boyd Bennett
(BMI) King 1494
9. Someone You Love Nat (King) Cole
(BMI) CAPITOL 3234
10. At My Front Door El Dorados
(BMI) Vee-Jay 147

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

• **Tunes With Greatest Radio-TV Audience**

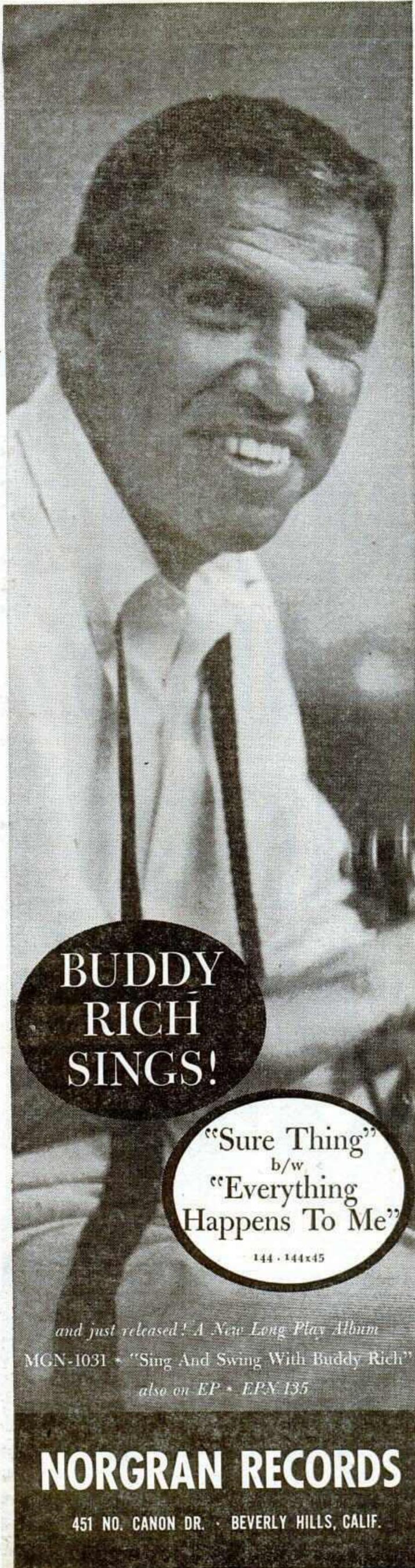
Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Satisfied Mind (R)—Starrite—BMI	A Perfect Married Life (R)—Barton—ASCAP
Ain't That a Shame (R)—Commodore—BMI	Ain't That a Shame (R)—Commodore—BMI
Amukirika (R)—Famous—ASCAP	An Occasional Man (R)—Saunders—ASCAP
Angel Bells (R)—Mills—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
Autuma Leaves (R)—Ardmore—ASCAP	Cattle Call (R)—Forster—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP	Dance With Me Henry (R)—Modern—BMI
Foiled (R)—Harms—ASCAP	Give Me Love (R)—Hill & Range—BMI
Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP	Grover's Corners (R)—Barton—ASCAP
Hard to Get (R)—Witmark—ASCAP	Hard to Get (R)—Witmark—ASCAP
Hummingbird (R)—Jungnickel—ASCAP	Hawk-Eye (R)—Showcase—BMI
I Like Them All (R) Broadcast—BMI	I Like Them All (R)—Broadcast—BMI
I'll Never Stop Loving You (R) (F)—Feist—ASCAP	I'll Never Stop Loving You (R) (F)—Feist—ASCAP
It's All Right With Me (R)—Chappell—ASCAP	Impatient Years (R)—Barton—ASCAP
Kentuckian Song (R) (F)—Frank—ASCAP	It's a Sin to Tell a Lie (R)—Bregman, Vocco & Conn—ASCAP
Learnin' the Blues (R)—Barton—ASCAP	Learnin' the Blues (R)—Barton—ASCAP
Longest Walk (R)—Advanced—ASCAP	Longest Walk (R)—Advanced—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Look to Your Heart (R)—Barton—ASCAP
People Will Say We're in Love (R)—Williamson—ASCAP	Love and Marriage (R)—Barton—ASCAP
Rock Around the Clock (R) (F)—Myers—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Same Ole Saturday Night (R)—Barton—ASCAP	Maybellene (R)—Arc—BMI
Seventeen (R)—Lois—BMI	My Bonnie Lassie (R)—Leeds—ASCAP
Soldier Boy (R)—E. B. Marks—BMI	Our Town (R)—Barton—ASCAP
Song of the Dreamer (R)—Ludlow—ASCAP	Rock Around the Clock (R) (F)—Myers—ASCAP
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI	Seventeen (R)—Lois—BMI
Sweet Song of India (R)—Tee-Kaye—ASCAP	Something's Gotta Give (R) (F)—Robbins—ASCAP
Then I'll Be Happy (R)—Bourne—ASCAP	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Tina Marie (R)—Roncom—ASCAP	Tina Marie (R)—Roncom—ASCAP
Toy Tiger (R)—Northern—ASCAP	Unchained Melody (R) (F)—Frank—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP	Wasn't It a Wonderful Wedding (R)—Barton—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP	Yellow Rose of Texas (R)—Planetary—ASCAP

• **Best Selling Sheet Music**

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

This Week	Last Week	Weeks on Chart
1. Yellow Rose of Texas .. 1	8	Planetary
2. Autumn Leaves 5	3	Ardmore
3. Bible Tells Me So 2	7	Paramount-Roy Rogers
4. Love Is a Many-Splendored Thing ... 3	4	Miller
5. Wake the Town and Tell the People 4	7	Joy
6. Seventeen 5	6	Lois
7. Suddenly There's a Valley 12	3	Warman-Hill & Range
8. Ain't That a Shame ... 7	6	Commodore
9. I'll Never Stop Loving You 9	11	Feist
10. Hard to Get 8	15	Witmark
11. He —	1	Avis
12. Rock Around the Clock 13	15	Myers
13. Moments to Remember. —	1	Beaver
14. Hummingbird 10	10	Ross Jungnickel
14. Song of the Dreamer .. 11	3	Ludlow



BUDDY RICH SINGS!

"Sure Thing"
b/w
"Everything Happens To Me"

144 · 144x45

and just released! A New Long Play Album
MGN-1031 • "Sing And Swing With Buddy Rich"
also on EP • EPN 135

NORGRAN RECORDS

451 NO. CANON DR. · BEVERLY HILLS, CALIF.

THE ORIGINAL!

JOAN REGAN



Sings the Year's Most Beautiful Ballad...

CROCE DI ORO

(CROSS OF GOLD) — # 1605

The ORIGINAL recording that started the whole industry buzzing

LONDON
RECORDS





The Mulcahys

(JIMMY & MILDRED)

"SENTIMENTAL JOURNEY"

and

"BEAUTIFUL OHIO"

ESSEX-402

ESSEX DISTRIBUTORS

- | | | | | |
|---|--|---|--|--|
| A & I Dist. Co.
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New Orleans, La. | Cosnat Dist. Corp.
3727 Woodward Ave.
Detroit, Mich. | M. B. Krupp Dist.
309 S. Santa Fe
El Paso, Texas | Music Suppliers of N. E.
263 Huntington Ave.
Boston, Mass. | South Coast Dist.
314 E. 11th St.
Houston, Texas |
| Allen Dist. Co.
420 W. Broad St.
Richmond, Va. | Cosnat Dist. Corp.
315 W. 47th St.
New York, N. Y. | Mangold Dist. Co.
215 S. Eutaw St.
Baltimore, Md. | Northwest Tempo
708 6th North
Seattle, Wash. | Southland Dist. Co.
441 Edgewood Ave.
Atlanta, Ga. |
| Big State Dist. Co.
1550 Edison St.
Dallas, Texas | Eastern Record Dist.
777 Connecticut Blvd.
E. Hartford, Conn. | Mangold Dist. Co.
2212 W. Morehead St.
Charlotte, N. C. | Oklahoma Record Supply
627 Northwest 2nd St.
Oklahoma City, Okla. | Standard Dist. Co.
1705 Fifth Ave.
Pittsburgh, Pa. |
| Central Sales Co.
2104 W. Washington Blvd.
Los Angeles, Calif. | Essex Record Dist.
114 Springfield Ave.
Newark, N. J. | James H. Martin Dist.
1341 S. Michigan Blvd.
Chicago, Ill. | Pan American Record
2061 Champa St.
Denver, Colo. | State Record Dist.
920 Race St.
Cincinnati, Ohio |
| Chatton Dist. Co.
1921 Grove St.
Oakland, Calif. | Faysan Dist., Inc.
506-520 Seventh St.
Buffalo, N. Y. | Music City
80 Lafayette St.
Nashville, Tenn. | Pan American Dist.
90 Riverside Ave.
Jacksonville, Fla. | Universal Record Dist. Corp.
1330 W. Girard Ave.
Philadelphia 22, Pa. |
| Commercial Music Co.
2630 Olive St.
St. Louis, Mo. | Heilicher Bros.
1313 Third Ave., S.
Minneapolis, Minn. | Music Service Co.
204 Fourth St.
Great Falls, Mont. | Pan American Record
3401 N.W. 36th St.
Miami, Fla. | Quality Records, Ltd.
380 Birchmont Rd.
Toronto, Ontario
Canada |
| Cosnat Dist. Corp.
1233 W. 9th St.
Cleveland, Ohio | Indiana State Dist.
1235 N. Capitol St.
Indianapolis, Ind. | Music Sales Co.
1117 Union Ave.
Memphis, Tenn. | Leonard Smith, Inc.
30 N. 3rd St.
Albany, N. Y. | |

ESSEX RECORDS, INC., 3208 South 84th Street, Philadelphia 42, Pennsylvania

VOX JOX

Continued from page 20

He takes requests at the fair grounds, and tells them when to tune in and hear the platters.

CONTESTS ANYONE?

Ex-Billboard staffer Steve Schickel is moving his "Inside Show Business," WGN, Chicago, to a Saturday nighttime slot from 6:30 to 7:30 p.m. His contest revolved around Dot's two-sided Billy Vaughn "The Shifting, Whispering Sands." Schickel featured it as his "weekly recorded experiment" and asked listeners to write and let him know how they felt about the two-sided gimmick (e.g., too long? etc.) and the record in general. Unanimous decision: They liked it. . . . Lucky Pierre, WHID, Buffalo, is running a contest on Jim Wilson's "Daddy, You Know What" record for kids under 15. Youngsters are asked to write on the subject "Why my daddy is tops." Prize is dinner and the theater with Pierre.

John W. Grigsby and Ron Mott, WPRS, Paris, Ill., have a map of their listening area and pinpoint cities and towns that they get requests from, and give the towns a big salute on the air. To date Mott has received the most requests, but John holds the distance record, with one card coming all the way from Wichita, Kan. . . . Sherm Brodey, WKAL, Rome, N. Y., asked listeners to guess how many times the word "crazy" was used in the Three Haircuts "Going Crazy" platter. Those who answered "86" received prizes. . . . Another "hair contest" was held over KOL, Seattle, by Paul Coburn and Bill Shela. The boys had been ribbing each other as to which one had the most or least hair and asked listeners to send in for pictures of their pates (shot from the ceiling) so they could enter a guessing contest as to how many each had. A certified scalp specialist was called in to take a count on each head.

Gene Edwards, WRIT, Milwaukee, has started a \$2,500 "mystery voices" contest, with people asked to identify five mystery record voices correctly. A free trip to Texas is the grand prize. Incidentally Edwards reminds us that Chuck Dunaway's name should have been included in our recent story about WRIT's record hops. . . . Another mystery voice contest is being conducted by George Hobkirk, KIBS, Bishop, Calif., with listeners invited to pick up ballots at local music stores. In addition to identifying a mystery voice, weekly contestants are asked to guess which (out of 24 top tunes) will be in the top 10 that week. It's a great store-traffic builder for local music dealer sponsors, says Hobkirk.

YESTERYEAR'S TOPS—
The nation's top tunes on records as reported in The Billboard

SEPTEMBER 29, 1945:

1. Till the End of Time
2. On the Atchison, Topeka and Sante Fe
3. If I Loved You
4. Gotta Be This or That
5. I'm Gonna Love That Guy
6. I'll Buy That Dream
7. Along the Navajo Trail
8. I Wish I Knew
9. There Must Be a Way
10. You Came Along (From Out of Nowhere)
11. Tampico
12. Bell-Bottom Trousers
13. I Don't Care Who Knows It
14. That's for Me
15. Chopin's Polonaise
16. The More I See You

SEPTEMBER 30, 1950:

1. Goodnight, Irene
2. Mona Lisa
3. Play a Simple Melody
4. Sam's Song
5. All My Love
6. Bonaparte's Retreat
7. Can Anyone Explain?
8. La Vie En Rose
9. Tzena, Tzena, Tzena
10. Harbor Lights

BREAKING POP!

I KNOW I WAS WRONG

The Barons

#5359

Imperial Records

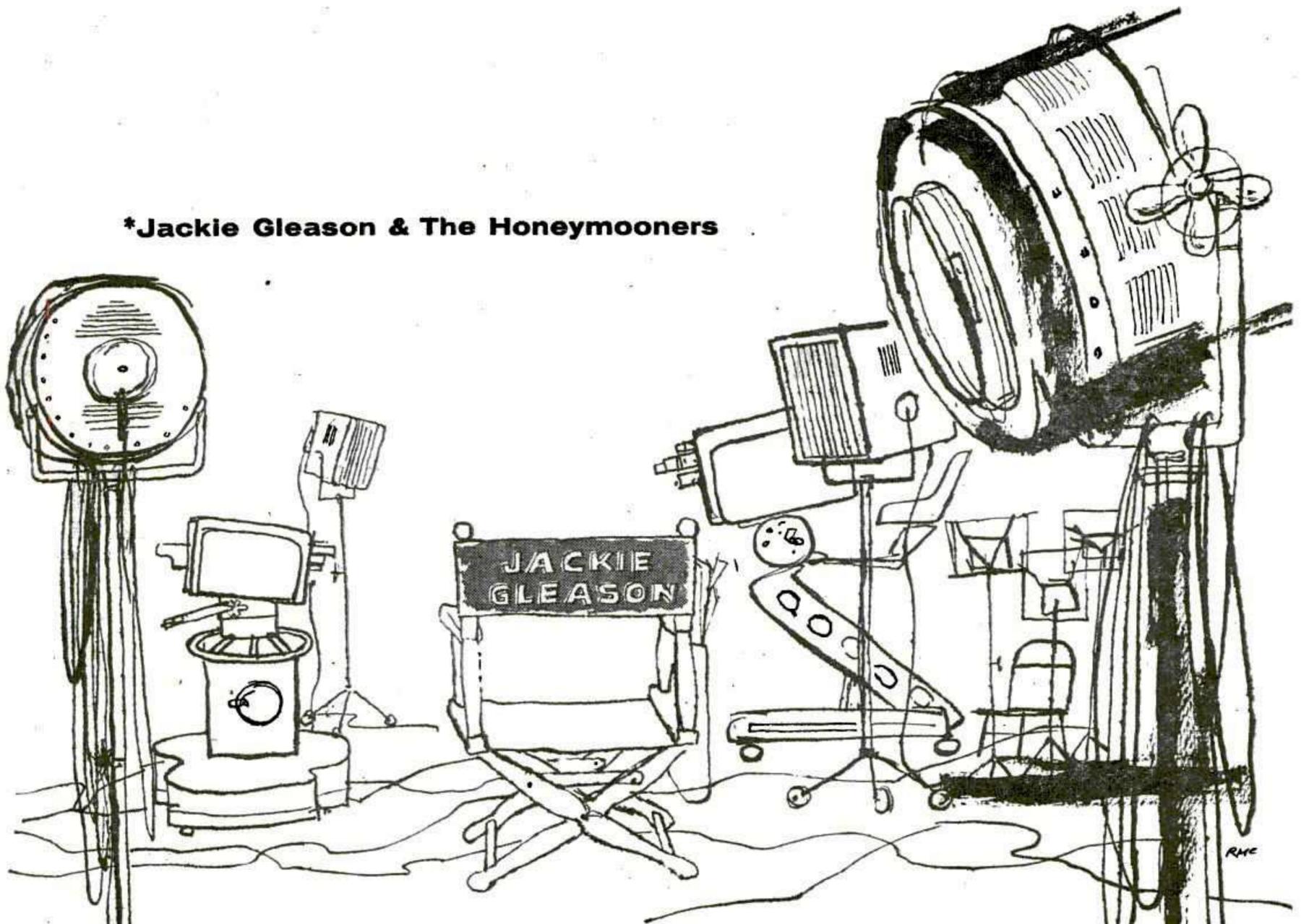
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on October 1, Over the Entire **CBS-TV** Network!

*Jackie Gleason & The Honeymooners



Recently Launched and Heading for **BIG SALES:**



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**AUTUMN
LEAVES**

Album No. 674

JACKIE GLEASON'S
**ROMANTIC
JAZZ**

Album No. 568



PUSHPOP POSTER SHEET NO. 2

The Best of the

NEWEST TUNES

FOR THE WEEK ENDING—SEPTEMBER 21, 1955

(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of **The Billboard** Music Popularity Charts***SUDDENLY THERE'S A VALLEY****MY BONNIE LASSIE****DAY BY DAY****SAME OLE SATURDAY NIGHT****FAIRY TALE****YOU ARE MY LOVE****AT MY FRONT DOOR****MY BOY FLAT-TOP****PETE KELLY'S BLUES****SOMEONE YOU LOVE**

A "SPECTACULAR" HIT BY

DINAH SHORE

LOVE AND MARRIAGE

by Jimmy Van Heusen and Sammy Cahn
from the Sept. 19 NBC-TV Spectacular "Our Town"

COMPARE

20/47-6266



It's a natural! Everybody's talking about The Burton Sisters'

\$64,000. QUESTION
(DO YOU LOVE ME?)

I AM SO GLAD

20/47-6265



"New Orthophonic" High Fidelity Recordings

PUSHPOP POSTER SHEET NO. 1

HONOR ROLL OF HITS

TRADE MARK REG.

The Nation's 10 Top Tunes

FOR THE WEEK ENDING—SEPTEMBER 21, 1955

... based on **Billboard** weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators**1. YELLOW ROSE OF TEXAS****2. AIN'T THAT A SHAME****3. LOVE IS A MANY-SPLENDORED THING****4. SEVENTEEN****5. AUTUMN LEAVES****6. WAKE THE TOWN AND TELL THE PEOPLE****7. BIBLE TELLS ME SO****8. ROCK AROUND THE CLOCK****9. MOMENTS TO REMEMBER***First time in Top Ten***10. MAYBELLENE***First time in Top Ten*

CORAL'S HIT PARADE MARCHES



ON WITH



TV's
SENSATIONAL
SINGING STAR

DOROTHY COLLINS

singing

IN LOVE

MY BOY- FLAT TOP

CORAL 61510 (78 RPM) • 9-61510 (45 RPM)

The
BIG HITS
are on . . .

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

The Billboard Music Popularity Charts
POPULAR RECORDS

• **Review Spotlight on . . .**

RECORDS

FRANK SINATRA . . . Capitol 3260 LOVE AND MARRIAGE
(Barton, ASCAP)

Originally one of four tunes from the TV show, "Our Town," brought out as an EP, this single version should make itself felt at all levels. It's a cute, lilting tune, with lyrics delivered in the Sinatra tradition. The Nelson Riddle ork as usual sells all the way. Flip is "The Impatient Years," also from "Our Town" (Barton, ASCAP). Other versions released this week: Dinah Shore—RCA Victor 6266; the Laurie Sisters—Mercury 70705; Helen Grayco—"X" 168.

RALPH YOUNG . . . Decca 29693 BRING ME A BLUEBIRD
(E. H. Morris, ASCAP)

Young comes thru in fine style on this one. It has a good melody, lively rhythm, and the singer gets sock support from chorus and ork. The tune is by Pat Ballard, writer of "Mister Sandman" and "I Get So Lonely." Flip is "The Legend of Wyatt Earp" (Four Jays, ASCAP). Other versions released this week: The Gaylords—Mercury 70706.

McGUIRE SISTERS . . . Coral 61501 HE
(Avis, BMI)

Al Hibbler got out first with this religioso tune, but the McGuires give it the full treatment with plenty of warmth and lush sound. The gals can draw a healthy share of the play with this one. Flip is "If You Believe" (Chappell, ASCAP).

THE CHORDETTES . . . Cadence 1273 THE WEDDING

Another gal group seems destined to get into the big play area with this r.&b. type ballad. While the Solitaires' original version is shaping up in r.&b. markets, the Chordettes bring it enough pop appeal to go over solidly in that market. Flip is "I Don't Know, I Don't Care."

• **Reviews of New Pop Records**

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

- 90-100, Tops
- 80-89, Excellent
- 70-79, Good
- 60-69, Satisfactory
- 50-59, Limited
- 0-49, Poor

TONY BENNETT

(Come Back and) Tell Me That You Love Me 81

COLUMBIA 40567 — This one really moves and altho the vocal style and the ork back-up bear the "Sinatra" stamp all the way thru, it should be a strong contender at all levels. (Raleigh, BMI)

How Can I Replace You? 76

This is a nice tune delivered in satisfactorily emotional style. It will definitely bear watching. (United, ASCAP)

THE GAYLORDS

Bring Me a Bluebird 80

MERCURY 70706—Good version of the song that's getting some hype. (E. H. Morris, ASCAP)

No Arms Can Ever Hold You 77

A cover of the Georgie Shaw disk on Decca. Tune is getting action. (Gil, BMI)

THE DE CASTRO SISTERS

Give Me Time 79

ABBOTT 3011 — Sweet weeper is delivered with tenderness and intimate warmth. The gals have a pretty hunk of wax here, and it could stir up some action. (Dandelion, BMI)

Too Late Now 73

Also pretty, but not anywhere near as commercial as flip. (Feist, ASCAP)

DINAH SHORE

Love and Marriage 76
VICTOR 6266—This is a very pleasant rendition of the "Our Town" tune by a tried and true performer. Unfortunately for Miss Shore, however, the version by Sinatra, who appeared in the telecast is already off and running. (Barton, ASCAP)

Compare 73

Whether it's bounce or ballad, this gal can still deliver, and this she proves in a sensitive treatment of a torchy item that's strictly routine, however, in content. (Tee- Pee, ASCAP)

XAVIER CUGAT ORK

At Last We're Alone 76

EPIC 9123—This is a pretty tune from the new flick "The Girl Rush," and Cugat gives it a pleasant airing with chorus and ork on his first waxing on the label. (Saunders, ASCAP)

Who, Me? 75

Singer Abbe Lane gets into the cha-cha groove here with the help of the Cugat ork and chorus. Fans of the new dance beat will probably want this one. (Lark, BMI)

BILLY VAUGHN ORK

Avalon 71

DOT 15411—The venerable evergreen is dusted off and sent out to market in a shiny new dress. Nostalgia values are aided by the slick whistling of Elmo Tanner. Deejays should find this good for programming. (Remick, ASCAP)

Nightengale 75

Same comment. (Advanced, ASCAP)

DEAN MARTIN

I Like Them All 77

CAPITOL 3238—A swingy vocal job on a happy-sounding tune, spiced with bilingual lyrics. Good juke and jockey material. (Broadcast, BMI)

In Napoli 76

Martin wraps up a pretty Italian-flavored tune in his usual leisurely style of song showmanship. (Mellin, BMI)

LAURIE SISTERS

Love and Marriage 77

MERCURY 70705 — A cute piece of melody, artfully chanted and with a smart instrumental backing. Deejays will like this novelty from "Our Town." (Barton, ASCAP)

Angels' Tears 73

"It's raining angels' tears" is the opening phrase. This is a new idea in love songs. The pretty three-beat melody is chanted well. (Famous, ASCAP)

BETTY JOHNSON

I'm a Sinner 77

VICTOR 6268 — Miss Johnson's richly endowed pipes should attract plenty of attention via this entry, a strongly emotional, satisfying warble. (Sansone, ASCAP)

Beginner's Luck 72

The thrush has less to work with here. (Towne, ASCAP)

The Inimitable
**Herb
Debbries**



With a Great Record of

'THE ONE

I LOVE'

Featuring THE HI-LO'S

c/w

'I NEED'

Olympic #502

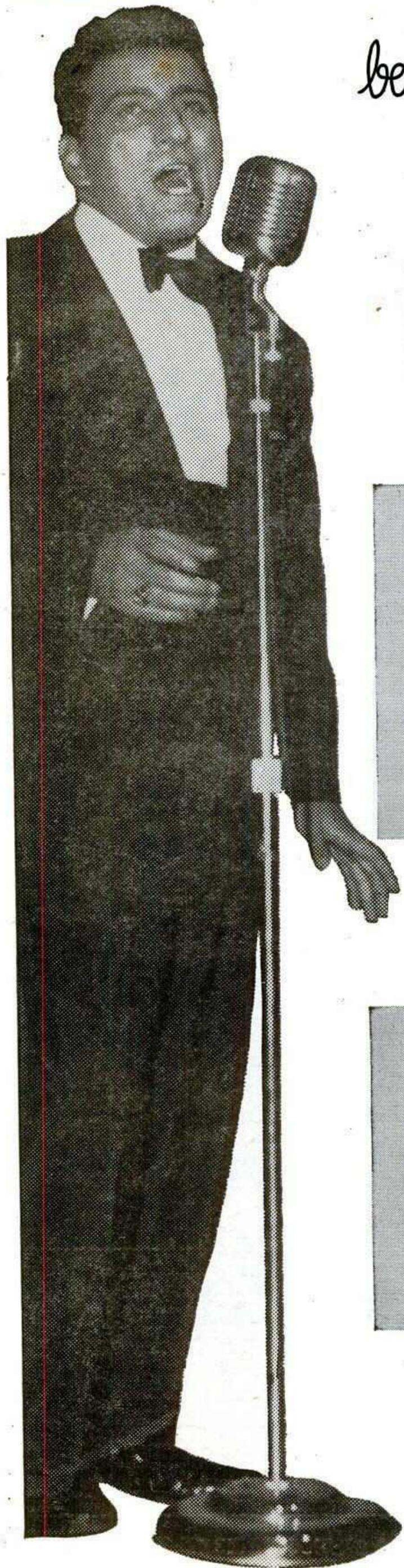


OLYMPIC RECORDS

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PHONE CR 6-4410

(Continued on page 60)



bennett at his best!

Tony Bennett

singing

(come back and)

**TELL ME
THAT YOU
LOVE ME**

and

**HOW CAN
I REPLACE
YOU**

with Percy Faith and his Orchestra

40567 4-40567

COLUMBIA  **RECORDS**

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NEW ON "X"



Helen Grayco
LOVE AND MARRIAGE
WHEN YOU'RE IN LOVE
YOU BELIEVE
(X-0168 4X-0168)

Wilder Brothers
YES AND NO
TIMBER
(X-0169 4X-0169)

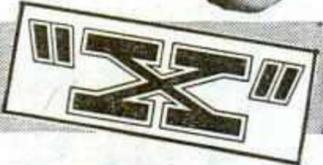


Russ Carlyle
CHRISTOPHER COLUMBUS
EVERY WORD YOU SPEAK
(X-0170 4X-0170)

Spencer-Hagen
JOHN AND JULIE
GENTLEMEN PREFER
BRUNETTES (X-0171 4X-0171)



COMING UP STRONG ON....



Gordon Jenkins
GOODNIGHT, SWEET DREAMS
YOUNG IDEAS
(X-0159 4X-0159)

Richard Maltby
BOOK OF LOVE/MIDNIGHT MOOD
(X-0158 4X-0158)

Frankie Lester
NIP SIP/KNOCK ME A KISS
(X-0165 4X-0165)

Three Chuckles
STILL THINKING OF YOU
TIMES TWO, I LOVE YOU
(X-0162 4X-0162)

Betty Clooney
KI KI/JUST TO BELONG TO YOU
(X-0164 4X-0164)

Bill Kenny
THE GYPSY/WHISPERING GRASS
(X-0155 4X-0155)

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

The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 58.

MARGARET WHITING
Lover, Lover, (Never Leave Me)76
CAPITOL 3232—The thrush is at her liquid vocal best on a pretty ballad with nice lyrics. Jockeys should spin. (Ardmore, ASCAP)
I Kiss You a Million Times....74
A fine vocal treatment of a lovely ballad. (E. H. Morris, ASCAP)

STAN FREDERICK
Yellow Rose of Texas75
CAPITOL 3249—A take-off on the smash hit that Frederick's fans will like. The lyrics contain a reference to Mitch Miller's hit. (Planetary, ASCAP)
Rock Around Stephen Foster....75
A wild one. An r.&b. treatment of Foster tunes, with Frederick doing a running satiric comment poking fun at r.&b. (Maytime, BMI)

THE NORMAN PETTY TRIO
Solitude75
"X" 167—A sock commercial group vocal on the Ellington standard, with hard-hitting organ backing. Good for the boxes. (American Academy, ASCAP)
(When It's) Darkness73
Organ, piano and drums bang out a heavily rhythmic version of the oldie. This instrumental also is a good box bet. (Santly-Joy, ASCAP)

FRANKIE CARLE
The Golden Touch75
VICTOR 6267—Fiddles and a vibrant Latin beat pace Carle in a bright reading. Dancers will like this one. (Southern, ASCAP)
Was It a Dream?....73
Finely-phrased 88'ing of a beautiful standard melody. Great for deejay programming. (Harms, ASCAP)

DICK ROMAN
I'm Your Boy75
DOUBLE AA 116 — A personable warbling job on a breezy, smartly-paced ditty. (Regina, BMI)
How Many Others?....72
An impressive reading of an effective ballad. (Simon House, BMI)

RAY McKINLEY ORK
Crazy Boogie75
DOT 15413—Insinuating beat of this boogie waxing will set hips swaying and toes tapping. A lively etching that does more than hold its own on the coin boxes. (Randy-Smith, ASCAP)
Wanderlust Blues....70
Soft-show bouncer is playfully read by chanter and ork. Easy listening. (Christopher, ASCAP)

BOB CREWE
Cheatin' on Me75
Spotlight 389—Crewe's recent "Bumblebee" created quite a stir in some parts of the country, and he follows this up with a bright standard opus that should carry him another rung up the ladder. It is briskly paced and favored with a strong beat. (ASCAP)
If I Get Sentimental....71
The singer pours heart and soul into this ballad. His performance is impressive, but the material is not too potent. (Conley, BMI)

THE TERRY TWINS
Songbird74
ATCO 6055—The Twins sing with precision and nice harmony, and are backed with smart instrumentation. It's a lively, melodic side. (Mecca, ASCAP)
Evermore....73
This side's a three-beat melody, chanted with the same nice quality. (Piccadilly, BMI)

ART WANER ORK
Month of Sundays73
M-G-M 12072—Waner's strings and piano unit is augmented by a vocal group for this attractive scoring. The former Latin Quarter maestro has his strongest wax entry to date in this coupling. (Melheda, ASCAP)
I Love You....73
An appealing, danceable society styling of the old standard, with group vocal. Could do nicely with enough air spins. (Feist, ASCAP)

THE TAYLOR MAIDS
Tall Men73
CAPITOL 3237 — The new Jane Russell-Clark Gable film carries the same title as this romping novelty-rhythm ditty, which may pay off in extra spins for the disk. The girls turn in an okay vocal job. (Robbins, ASCAP)
Time for Parting....71
A sincere thrusting effort on a haunting ballad. (Feist, ASCAP)

THE BEY SISTERS
Wake Up73
JAGUAR 3016—A smartly commercial blurb on the thrills that rhythm and blues music has to offer. The material itself is powerfully rhythmic and the vocal stylish. Deejays will find this good programming for teenager shows. (Conley, BMI)
Patience....71
The girls show another facet of their talent in this fast novelty set to a powerful Latin beat. The lyric is clever and gets a snappy reading. (Charill, BMI)

BOB HARMON BAND
Begin the Beguine Boogie73
REPUBLIC 7114 — Featuring more piano than band, this one is good enough boogie woogie piano to get some action—particularly at the juke box level. (Miller, ASCAP)
Shake Rag Shuffle....66
The beat, the piano breaks and the

tenor work on this shuffle instrumental bear the unmistakable mark of the late 1930's and particularly of the old Barnet band. Unfortunately, however, it's somewhat off the commercial track of the current day. (Babb, BMI)

BUDDY MORROW ORK
Kwela Kwela72
WING 90027—Tells how a fellow offers his love to an African maid. Seems it's the same all over. (Peer, BMI)
Who But You?....71
Slow-paced ballad, of the tender sort with a chanting chorus. (Criterion, ASCAP)

RON GOODWIN ORK
Summertime in Venice72
CORAL 61504—A lush reading of the flick-tune, replete with strings and mandolin. Other versions have preceded this, but the English orking, obtained thru Coral's Parlophone tie-up, should get play. (Pickwick, ASCAP)
Jet Journey66
Double-time rhythm backs the sweeping line of an instrumental based on a harmonic progression similar to that of "Lover." So-so stuff. (Davis, ASCAP)

PHILIP GREEN ORK
Star Dust71
CORAL 61497—New luster is added to this imperishable standard by this beautiful instrumental recording. Swirling fiddles whip up an unusually pleasing, lush setting that all deejays with "background-listening" type programs will find use for. Also good catalog stock for dealers. (Mills, ASCAP)
Caravan....70
Another handsomely arranged standard, with, in this case, most attention on some highly expert drumming. Terrifically atmospheric and has the same commercial possibilities as the flip. (American Academy, ASCAP)

DICK HYMAN TRIO
Sleep71
M-G-M 12076—This is a brisk, wide-awake jazz styling of the standard by the flashy organist. Jazz spinners can use it, and there's nothing too extreme for the average square. (Miller, ASCAP)
Pleasure....70
Versatile keyboard stylist Hyman goes from exotic Latin flavor to swing and back in this interesting organ solo. (Cromwell, ASCAP)

PETE RUGOLO ORK
Little White Lies70
COLUMBIA 40553 — This brings a lush, full-band sound to an old standard. Could get some jockey attention on the "mood music" sets. (Bregman, Vocco & Conn, ASCAP)
When You're Smiling (The Whole World Smiles With You)....68
There's good guitar solo work throughout here, but the arrangement gives the impression of jerkiness on a tune that needs a smooth flow for best exposure. (Mills, ASCAP)

PAT BOONE
(I'll Never Be Free for)
My Heart Belongs to You70
REPUBLIC 7119—Pleasant warbling of a heavily romantic item with a Latin beat. For the real Boone fans.
I Need Someone....69
Boone has become a hot artist since joining Dot, but he has his material to fight on this earlier waxing.

ROBERTA LEE
On Account of You70
"X" 166—A piece of lightweight material with a rock and roll flavor is belted with verve by the personable thrush. (Glenwood, BMI)
(I've Got That) Lovin' Bug Itch....68
Miss Lee handles this piece of show-type material with sexy showmanship.

THE MELODY MAIDS
I Could Dream Forever68
DOT 15416—Slow r.&b. beat behind the girls adds appeal to an already attractive ballad reading. Some spins due. (Randy-Smith, ASCAP)
Almost Everything....65
More of the same. (Acuff-Rose, BMI)

DOLLY McVEY
Nobody Told Me68
RUBY 100—The velvety tones of the songstress are handsomely showcased in this attractive cry ballad. Deserves close deejay scrutiny. (BMI)
It's My Heart....63
Miss McVey's sparkling styling of this snappy material draws attention, but the tune itself does little to help her. (BMI)

WAYNE SHANKLIN
Plink-a-Plink (Melody for Mandolin) ..68
FABOR 4007—Writer Shanklin is a pleasant-voiced warbler, and the material has an attractive corncob flavor. Will need heavy exposure to step out. (Farmer, ASCAP)
Up to My Pockets in Tomahawks....62
Junior has taken over the house with his Indian props. Cute idea gets a little weighted down. (Farmer, ASCAP)

THE ANDERSONS
When I Was Your Age67
FRATERNITY 721—So-so thrushing by the four youngsters on an attractive tune with cute lyrics. Jockeys with teen-age followings should find it topical spinning material. (Randy-Smith, ASCAP)
The Boston Focal....60
A routine vocal treatment of the
(Continued on page 62)

From the greatest television show ever produced, the NBC-TV spectacular **'OUR TOWN'**...A magnificent single!

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OUR TOWN

B/W MARYLAND 20/47-6272



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DON SWAN

LRP 3001



JAZZ IN HOLLYWOOD
ALL STARS

LJH 6001



BOBBY TROUP
(MUSIC CHAIR TV)

LRP 3002



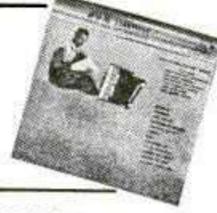
Rare, But Well Done
JIMMY ROWLES

LRP 3003



DOM FRONTIERE
AND HIS ELDORADO

LJH 6002



JOHN DUFFY
AT THE MIGHTY
COLUMBIA SQUARE ORGAN

LRP 3004



MISTER CLARINET

ABE MOST

LJH 6004



HOLLYWOOD
SAXOPHONE
QUARTET

LJH 6005



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HERBIE HARPER featuring **BUD SHANK & BOB GORDON**

JULIE IS HER NAME JULIE LONDON

JAZZ MAD The unpredictable—**STEVE WHITE**

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By **ARTHUR HAMILTON**



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The Billboard Music Popularity Charts
POPULAR RECORDS

• **Reviews of New Pop Records**

• Continued from page 60

catchy ditty. The Gisele MacKenzie version—out some time ago—is a better disk and will probably continue to get most of the play. (Sheldon, BMI)

DANNY K. STEWART

(There's a) Yellow Rose in Hilo64

CRITERION 103—The yellow rose is transplanted to Hawaii and burlesqued with little taste. The current popularity of "Yellow Rose" may encourage some play of variants of the hit. (Criterion, ASCAP)

One More Aloha....63

Ron Maury is vocalist on this side and reads this ballad of farewell with ample nostalgic sentiment, backed by Hawaiian guitar. (Goldsea, ASCAP)

VICO TORRIANI

Simonetta62

LONDON P18242—London's answer to Caterina Valente hands the familiar ditty a bright reading in German. Nice listening, but limited in potential.

Mandolino....62

More of the same, again in the Continental manner.

FRANKIE DAY

Gabriel, Don't You Blow That Horn ..58

APACHE 1001—Day has a light personable warbling style on a stepped-up rhythm ditty with choral backing. Recording quality could be improved tho. This is a first release for the newly formed Apache label. (Pine Ridge, ASCAP)

Rain, Rain (Don't Go 'Way) ...58

Same comment. (Ludlow, BMI)

• **Reviews of New Polka Records**

WHOOPEE JOHN WILFAHRT ORK

When Otto Plays a Polka79

DECCA 29676 — Infectious polka pacing for dancing and jukes, with a bouncy vocal by Patrick Wilfahrt. (Meyer, ASCAP)

Monday Night Schottische....77

A danceable instrumental waxing for jukes on a pleasing Schottische theme (Wilfahrt)

• **Reviews of New Jazz Records**

GEORGE SHEARING QUINTET

Get Off My Back79

M-G-M 12079—Shearing's most interesting side in some months. It opens and closes with fugal passages, neatly executed and surrounding good solos by piano, vibes and guitar. Should get spins. (Bayes, BMI)

Love Is Just Around the Corner....75

Another tasteful, deft job by the unit, with some good modern piano by the boss. (Famous, ASCAP)

• **Reviews of New Sacred Records**

THE LOUVIN BROTHERS

Just Rehearsing80

CAPITOL 3241 — Here is another country tune on the religious kick. This one is mighty well done by the Louvins and could become a very hot property on the air and on the boxes. (Acuff-Rose, BMI)

Pray for Me....78

Plenty of religious fervor is in evidence here. It's rendered nicely by the boys, and the chanting bit thru the middle passages gives it a unique touch. This one, too, shows a good bit of promise. (Acuff-Rose, BMI)

WALLY FOWLER, THE ALL-NITE SINGERS—THE SUNSHINE BOYS

Higher on the Ladder79

DECCA 29659—A rousing rendition of this snappy, cheerful material that will be a joy to customers in this field. (Hudson-Dart, BMI)

In the Middle of the Night....78

Hardly less effective is this soulful, comforting tune read with feeling and style by Fowler. (Copar, ASCAP)

J. T. ADAMS

Wonderful75

REPUBLIC 7113—Fine sacred side. Adams' lead vocal is supported by an excellent choral group.

In the Garden....75

Another strong side. The beautiful hymn is done with sensitivity and taste. Should sell well in proper markets.

THE SPEER FAMILY

The Wondrous Word74

VICTOR 6251—Plenty of heat and good sound to this sacred disk. The voices are fresh and clear. (Piccadilly, BMI)

Never Let Me Go....73

This side is in the same religious groove but is slower in tempo. A good sacred sound. (Speer, BMI)

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Vee Jay #147

**"PAINTED
PICTURE"**

by
THE SPANIELS
Vee Jay #154

• This Week's Best Buys

PAINTED PICTURE (Tollie-Tawny, BMI)—The Spaniels—Vee Jay 154
The group has come up with a sensational climber in this recent waxing. Already a top seller in New York, Philadelphia, Buffalo, Baltimore, Cincinnati and St. Louis, the record is quickly covering the country and should be on the national listings shortly. Flip is "Hey, Sister Lizzie" (Tollie, BMI). A previous Billboard "Spotlight" pick.

AT MY FRONT DOOR (Tollie, BMI)—The Eldorados—Vee Jay 147
From time of release this disk moved out impressively in St. Louis, Chicago and Cleveland. In the past two weeks equally enthusiastic sales reports have been returned from Baltimore, Cincinnati, Pittsburgh, Atlanta, Durham, Nashville, Detroit and Boston. Shaping up as a chart threat. Flip is "What's Buggin' You, Baby?" (Tollie, BMI). A previous Billboard "Spotlight" pick.

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• England's Top Twenty

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

- Everywhere—Bron (Mills)
- Unchained Melody—Frank (Frank)
- Evermore—Kassner (Piccadilly)
- Blue Star—Victoria (Young)
- Learnin' the Blues — Campbell, Connelly (Barton)
- I Wonder—Macmelodies (Sanson)
- Every Day of My Life—Robbins (Miller)
- Close the Door—Duchess (Trinity)
- Stars Shine in Your Eyes—Maurice (*)
- John and Julie—Toff (Leeds)
- Stranger in Paradise—Frank (Frank)
- Dreamboat—Leeds (Leeds)
- You My Love—Dash (*)
- Where Will the Dimple Be?—Cinephonic (Rogers)
- Softly, Softly—Cavendish (Sherwin)
- That's How a Love Song Was Born—Chappell (Chappell)
- Cherry Pink and Apple Blossom White—Maddox (Chappell)
- The Man From Laramie — Chappell (Columbia)
- Cool Water—Feldman (American)
- Mama—Macmelodies (Southern)

**• Reviews of New
Spiritual Records**

OTIS JACKSON
The Life Story of
Madame Bethune, Parts 1 and 2 ... \$0
PEACOCK 1753 — The late Mary McLeod Bethune was a legend already in her lifetime. Now that she is gone, many will appreciate Otis Jackson's recapitulation of the outstanding accomplishments of this great Negro educator. A tasteful vocal accompaniment is provided his recited narrative by the Dixie Humming Birds, who close with "Jesus Never Fails." (Lion, BMI)

**• Number of Releases
This Week**

Label	Pop	C&W	R&B
ABBOTT	1		
APACHE	1		
ATCO	1		
ATLANTIC			3
BONANZA		2	
CADENCE	1		
CAPITOL	3	2	
COLUMBIA	2	5	
CORAL	3		
CREATIVE ARTISTS		1	
CRITERION	1		
DECCA	1	1	
DOT	4		
DOUBLE AA	1		
DUKE			1
EKKO			1
EPIC	1		
FAHOR	1		
4 STAR		1	
FRATERNITY	1		
GRAND			1
JAGUAR	1		
LONDON	1		
MERCURY	2	2	
M-G-M	3	2	1
OLD TOWN			1
PEACOCK			2
POST			4
PREMIUM			1
REPUBLIC	2		
RPM			3
RUBY	1		
SAPPHIRE	1		
SPOTLIGHT	1		
VICTOR	3	3	
WING	1		
"X"	2		
TOTAL	40	19	18

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Banjo Rock and Roll
King 1494

**OTIS WILLIAMS and his
NEW GROUP
GUM DROP**
DeLuxe 6090

**LITTLE WILLIE JOHN
ALL AROUND THE WORLD**
King 4818

**EARL (CONNELLY) KING
DON'T TAKE IT SO HARD**
King 4780

**CATHY RYAN
24 HOURS A DAY
WITH YOU**
King 1495

**BUBBER JOHNSON
COME HOME**
There'll Be No One
King 4822

**EARL (CONNELLY) KING
I GET SO HAPPY**
Someone Who Cares
King 4824

NEW RELEASES!!

**OTIS WILLIAMS and his
NEW GROUP
MISS THE LOVE**
(that I've been dreaming of)
Tell Me Now
DeLuxe 6088

**BONNIE LOU
DANCIN' IN MY SOCKS**
Daddy-O
King 4835

**INK SPOTS
DON'T LAUGH AT ME**
Keep It Movin'
King 1512

**THE MIDNIGHTERS
DON'T CHANGE YOUR PRETTY
WAYS**
We'll Never Meet Again
Federal 12243



**• Reviews and Ratings of
New Classical Releases**

GRIEG: PEER GYNT SUITES, NOS. 1 AND 2; BIZET: L'ARLESIENNE SUITES, NOS. 1 AND 2 (1-12)—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 503582
This disk is virtually certain to take its place among the better selling new classical recordings. It contains extremely popular repertoire, superbly performed. Additionally, the disk is outstanding engineering-wise. Heavy sales for a long time to come.

THE BIRTH OF A PERFORMANCE (MOZART: SYMPHONY NO. 26 IN C, "LINZ") (2-12)—Columbia Symphony; Bruno Walter, Cond. Columbia SL 22480
An issue of absorbing interest, with attributes of instruction and pleasure that cannot be matched. Three sides of the set contain rehearsal takes showing the conductor at work molding a finished performance. It will come as a revelation to many to actually experience the painstaking care and understanding that goes into such effort. Those able to follow the score furnished with the package will get the most out of it, although there is considerable value here for even the unsophisticated listener. Final LP side carries the finished reading, and a superb job it is. Sales on this will surprise many. They'll be heavy.

BARTOK: MUSIC FOR STRINGS, PERCUSSION AND CELESTA; KODALY: HARY JANOS SUITE (1-12)—London Philharmonic Orchestra; Georg Solti, Cond. London LL 123079
The coupling here is a happy one. Both of the Hungarian works are naturals for hi-fi reproduction, and London has captured all of the effects. The Bartok is the more modern, but Solti's reading renders it transparent and exciting. The Kodaly is a rich, colorful piece that should continue to grow in popularity. At the \$3.98 price, this should outstrip the competition easily.

MOZART: SYMPHONY NO. 25; SYMPHONY NO. 28 (1-12)—Columbia Symphony; Bruno Walter, Cond. Co-

lumbia ML 500278
Where these two symphonies are concerned, Walter should have clear sailing. There is little name competition, and if there was, these graceful, glowing interpretations would be hard to top on musical merits or on sound. Connoisseur sales should be heavy, and it shouldn't be too difficult to sell this to the average long-hair buyer.

BRITTEN: THE TURN OF THE SCREW (2-12)—Peter Pears, Jennifer Vyvyan; English Opera Group Orchestra; Benjamin Britten, Cond. London XLL 1207-874

BRITTEN: WINTER WORDS; SEVEN SONNETS OF MICHELANGELO (1-12)—Peter Pears. London LL 120469

"Screw," an opera based on the Henry James novel, was acclaimed at its first performance in Venice last year as Britten's greatest achievement yet in this medium. Miss Vyvyan, as the Governess; Joan Cross as the Housekeeper, and Peter Pears as Quint, are excellent in their roles and create a compelling atmosphere that is just right for this subtle psychological thriller. David Hemmings, the boy-soprano who sings the part of Miles, is astonishingly good. Popular as the other Britten operas have been in this country, this top-notch recording should not take long to create a special niche for itself with all admirers of his work. For them, too, the two song cycles that Peter Pears has just recorded should be a wind-fall. With the composer at the piano, Pears outdoes himself to capture the feeling of the highly contrasted emotional worlds of Thomas Hardy and of Michelangelo, respectively. The tenor still has no peer in the interpretation of Britten's work.

MODERN AMERICAN COMPOSERS, VOL. 1 (1-12)—Soloists and Chamber Ensemble from the New Symphony Orchestra; Camarata, Director. London LL 121373
The first disk in the projected Camarata series is on the "Pop Concert" level, altho

FOLK TALENT AND TUNES

• Continued from page 20

Billy Jack Willis and the Playboys are heard daily at 6:15 a.m. and 6:30 p.m. on KFBK, Sacramento, Calif., while appearing regularly at Wills Point Ballroom, that city, every Saturday night. Bill Carter, who spins the c.&w. wax at KBOX, Modesto, Calif., and his Hometown Boys played a number of dates with the Wills aggregation the last three weeks. Skeeter Garner and Foreman Bill, of KECC, Pittsburg, Calif., appear with Carter and his Hometowners at Riverbank Clubhouse, Riverbank, Calif., each Saturday night.

Merle Travis this week joins the Hank Thompson band for an extended tour, which will include an appearance at the Texas State Fair, Dallas, October 8-18. . . . For the fall and winter season, the Charles Wright Agency, Dallas, will direct the activities of Jimmy Littlejohn (Columbia), Buddy Griffin (Ekko), Freddy Franks (Capitol) and Al Dexter (Ekko), which will include selection of material, recordings and personal appearances. Littlejohn has just returned to Dallas from a quick hop thru Louisiana and Mississippi, where his latest release, "Walking the Streets," is reported catching on.

After two months of one-nighters thru California, Oregon, Washington, Canada, Idaho, Montana, Wyoming and New Mexico for Marty Landau, Tex Williams and band are again holding down the fort at Riverside Rancho, Los Angeles. Tex and his crew have played for Landau for six straight years. Hank Penny and Sue Thompson held forth at Riverside Rancho during the Williams band's absence, Sue and Hank, expecting an heir any day now, will have their own TV show on Channel 9, Los Angeles, beginning October 11. On the 58 one-nighters played in the two-month tour, Tex and his band lost money for only three promoters, Landau reports.

Tillman Franks, of KWKH, Shreveport, La., writes from Dallas: "Just completed a tour of Texas with Webb Pierce. We had sellout houses at every performance. In Corpus Christi, Webb drew three packed houses for the Police Benefit Fund, and in Austin we broke all records. I have handled many acts thru Texas in the past year, and I have come to the conclusion that Webb Pierce is the only country artist who is still holding his own against the cur-

rent rhythm & blues rage." . . . Jimmy Key has moved his base of operation from KRBC-TV, Abilene, Tex., to WIRB, Enterprise, Ala., where he's doing four hours a day of country, western and gospel deejay work. His band, the Timber Trail Riders, made the leap with him, and this week begin a hop thru Southern Alabama and Northern Florida.

Marty Robbins last week began an extended tour thru North Dakota, Minnesota and Canada. . . . Helen Carter, of the Carter Family, has just presented hubby Glenn Jones with a new heir—their third son. . . . Moon Mullican has been called to his home in Texas due to the serious illness of his father. . . . Martha Carson was in New York last week to record a new album for RCA Victor. . . . Bryan Bisney, in charge of "Ozark Jubilee," Springfield, Mo., since its inception, has taken over in a similar capacity on the Tuesday night ABC-TV show, "Talent Varieties," starring Slim Wilson.

John Mahaffey, Crossroads TV and RadiOzark veep, and Mrs. Mahaffey are celebrating the arrival of a daughter, Elizabeth, their first child. . . . Vi Muszynski, who thumps the tubs for Sonny James, hopped into Hammond, Ind., Sunday of last week (18) to catch a Danny Turner show managed by Okie Thurston. Show featured considerable new talent, says Vi, and pulled some 3,000 patrons in two performances. Included in the talent line-up were Jack Bradshaw, whose newest release is "Don't Tease Me" b.w. "My Heart, My Heart," and O'Brien Fisher, just out of the Marines, who Miss Muszynski brought in from Yellow Springs, O. She has signed Fisher to handle his material and promotion. . . . The gospel-sing foursome, the Blackwood Brothers, play the high school at Centralia, Ill., Friday (30), and Saturday (1) show in Knoxville. Other October bookings are the football stadium, Philadelphia, Miss., 6; Helena, Ark., 11; Louisville, 13; Indianapolis, 14, and Masonic Temple Auditorium, Detroit, 15.

With the Jockeys

Recent guests on Ralph Emery's "Tennessee Hayride" over WSIX, Nashville, were Tom Tall and Eddy Arnold. Tall, who was on a nation-

the title would seem to indicate more serious work, and as such may scare off John Q. Represented here are Robert McBride, with two typical jazzy novelties; Ulysses Kay, with some unpretentious dances, and three works by Walter Mount. The latter is a radio and TV clefter whose work leans heavily on the impressionists and especially on the post-romantic English school. It's just a step above "mood music," and could sell as such if exposed. Excellent sound.

MOZART: VIOLIN CONCERTO NO. 3; VIOLIN CONCERTO NO. 7 (1-12)—Christian Ferras, Violin; Stuttgart Chamber Orchestra; Charles Münchinger, Cond. London LL 117273

Some time ago we had a highly creditable performance of the Brahms Concerto from Ferras. In his latest disk, however, the young violinist tackles material where his special qualities are even more suitable. These are readings full of polish and elegance, beautifully played and projected. The small orchestra behind him is led with appropriate tact by Münchinger. A fine disk for fiddle enthusiasts with some plus sales to be expected during the Mozart festivals to come.

CHOPIN RECITAL (1-12)—Nikita Magaloff, Piano. London LL 118969
Included here are the Sonata No. 3, the four Impromptus and the Berceuse in D Flat. Just a few months ago, the same diskery issued another No. 3, by Katchen, which had less individuality than this one. From the standpoints of name and musicality, this collection faces strong competition. As a complete collection of the Impromptus, however, it could attract some action.

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• This Week's Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on... RECORDS

JIMMY NEWMAN

God Was So Good (Acuff-Rose, BMI)—Dot 1270—Take a good artist and better than average material and there's a potential hit. This one's all that, with a nice religious overtone and it's sung in very colorful and full-sounding style. Has what it takes to draw lots of coin. Flip is "I Thought I'd Never Fall in Love Again" (Acuff-Rose, BMI).

• Reviews of New C & W Records

SID KING AND THE FIVE STRINGS

Sag, Drag and Fall78
COLUMBIA 21449 — Rhythm opus with more than a passing similarity to a current r.&b. and pop click, is chanted strongly. Country jukes should find this entry a coin catcher. (Peer, BMI)

But I Don't Care....73

Pleasant ditty about nosybodies is harmonized handsly by the boys to some bright strumming in the backing. Nice listening here. (Peer, BMI)

ROSIE AND RETTA

Was There a Teardrop?77
COLUMBIA 21447—The girls sing out the waltz weeper with affecting warmth. This has a sentimental tone that could appeal to many listeners. A good side. (EHis)

Wild Wind....73

Lively three-beater, with a definite folk flavor, is harmonized closely. Pleasant listening. (Peer, BMI)

BYLO BROWN

A One Sided Love Affair76
CAPITOL 3240—Surely this one gives expression to a time-honored lament, but the lyrics and vocal treatment are good enough to put it in the contender category, especially among the country jocks. (Central, BMI)

Lovesick and Sorrow....76

This voice bears a marked resemblance to that of Burl Ives, and altho the material is strictly conventional, the version has plenty of appeal. (Central, BMI)

HANK WILLIAMS

The First Fall of Snow.....76
M-G-M 12077—A tender, sacred side by the great master of country music. There's a lot of the real Hank Williams flavor in this disk, and it will please his many fans. (Milene, ASCAP)

Someday You'll Call My Name....76

Another good side by the late great chanter. It's a weeper done with profound conviction. (Acuff-Rose, BMI)

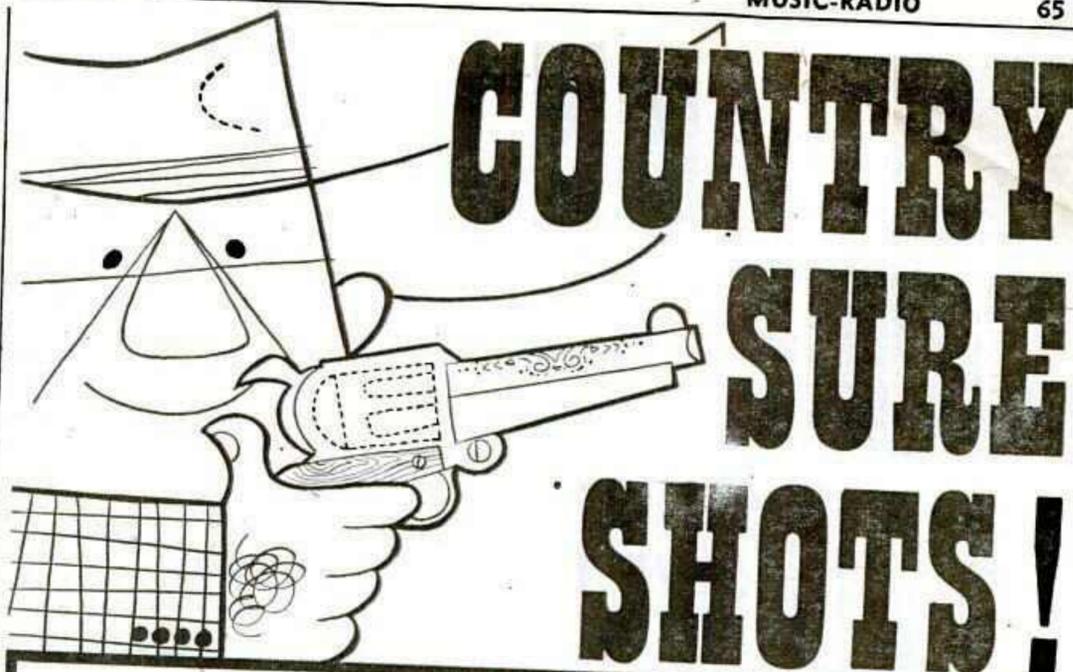
REDD STEWART

Don't Ever Fall in Love76
VICTOR 6270—In a delightful tongue-in-cheek manner, Stewart insists that falling in love is the worst of all calamities. The humorous lyric set to an appealing bouncy backing is a strong vehicle for the veteran country singer. (Fairway, BMI)

Turn Around....74

A weeper of Stewart's own penning is read simply and with restrained emotion. An attractive side, but not as strong as the flip. (Redd Stewart, BMI)

(Continued on page 68)



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(JIM AND JUNE)

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AND

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**Wilma Lee &
Stoney Cooper's
HOW IT HURTS
TO CRY ALONE**

c/w
Just for Awhile
HICKORY 1028

Hickory RECORDS, Inc.
2510 FRANKLIN RD.
NASHVILLE 4, TENNESSEE

**The Billboard Music Popularity Charts
COUNTRY &
WESTERN RECORDS**

• Best Sellers in Stores

For survey week ending September 21

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top

This Week	Last Week	Weeks on Chart
1. I DON'T CARE (BMI)—W. Pierce.....	1	14
Your Good for Nothing Heart (BMI)—Dec 29480		
2. CATTLE CALL (ASCAP)—	2	15
E. Arnold & H. Winterhalter.....		
KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
3. SATISFIED MIND (BMI)—P. Wagoner.....	3	19
Itchin' for My Baby (BMI)—Vic 20-6105		
4. JUST CALL ME LONESOME (BMI)—E. Arnold....	4	7
THAT DO MAKE IT NICE (BMI)—Vic 20-6198		
5. ALL RIGHT (BMI)—F. Young.....	6	9
Go Back You Fool (BMI)—Cap 3169		
6. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	13	2
IF YOU WERE ME (BMI)—Dec 29662		
7. SATISFIED MIND (BMI)—R. & B. Foley.....	5	15
How About Me (BMI)—Dec 29526		
8. SATISFIED MIND (BMI)—J. Shepard.....	6	15
Take Possession—Cap 3118		
9. THERE SHE GOES (BMI)—C. Smith.....	8	21
Old Lonesome Times (BMI)—Col 21382		
10. YONDER COMES A SUCKER—J. Reeves.....	12	2
I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
11. MOST OF ALL (BMI)—H. Thompson.....	—	5
Simple Simon (BMI)—Cap 3188		
12. THERE'S POISON IN YOUR HEART (BMI)—	13	10
K. Wells.....		
I'm in Love With You (BMI)—Dec 29577		
13. I GUESS I'M CRAZY (BMI)—T. Collins.....	—	1
YOU OUGHTA SEE PICKLES NOW (BMI)—		
Cap 3190		
14. MYSTERY TRAIN (BMI)—E. Presley.....	11	3
I FORGOT TO REMEMBER TO FORGET (BMI)—		
Sun 223		
15. BABY, LET'S PLAY HOUSE (BMI)—E. Presley.....	—	11
I'm Left, You're Right, She's Gone (BMI)—Sun 217		

• Most Played in Juke Boxes

For survey week ending September 21

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart

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2. SATISFIED MIND (BMI)—P. Wagoner.....	2	13
Itchin' for My Baby (BMI)—Vic 20-6105		
2. CATTLE CALL (ASCAP)—	2	10
E. Arnold & H. Winterhalter.....		
Kentuckian Song (ASCAP)—Vic 20-6139		
4. SATISFIED MIND (BMI)—R. & B. Foley.....	4	13
How About Me? (BMI)—Dec 29526		
5. THAT DO MAKE IT NICE (BMI)—E. Arnold....	5	5
JUST CALL ME LONESOME (BMI)—Vic 20-6198		
6. ALL RIGHT (BMI)—F. Young.....	6	4
Go Back You Fool (BMI)—Cap 3169		
7. YONDER COMES A SUCKER (BMI)—J. Reeves....	—	3
I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
8. SATISFIED MIND (BMI)—J. Shepard.....	8	11
Take Possession (BMI)—Cap 3118		
9. YELLOW ROSES (BMI)—H. Snow.....	7	21
Would You Mind (ASCAP)—Vic 20-6057		
10. CRYIN', PRAYIN', WAITIN', HOPIN' (BMI)—	10	4
H. Snow.....		
Got to See You Once Again (BMI)—Vic 20-6154		
10. BLUE DARLIN' (BMI)—J. Newman.....	—	4
Let Me Stay in Your Arms (BMI)—Dot 1260		

• Most Played by Jockeys

For survey week ending September 21

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. I DON'T CARE—W. Pierce.....	1	15
Dec 29480—BMI		
2. SATISFIED MIND—P. Wagoner.....	2	17
Vic 20-6105—BMI		
3. ALL RIGHT—F. Young.....	3	8
Cap 3169—BMI		
4. THAT DO MAKE IT NICE—E. Arnold.....	5	7
Vic 20-6198—BMI		
5. JUST CALL ME LONESOME—E. Arnold.....	4	5
Vic 20-6198—BMI		
6. THERE SHE GOES—C. Smith.....	10	18
Col 21382—BMI		
6. YONDER COMES A SUCKER—J. Reeves.....	11	6
Vic 20-6200—BMI		
8. WHEN I STOP DREAMING—Louvin Brothers....	14	4
Cap 3177—BMI		
9. MOST OF ALL—H. Thompson.....	—	2
Cap 3188—ASCAP		
10. CATTLE CALL—E. Arnold & H. Winterhalter....	6	12
Vic 20-6139—ASCAP		
10. SATISFIED MIND—R. & B. Foley.....	7	11
Dec 29526—BMI		
12. YELLOW ROSE OF TEXAS—E. Tubb.....	8	3
Dec 29633—BMI		
12. LOVE, LOVE, LOVE—W. Pierce.....	—	1
Dec 29662—BMI		
12. I FORGOT TO REMEMBER TO FORGET—	—	1
E. Presley.....		
Sun 223—BMI		
15. MAYBELLENE—M. Robbins.....	—	1
Col 21446—BMI		

GUARANTEED: A NEW HIGH IN COUNTRY AND WESTERN SALES!



HANK SNOW

BORN TO BE HAPPY
MAINLINER

20/47-6269

Two fabulous new songs,
written especially for Hank
Snow by his good friend

**STUART
HAMBLÉN**



RCA VICTOR



VOTED AMERICA'S

#1 UP AND COMING NEW MALE STAR!

(Cash Box Annual Poll—1955)

A REAL WINNER!



ELVIS PRESLEY

"MYSTERY TRAIN"

c/w

"I FORGOT TO REMEMBER"

Review Spotlight on . . .

ELVIS PRESLEY
"I Forgot to Remember to Forget" (Hi Lo, BMI)—Sun 223—This sound is certain to get strong initial exposure. Presley is currently on the best selling charts with "Baby, Let's Play House," and the wide acceptance of this side should ease the way for the new disk. Flip, "Mystery Train" (Hi Lo, BMI) is a splendid coupling, with the

"I FORGOT TO REMEMBER" (Hi Lo, BMI)—Kessler, Feathers—**ELVIS PRESLEY** (Sun 223; 45-223)
Elvis Presley, the new favorite of the "hobby-sokers" who is currently riding high with his slick waxing of "Baby, Let's Play House," warbler comes up with an enchanting rendition of an up-beat sentimental lament dubbed "I Forgot to Remember to Forget." Presley's enervating rendition of the top drawer lyrics is a treat to the ear. On the other half the songster speeds up the tempo as he effectively races through an intriguing and exciting piece of material tagged "Mystery Train." Scotty and Bill supply a wonderful, haunting instrumental on two great sides that should ride the charts.

This Week's Best Buys

I FORGOT TO REMEMBER TO FORGET (Hi Lo, BMI)
MYSTERY TRAIN (Hi Lo, BMI)—Elvis Presley—Sun 156
With each release, Presley has been coming more and more quickly to the forefront. His current record has wasted no time in establishing itself. Already it appears on the Memphis and Houston territorial charts. It is also reported selling well in Richmond, Atlanta, Durham, Nashville and Dallas. Both sides are moving with "I Forgot" currently on top. A previous Billboard "Spotlight" pick.

IN

MEMPHIS	HOUSTON
JACKSONVILLE	DALLAS
ST. LOUIS	RICHMOND
NASHVILLE	ATLANTA

CLIMBING EVERYWHERE! THANKS!

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Exclusive Personal Manager

D.J.'s — See you in Nashville! Write for your free sample record today!

CHECK THESE HOT SUN DISCS!

#221—"Cry, Cry, Cry" c/w "Hey Porter"

JOHNNY CASH

STILL A BIG ONE!

#217—"Baby, Let's Play House"

ELVIS PRESLEY

Reviews of New C & W Records

Continued from page 65

JOHNNY HORTON

Big Wheels Rollin'75
MERCURY 70707—Bright, personable vocalizing on an okay tune that moves along at a lively pace. (Farm-Bayou, BMI)

Hey, Sweet, Sweet Thing . . . 75
Same comment. (Acuff-Rose, BMI)

JOHNNY BOND

Remember the Alamo 75

COLUMBIA 21448 — Hymn to the spirit of the men in the immortal title fortress is effectively put to wax. Reference to Davy Crockett won't do it any harm. Great wax for Texas and probably due to get many spins elsewhere. (Vidor, BMI)

Livin' It Up . . . 74

Bright bouncer is handed a carefree performance by the chanter. Fine deejay fodder and should sell well to Bond fans. (Red River, BMI)

CURTIS GORDON

Our Secret Rendezvous 75

MERCURY 70708 — Gordon sings with perceptive feeling and sincerity on a ballad with outstanding lyrics. Altho both are "shackled" to another, they treasure "Our Secret Rendezvous." Jocks and jukes are bound to spin it. (Opal, BMI)

(You're a) Girl With a Future . . . 73

Another excellent side. Gordon warbles attractively, and the lyric idea (e.g., "You're a girl with a future; I'm a guy with a past") is clever and commercial. (Acuff-Rose, BMI)

COUNTRY ALL-STARS

Do Something 74

VICTOR 6255—Steve Gordon warbles this rhythmic ditty with warmth and style. The instrumental backing by the All-Stars is outstanding and has a beat that gives it good juke potential. (De Sylva, Brown & Henderson, ASCAP)

The Vacation Trains . . . 70

Country deejays looking for an unusual instrumental—have it in this easy-going boogie punctuated thruout by actual sounds of trains, train-whistles, etc. (Hill & Range, BMI)

BILL MORGAN

I'm a Fool to Think You Care 73

COLUMBIA 21450—Slow weeper is rendered pleasantly by Morgan and ork. (RidgeWAY, BMI)

Adios, So Long, Goodbye . . . 71

Cute little item is resonantly chanted. (Acuff-Rose, BMI)

GRANDPA JONES

What Has She Got? 73

VICTOR 6263 — Grandpa Jones reveals the secret attractions of a girl who is the envy of all her sex. A cute novelty in Grandpa's inimitable style. (Tannen, BMI)

The Champion . . . 69

The "Champion" is a train, and Grandpa decides he is going to make a trip on it. A listenable piece of material reminiscent of some of Jimmie Rodgers' "railroad blues." (Acuff-Rose, BMI)

BOBBY JOY

You Are My Heart 72

FOUR STAR 100—A weeper done in pleasant style. Bobby Joy's vocal has some individuality. (Studio, BMI)

Three Little Kisses . . . 72

Happy country novelty, which should get some deejay play. (Peer, BMI)

JIMMIE WILLIAMS BAND

Don't Come Knocking at My Door . . . 72

M-G-M 12074—This is a pleasant
(Continued on page 71)

TWO BIG ONES!

RECORD #S-1003

"CARROT TOP"
ANDERSON'S
NEW NOVELTY-WESTERN

"MOPE ALONG"

b/w "SUCH A BEAUTIFUL EVENING"

RECORD #S-1001

"WALKIN' CHARLIE" ALDRICH'S
NEW SLAPSTICK KILLER DILLER'S

"OKLAHOMA JOE"

b/w "COWTOWN UNDERTAKER"

On Radio All Over the U. S. A.

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SIERRALEN RECORD CO.

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"AN ORPHAN'S
PRAYER"

c/w

JUST A WHILE s&s 200

Sage & Sand Records

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HOLLYWOOD 28, CALIF.

Another
fast breaking
long-selling hit!



REDD STEWART

➔ Don't Ever Fall In Love

➔ Turn Around

20/47-6270

Still setting a pace —

➔ Love's Commandments

➔ Don't Let It Bother You

20/47-6180

RCA VICTOR



**The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS**

• Best Sellers in Stores

For survey week ending September 21

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This Week	Last Week	Weeks on Chart
1. MAYBELLENE (BMI)—C. Berry Wee Wee Hours (BMI)—Chess 1604	1	9
2. ONLY YOU (BMI)—Platters Bark, Battle & Ball (BMI)—Mercury 70633	4	10
3. ALL BY MYSELF (BMI)—F. Domino Troubles of My Own (BMI)—Imperial 5357	6	3
4. IT'S LOVE, BABY (BMI)—L. Brooks Chicken Shuffle (BMI)—Excello 2056	3	12
5. AIN'T THAT A SHAME (BMI)—F. Domino La La (BMI)—Imperial 5348	2	21
6. WHY DON'T YOU WRITE ME? (BMI)—Jacks Smack Dab in the Middle (BMI)—RPM 428	5	8
7. EVERYDAY (BMI)—Count Basie Come Back (BMI)—Clef 89149	7	13
8. FEEL SO GOOD—Shirley & Lee You'd Be Thinking of Me (BMI)—Ataddin 3289	10	6
9. I HEAR YOU KNOCKING (BMI)—S. Lewis Bumpity Bump (BMI)—Imperial 5356	8	4
10. SOLDIER BOY (BMI)—Four Fellows Take Me Back, Baby (BMI)—Glory 234	9	14
11. SEVENTEEN (BMI)—B. Bennett Little Old You-All (BMI)—King 1470	12	7
12. WALKING THE BLUES (BMI)—J. DuPree Daybreak Rock (BMI)—King 4812	11	7
12. HIDE AND SEEK (BMI)—J. Turner Midnight Cannonball (BMI)—Atlantic 1069	13	4
14. IT'S LOVE, BABY (BMI)—R. Brown What'd I Say (BMI)—Atlantic 1072	14	3
15. ROCK AROUND THE CLOCK (ASCAP)—B. Haley Thirteen Women (BMI)—Dec 29124	—	13

• Most Played in Juke Boxes

For survey week ending September 21

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2. IT'S LOVE, BABY (BMI)—L. Brooks Chicken Shuffle (BMI)—Excello 2056	4	12
3. AIN'T THAT A SHAME (BMI)—F. Domino La La (BMI)—Imperial 5348	2	22
4. EVERYDAY (BMI)—C. Basie Come Back (BMI)—Clef 89149	3	11
5. ONLY YOU (BMI)—Platters Bark, Battle & Ball (BMI)—Mercury 70633	6	4
6. WHY DON'T YOU WRITE ME? (BMI)—Jacks Smack Dab in the Middle (BMI)—RPM 428	8	6
7. SOLDIER BOY (BMI)—Four Fellows Take Me Back, Baby (BMI)—Glory 234	7	8
8. WALKING THE BLUES (BMI)—W. Dixon If You're Mine (BMI)—Checker 822	—	1
9. TEN LONG YEARS (BMI)—B. King What Can I Do (BMI)—RPM 437	—	1
10. THOSE LONELY, LONELY NIGHTS (BMI)—E. King Baby You Can Get Your Gun (BMI)—Ace 509	—	1

• Most Played by Jockeys

For survey week ending September 21

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. MAYBELLENE—C. Berry Chess 1604—BMI	1	8
2. ALL BY MYSELF—F. Domino Imperial 5357	10	3
3. HIDE AND SEEK—J. Turner Atlantic 1069—BMI	3	6
4. I HEAR YOU KNOCKING—S. Lewis Imperial 5356—BMI	2	4
5. ONLY YOU—Platters Mercury 70633—BMI	—	2
6. IT'S LOVE, BABY—R. Brown Atlantic 1072—BMI	4	4
7. AT MY FRONT DOOR—El Dorados Vee-Jay 147	14	2
8. WHY DON'T YOU WRITE ME?—Jacks RPM 428—BMI	5	9
9. WALKING THE BLUES—J. DuPree King 4812—BMI	11	7
10. SEVENTEEN—B. Bennett King 1470—BMI	9	3
11. AIN'T THAT A SHAME—F. Domino Imperial 5348—BMI	8	20
11. ALL AROUND THE WORLD—Little Willie John King 4818—BMI	15	3
13. FEEL SO GOOD—Shirley & Lee Ataddin 3289—BMI	—	1
14. SHIP OF LOVE—Nutmegs Herald 459—BMI	—	1
15. DON'T TAKE IT SO HARD—E. (Connelly) King King 4780—BMI	—	10

Vocal Groups,
Instrumentals, Soloists!
Mercury Has Them All
ROCKIN' AND ROLLIN'

"Only You"

AND

"BARK, BATTLE AND BALL"
THE PLATTERS

MERCURY 70633

"Hand Clappin'"

AND

"JUMBO"
RED PRY SOCK

MERCURY 70698

"I Concentrate On You"

AND

"NOT WITHOUT YOU"
DINAH WASHINGTON

MERCURY 70694

"It's Obdacious"

AND

"SAVE YOUR LOVE FOR ME"
BUDDY JOHNSON

MERCURY 70695

'Promises, Promises, Promises'

AND

"DEVIL THAT I SEE"
THE PENGUINS

MERCURY 70703

CHICAGO 1, ILLINOIS



The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• This Week's Best Buys

1 CONCENTRATE ON YOU (Crawford, ASCAP)—Dinah Washington—Mercury 70694

Because of the basically pop styling of this tune, Dinah Washington is sparking good action in both the r.&b. and pop fields with this record. While r.&b. reports have been strongest at the outset, pop customers are beginning to buy in good numbers also. Areas that indicated most lively sales activity included New York, Boston, Baltimore, Philadelphia, Pittsburgh, St. Louis, Chicago, Durham, Cleveland and Detroit. Flip is "Not Without You" (Admont, ASCAP). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

RAY CHARLES

Greenbacks (Progressive, BMI)

Blackjack (Progressive, BMI)—Atlantic 1076—Charles could have another two-sider with this one. He departs from the formula of his last few hits, which followed a gospel-type musical pattern, and goes back to some straight-out, blues-styled situation material. Plenty of entertainment in his lines, and lots of sock music out of his great little band.

DONNA HIGHTOWER

Bob-O-Link (Modern, BMI)—RPM 439—The pop flavor in this liting ditty should only add to the appeal of the disk. The thrush comes thru classily, with honking horns in the midpoint accenting the r.&b. touch. It all adds up to solid chart potential. Flip is "Since You" (Modern, BMI).

LITTLE WALTER

Too Late (Regent, BMI)—Checker 825—Little Walter clicks again with standout vocal delivery on a solid, down-home blues tune. There's plenty of excitement in the wild harmonica and guitar passages. This one should get into the running fast. Flip is "I Hate to See You Go" (Are, BMI).

• Reviews of New R & B Records

T-BONE WALKER

Why Not? . . . 76
ATLANTIC 1074—Walker delivers a solid vocal. The number swings nicely with some good tenor sax work featured in spots. (Progressive, BMI)
Play On, Little Girl . . . 75
A slower blues item spotlighting Walker in good vocal form. (Progressive, BMI)

T-BONE WALKER

I Get So Worried . . . 76
POST 2002—A melancholy blues with the funky piano and electric guitar backing that characterizes all the T-Bone disks. Up to his usual standards, and will give a lot of kicks to his fans. (Commodore, BMI)
The Reason . . . 75
This swingy item is a little different from most of Walker's material and shows him in top form. The introductory guitar chorus is quite impressive. (Commodore, BMI)

THE HAWKS

Why Oh Why? . . . 75
POST 2004—The boys romp gaily thru this humorous, rhythmically solid material, paced effectively by their baritone lead. Good juke box item. (Commodore, BMI)
These Blues . . . 73
The high tenor lead is spotlighted on this side, and he spins some pretty twists on this slow blues. Another good commercial side. (Commodore, BMI)

ROY HAWKINS ORK

If I Had Listened . . . 75
RPM 440—Strong warbling job on a zingy blues-wrecker with effective lyrics. Singer laments fact that his gal married another. (Modern, BMI)
Is It Too Late? . . . 69
An okay reading of a fast-paced rhythm tune, but the singer has a better showcase on the flip. (Modern, BMI)

ARTHUR LEE MAYE

Do the Bop . . . 74
RPM 438—This is a jump tune that again shows the singer to good advantage with some good sax work thrown in. The disk swings enough to be a contender in its field. (Modern, BMI)
Please Don't Leave Me . . . 72
Maye and the Crowns team up in a rendition that's good enough to win its share of jockey attention in the r.&b. markets. (Modern, BMI)

PAUL WINLEY

Angel Child . . . 74
PREMIUM 401—Winley sings a tender item with understanding. Fine backing hands this some potential if exploited vigorously. (Crest, BMI)
My Confession . . . 68
Spirited beat behind Winley lifts this rhythm etching a bit above the average. Okay juke wax. (Crest, BMI)

HAROLD CONNER

Your Magic Kiss . . . 74
PEACOCK 1652—A fancy ballad performance by Conner that stands a good chance despite unimaginative ork backing. (Lion, BMI)
Don't Be No Fool . . . 63
Old-fashioned material is sung well by Conner, spelled by several boppish solos. A weak offering. (Lion, BMI)

CARL VAN MOON

Why Does It Have to Be? . . . 73
DUKE 143—Van Moon croons effectively thru this torchy ballad. The rendition is stronger than the material; strong enough to make it click. (Lion, BMI)
Lonesome Road . . . 71
Van Moon's strong bar pipes are backed by shuffle rhythm on this version of the standard. Should get some deejay play.

JOHNNY OLIVER

My Lady Love . . . 73
M-G-M 55012—The singer has a catchy tune here, and he lets go on it with considerable pent-up energy. Oliver's styling gets punch from the energetic rhythm backing. (Monument, BMI)
Darling, Is It True? . . . 69
This cry-ballad is apt material for Oliver's voice. He gives it a highly emotional reading and produces a telling dramatic effect. (Maggie, BMI)

IRENE REID

I'm So Glad . . . 71
SAVOY 1170—A sincere, warm vocal treatment of a ballad with effective lyrics, wherein the gal claims she's glad her man gave her the gate. Not the same tune as the current Mickey and Sylvia click of the same title.
Sweetie . . . 70
Sweet personable thrushing on an appealing ditty with an easy beat. (Crossroads, BMI)

EARL CURRY

Special Girl . . . 70
POST 2001—Sincere reading of a listenable ballad, with pop as well as r.&b. potential. (Commodore, BMI)
Somebody Stole My Girl From Me . . . 65
A weeper of routine proportions. (Commodore, BMI)

CLARENCE BROWN

Rock My Blues Away . . . 68
PEACOCK 1653—A jump blues shout that lacks real vocal flavor, tho there is some strong steel guitar. (Revelation, BMI)
Gate's Salty Blues . . . 66
A routine, medium blues. (Peacock, BMI)

LINDA HAYES

You're the Only One for Me . . . 67
DECCA 29644—A good musical warbling job on a completely unoriginal r.&b. ballad. (Golden State, BMI)
Our Love's Forever Blessed . . . 66
Thrush brings a gospel style to this fairly dull blues ballad. (Golden State, BMI)

ARTHUR WRIGHT

Drizzling Rain . . . 64
SPITFIRE 13—This first release of the label features two blues singers. Stokes, while not well placed on the mike, makes a good impression with this traditional blues. The pianist in the group backing him is excellent.
Don't Take Your Love Away . . . 61
Wright doesn't have very good material to work with, but he gives this blues a spirited reading in the Southern style. The backing again is solid and of above-average quality.

EUNICE DAVIS

Let's Have a Party . . . 64
GRAND 130—Wild call to a ball is shouted vigorously. Exciting backing

• R & B Territorial Best Sellers

For survey week ending September 21

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

Atlanta

1. Maybellene, C. Berry, Chs.
2. All By Myself, F. Domino, Imp.
3. I Hear You Knocking, S. Lewis, Imp.
4. Ain't That a Shame, F. Domino, Imp.
5. Those Lonely, Lonely Nights
J. Watson, RPM
6. Ten Long Years, B. B. King, RPM
7. Hide and Seek, J. Turner, Atl.
8. Nip Sip, Clovers, Atl.
9. Don't Take It So Hard
E. (Connelly) King, Kng.
10. Why Don't You Write Me, Jacks, RPM

Charlotte

1. Maybellene, C. Berry, Chs.
2. Ain't That a Shame, F. Domino, Imp.
3. I Hear You Knocking, S. Lewis, Imp.
4. Why Don't You Write Me, Jacks, RPM
5. It's Love Baby, R. Brown, Atl.
6. Feel So Good, Shirley & Lee, Ala.
7. Hide and Seek, J. Turner, Atl.
8. Nip Sip, Clovers, Atl.
9. Soldier Boy, Four Fellows, Gly.
10. All By Myself, F. Domino, Imp.

Chicago

1. Maybellene, C. Berry, Chs.
2. Only You, Platters, Mer.
3. Seventeen, B. Bennett, Kng.
4. Walking the Blues, J. DuPree, Kng.
5. Rock Around the Clock, B. Haley, Dec.
6. Those Lonely, Lonely Nights
E. King, Ace
7. Good Rockin' Daddy, E. James, Mod.
8. Fool for You, R. Charles, Atl.

Cincinnati

1. Why Don't You Write Me, Jacks, RPM
2. Everyday, C. Basie, Clf.
3. Ain't That a Shame, F. Domino, Imp.
4. I Hear You Knocking, S. Lewis, Imp.
5. Maybellene, C. Berry, Chs.

Detroit

1. It's Love Baby, L. Brooks, Exc.
2. Walking the Blues, J. DuPree, Kng.
3. Maybellene, C. Berry, Chs.
4. All Around the World
Little Willie John, Kng.
5. Nip Sip, Clovers, Atl.
6. Ain't That a Shame, F. Domino, Imp.
7. Everyday, C. Basie, Clf.
8. It's Love Baby, Midgets, Fed.
9. Why Don't You Write Me, Jacks, RPM
10. Ten Long Years, B. B. King, RPM

Los Angeles

1. Maybellene, C. Berry, Chs.
2. Ain't That a Shame, F. Domino, Imp.
3. It's Love Baby, L. Brooks, Exc.
4. All By Myself, F. Domino, Imp.
5. Soldier Boy, Four Fellows, Gly.
6. Everyday, C. Basie, Clf.
7. Only You, Platters, Mer.
8. Adorable, Colts, Via.
9. Rock Around the Clock, B. Haley, Dec.

New Orleans

1. All By Myself, F. Domino, Imp.
2. Maybellene, C. Berry, Chs.
3. Only You, Platters, Mer.
4. Soldier Boy, Four Fellows, Gly.
5. Those Lonely, Lonely Nights
E. King, Ace
6. I Hear You Knocking, S. Lewis, Imp.
7. Hide and Seek, J. Turner, Atl.
8. All Around the World
Little Willie John, Kng.
9. Walking the Blues, J. DuPree, Kng.
10. Ten Long Years, B. B. King, RPM

New York

1. Only You, Platters, Mer.
2. All Right, OK, You Win, C. Basie, Clf.
3. Maybellene, C. Berry, Chs.
4. Seventeen, B. Bennett, Kng.
5. I Concentrate on You
D. Washington, Mer.
6. Ship of Love, Nuimegs, Her.
7. Everyday, C. Basie, Clf.
8. Painted Picture, Spaniels, VJ
9. Why Don't You Write Me, Jacks, RPM
10. Wedding, Solitaires, OT

Philadelphia

1. Feel So Good, Shirley & Lee, Ala.
2. It's Love Baby, L. Brooks, Exc.
3. Maybellene, C. Berry, Chs.
4. Only You, Platters, Mer.
5. He, A. Hibbler, Dec.
6. Painted Picture, Spaniels, VJ

St. Louis

1. It's Love Baby, L. Brooks, Exc.
2. Don't Start Me Talking
Sonny Boy Williamson, Che.
3. Why Don't You Write Me, Jacks, RPM
4. At My Front Door, El Dorados, VJ
5. Walking the Blues, W. Dixon, Che.
6. Ten Long Years, B. B. King, RPM
7. Maybellene, C. Berry, Chs.
8. All By Myself, F. Domino, Imp.

Washington, D. C.

1. Maybellene, C. Berry, Chs.
2. Only You, Platters, Mer.
3. Ain't That a Shame, P. Boone, Dot
4. Everyday, C. Basie, Clf.
5. Seventeen, B. Bennett, Kng.
6. Ain't That a Shame, F. Domino, Imp.
7. Feel So Good, Shirley & Lee, Ala.
8. All By Myself, F. Domino, Imp.
9. Rock Around the Clock, B. Haley, Dec.
10. Soldier Boy, Four Fellows, Gly.

hands this some potential on jukes in spots where terping is allowed.
Every Time Your Lips Meet Mine . . . 60
Sow jump opus is sung effectively by Eunice Davis.

WILLARD HARRIS

Straighten Up, Baby . . . 60
EKKO 20001—Harris chants a raucous opus, but it doesn't really go anywhere. (Jari, BMI)
Talking Off the Wall . . . 59
Ernest Brooks is the chanter on this side. Okay etching. (Jari, BMI)

#5 Territorial Best Seller Billboard, Sept. 24, 1955



.. AND FAST BECOMING A NATIONAL HIT! ..

... According to Distributor Reports and all the leading Trade Papers.

EMILY

The Turks

Money #211

ORDER THIS PROVEN HIT FROM YOUR NEAREST DISTRIBUTOR.

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MONEY RECORD SALES

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Los Angeles 16, Calif.

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DOOTONE HAS 5 BIG ONES!

1- "DON'T TAKE YOUR LOVE"
The Calvanes #371

2- "EDNA"
The Medallions #364

3- "ALWAYS & ALWAYS"
The Meadowlarks #367

4- "REELING & ROCKING"
Roy Milton #369

5- "WETBACK HOP"
Chuck Higgins #370

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BREAKING ON THE CHARTS!

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Vita Records

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Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

NOT ONE!
NOT TWO!
BUT
5 GREAT HITS!

CHESS 1605
"STARLITE"
b/w
"IN LOVE"
The Moonglows

CHECKER 821
"I WANT TO LOVE YOU"
The Flamingos

CHECKER 825
"TOO LATE"
b/w
"I HATE TO SEE YOU GO"
Little Walter

CHECKER 822
"WALKIN' THE BLUES"
Willie Dixon

CHECKER 824
"DON'T START ME TALKIN'"
Sonny Boy Williamson

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

FOLK TALENT AND TUNES • C & W Territorial Best Sellers

Continued from page 64

wide tour, also appeared on "Grand Ole Opry," and Arnold talked about his new TV enterprise, "Eddy Arnold Time," which will hit most TV markets next month. . . . After an introductory play of Lafawn Paul's Abbott recording of "Learning to Love," George Popkins, WXGI, Richmond, Va., reports that the record took off handily in his area. . . . Lewis Kanode, WRAD, Radford, Va., reports that the station recently cele-

brated its acquisition of a 5,000-watt status with a parade of five nearby towns.

From WPAW, Pawtucket, R. I., Al Roberts writes: "I play the older country style version of Eddy Arnold's 'Cattle Call,' from album No. 260. I refuse to play the Hugo Winterhalter version on any of my country shows. It's a beautiful number, but it's definitely pop. That's the opinion of Eddy Arnold and Victor, as well. Victor should rush all country deejays a 45 release of Eddy's country version of 'Cattle Call.' It would undoubtedly rate better on the deejay charts. Altho The Billboard prints a periodic list of yesterday's country favorites, I would like to see a weekly list of each year's 10 or 15 top c.&w. favorites, dating back as far as the information can be compiled. Perhaps the record companies would reissue some of the oldies to help disk jockeys with their programming."

Ken Kribbs, WGAP, Maryville, Tenn., recently held interviews with Redd Stewart (RCA Victor) and Jim Rule, songwriter from Nashville. . . . Missouri Joe, country & western twirler at WJAY, Topeka, Kan., infos that his two-hour show, heard from 10 to 12 noon daily, is going well. . . . Ace Ball, who airs the c.&w. wax from KLVY, Levelland, Tex., and his wife, Dorothy, worked the "Pioneer Jamboree" in Odessa, Tex., recently. Ball is still holding forth with his own "Saturday Night Jamboree" at the Home Theater, Whiteface, Tex. . . . Bud Burrows and the Far West Boys, heard over KGA and KGA-TV, Spokane, Wash., guested recently on Mary Wilson's "Saturday Night Hoedown" over KCLX, Palouse, Wash. . . . Among the c.&w. talent currently airing over WBVP, Beaver Falls, Pa., according to deejay Al Hallman, are Roy Ziegler's Range Riders and Skip Summerville's Blue-Sky Mountaineers.

Dean (Hillbilly) Evans, who spins the country stuff over WXOK, Baton Rouge, La., infos that Ray Parker, a member of his band, has just had his first release on Dot Records, "That's Just How I Feel" b/w "It's Not the Moon That Makes the Difference." Latter is a duet with Anne Raye, of Biloxi, Miss. The side, "That's How I Feel," is looking good in Baton Rouge and vicinity, according to Evans. Evans adds that he and the band are playing the VFW Hall in Baton Rouge two nights a week. Werly Fairburn was in for a big dance and good crowd recently, Evans reports. Fairburn's first release on Columbia, "I Guess I'm Crazy," is stirring up the action in Baton Rouge, Evans notes.

Cal Shrum, WMAY, Springfield, Ill., shoots the following: "My show, on a recent survey, placed No. 1 in Central Illinois in the 5-7 a.m. and 11:05-12 a.m. time slots. My Saturday show, heard from 5:30 to 6:30 p.m., also placed first. The results of this survey prompted our programming the 'Sunday Night of Western Hits.' This show originates directly from my home studio, which cost \$22,000. Sheriff Sid, of WCIA-TV, Channel 3, Champaign, Ill., was a recent visitor to the area and while here did several broadcasts from the studio." . . . Sheriff Tex Davis, WCMS, Norfolk, Va., reports that Hank Thompson's "Most of All" has reached the No. 1 spot on his hit parade. Bobby Lord's "Hawkeye" is also climbing, according to the Sheriff.

Concerning record service, Bob Ditmer, WHGR, Houghton Lake, Mich., says: "Recently I have received numerous requests for the latest Columbia release by Little Jimmy Dickens, when one afternoon on my program, 'Country & Western Music Time,' I informed my listeners that I was not able to acknowledge and spin out this rec-

For survey week ending September 21
City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Till the Last Leaf Shall Fall E. James, Cap.
2. Too Much, S. James, Cap.
3. If You Were Me, W. Pierce, Dec.
4. All Right, F. Young, Cap.
5. Just Call Me Lonesome, E. Arnold, Vic.
6. Cattle Call, E. Arnold, Vic.

Charlotte

1. I Don't Care, W. Pierce, Dec.
2. Just Call Me Lonesome, E. Arnold, Vic.
3. Satisfied Mind, J. Shepard, Cap.
4. All Right, F. Young, Cap.
5. When I Stop Dreaming Louvin Brothers, Cap.
6. Satisfied Mind, R. & B. Foley, Dec.
7. Satisfied Mind, P. Wagoner, Vic.
8. That Do Make It Nice, E. Arnold, Vic.
9. You Oughta See Pickles Now T. Collins, Cap.
10. Love, Love, Love, W. Pierce, Dec.

Cincinnati

1. Satisfied Mind, J. Shepard, Cap.
2. Yellow Rose of Texas T. B. Strength, Cap.
3. Cattle Call, E. Arnold, Vic.
4. There She Goes, C. Smith, Col.
5. Satisfied Mind, P. Wagoner, Vic.
6. Yellow Roses, H. Snow, Vic.

Dallas-Fort Worth

1. Satisfied Mind, R. & B. Foley, Dec.
2. I Don't Care, W. Pierce, Dec.
3. Cattle Call, E. Arnold, Vic.
4. All Right, F. Young, Cap.
5. There She Goes, C. Smith, Col.

Houston

1. Just Call Me Lonesome, E. Arnold, Vic.
2. If You Were Me, W. Pierce, Dec.
3. Satisfied Mind, P. Wagoner, Vic.
4. I Don't Care, W. Pierce, Dec.
5. Yonder Comes a Sucker, J. Reeves, Vic.
6. Making Believe, K. Wells, Dec.
7. I Forgot to Remember to Forget E. Presley, Sun
8. Seasons of My Heart, G. Jones, Sdy.
9. We're on the Main Line Now L. Payne, Sdy.
10. More and More, W. Pierce, Dec.

Memphis

1. Love, Love, Love, W. Pierce, Dec.
2. Mystery Train, E. Presley, Sun
3. Cry, Cry, Cry, J. Cash, Sun
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Kentuckian Song, E. Arnold, Vic.

Nashville

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. All Right, F. Young, Cap.
4. Love, Love, Love, W. Pierce, Dec.
5. There's Poison in Your Heart K. Wells, Dec.
6. Beautiful Isle, J. Shepard, Cap.
7. I Just Dropped in to Say Goodbye C. Smith, Col.
8. Baby, Let's Play House, E. Presley, Sun
9. Temptation Go Away Wilburn Brothers, Dec.
10. There She Goes, C. Smith, Col.

ord for them, simply because WHGR was not getting service from Columbia. Immediately the requests stopped coming in. However, one of my most faithful listeners, and an ardent Dickens fan club member, made a special trip of some 35 miles to present me with the platter. It seems to me that the recording firms could have the same consideration for radio listeners." WHGR says: "Hats off to RCA Victor and Mercury for their splendid service."

If many country & western deejays are wondering why they are being flooded with records from the small and large record firms, they should thank Cowboy Howard Vokes, of New Kensington, Pa., for putting their names on his deejay listings which go out every three months to all record firms. Vokes, after reading The Billboard and noticing that many disk jockeys were badly in need of records, decided something should be done about it. After a bit of study, he came up with a compiled list of deejays who were in need of wax. Vokes compiles the list every three months from deejays who write him or who write The Billboard asking how they can get records from the companies. The list is mailed, at Vokes' expense, to every record company in the nation. Vokes sends out this reminder: "I still have plenty of sample copies of Wanda Jackson's latest on Decca, entitled, 'Tears at the Grand Ole Opry.' Deejays who were left out may write to me care of Vokes Music Company, New Kensington, Pa." Voke's wife, Martha Louise, recently presented him with a new daughter, Victoria Lee.

New Orleans

1. I Don't Care, W. Pierce, Dec.
2. All Right, F. Young, Cap.
3. I Guess I'm Crazy, T. Collins, Cap.
4. Satisfied Mind, P. Wagoner, Vic.
5. There She Goes, C. Smith, Col.
6. Most of All, H. Thompson, Cap.
7. I Forgot to Remember to Forget E. Presley, Sun
8. Cattle Call, E. Arnold, Vic.
9. Yellow Rose of Texas, E. Tubb, Dec.
10. Blue Darlin', J. Newman, Dot

Richmond, Va.

1. I Don't Care, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. Cattle Call, E. Arnold, Vic.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. If You Were Me, W. Pierce, Dec.
6. You Oughta See Pickles Now T. Collins, Cap.
7. All Right, F. Young, Cap.
8. Most of All, H. Thompson, Cap.

St. Louis

1. Cattle Call, E. Arnold, Vic.
2. Satisfied Mind, P. Wagoner, Vic.
3. Satisfied Mind, R. & B. Foley, Dec.
4. That Do Make It Nice, E. Arnold, Vic.
5. I Don't Care, W. Pierce, Dec.
6. Baby, Let's Play House, E. Presley, Sun

Reviews of New C & W Records

(Continued on page 68)

enough ditty, wrapped up satisfactorily by Williams and his crew. Could get some juke box attention. (White Oak, BMI)

I Wouldn't Hurt You for the World . . . 72

Here's a tender thought set to three-quarter time and given a sensitive treatment. Still there's nothing to make it stand out over a good many others. (White Oak, BMI)

DAVE FARLEY

Fiat Top Boogie . . . 69
BONANZA 100—A bouncy novelty with a good title and personable vocalizing by Farley and chorus, this is Bonanza's first release. (Fairway, BMI)

Here Today—Gone Tomorrow . . . 69

An attractive warbling stint on a pleasant philosophical theme. (Fairway, BMI)

CHUCK AUSTIN

(I Could) Fall in Love With You . . . 62
CREATIVE ARTISTS 203—A new label and a new artist make a debut with this disk. Austin has a virile set of pipes and sounds like a real comer in this attractive ballad. Deserves exposure.

(There'll Be a) New Moon . . . 60

Another attractive take, with Austin turning in another expertly styled reading.

TWO NATURALS! . . .

. . . JUST LIKE CASH IN THE BANK

'HEY, NOW'

B/W

'MY LOVE GROWS STRONGER' (B+) PICK—CASH BOX CASH #1014

'FLYING HOME'

B/W

'WALKING HOME' by

The Fabulous JOE HOUSTON CASH #1013
It's Cracking the Kids Up on the West Coast!!

ORDER THESE TWO PROVEN HITS FROM YOUR DISTRIBUTOR TODAY

—OR CONTACT— CASH RECORD SALES

2610 Crenshaw Blvd. Los Angeles 16, Calif. Phone: REpublic 4-3074

A FEW CHOICE TERRITORIES ARE STILL OPEN FOR DISTRIBUTORS.

WATCH THIS ONE GO!

It's Hotter Than Jailhouse Coffee!

FOOLISH DREAMS

b/w

LET'S FALL IN LOVE

by

THE FI-TONES QUINTET

Atlas Record #1050

ATLAS RECORDS

271 West 125th Street New York City

The Novelty SMASH of 1955
Breaking Everywhere!

POP AND R&B

"HOW COME MY DOG DON'T BARK"

(When You Come 'Round)

by

PRINCE PATRIDGE

Crest 1006

We are delivering from Philadelphia, Memphis and Los Angeles pressing plants

"a sure-fire moneymaker on the boxes"

National Distribution by HOLLYWOOD RECORD SALES CO. 1248 South Berendo Los Angeles DUinkirk 8-0409--Don F. Pierce, President

Dear DJ's—If you haven't received your copy, please write or wire!

SAVOY SAVOY

RIDING HIGH WITH A HIT!

NAPPY BROWN

"Well, Well, Well, Baby-La" "Just a Little Love"

Savoy 1167

SAVOY RECORD CO. 58 MARKET ST. NEWARK, N. J.

Special Release

I Can't Be Successful b/w Lightnin' Blues

By Lightnin' Slim

Excella 2066

Orders shipped from Monarch in Los Angeles and Plastic Products, Memphis.

NASHBRO RECORD CO., INC.

177 Third Ave. No., Nashville, Tenn. Wire or Phone 4-22215

Climbing Fast

BROTHER CLEOPHUS ROBINSON

I'M DETERMINED

b/w

Going Home to Jesus

Peacock #1741

PEACOCK RECORDS, Inc.

2809 Erostus St. Houston 26, Texas

The Billboard Picks!

B. B. KING

TEN LONG YEARS

RPM #437

RPM RECORDS

9317 W. Washington Blvd. Culver City, Calif.

Hit #1
Lavern Baker
PLAY IT FAIR
b/w
Lucky Old Sun
ATLANTIC-1075

Hit #2
Ray Charles
GREENBACKS
b/w
Blackjack
ATLANTIC-1076

Hit #3
T-Bone Walker
PLAY ON, LITTLE GIRL
b/w
WHY NOT
ATLANTIC-1074

ATLANTIC RECORDING CORP.
234 WEST 56th St. NEW YORK 19, N. Y.

In Memoriam

J. C. McCAFFERY

September 28, 1954



*The traditions you set have been
the inspiration for us to forever
strive to be the best.*



Paul Olson

and the staff of

Amusement Company of America

THE FINAL CURTAIN

BURNS—Bill, widely known television performer, September 15 in Knickerbocker Hospital, New York. He headed the act, "Bill Burns and His Feathered Friends," and had appeared on many network shows including "Super Circus" and the "Robert Q. Lewis Show." Most recently he had been signed for six weeks on the "Paula Stone Show."

BARTON—George, second vice-president of the Screen Actors Guild, September 21 in Hollywood. He had been an actor and motion picture extra for more than 30 years. He was a brother of Charles Barton, a director.

CUTLER—Royal, 51, veteran Broadway stage manager, September 15 in Francis Delafield Hospital, New York. He had served the theater for over 60 years, 40 of them as stage manager for Russell Janney productions. Earlier he had been associated with George Lederer, Richard Carle, the Aborn Opera Company and Arthur Hamenstein. Among his shows were: "The Vagabond King" in New York and London; "Marjolaine," with Peggy Wood; "Captain Fury" and "Sancho Panza," with Otis Skinner. He had been casting "Frontier Americana," a new Janney production, when he became ill a few weeks ago. He was a bachelor.

GINNIS—Hy, 49, veteran Chicago restaurant operator and member of the Showmen's League of America, September 16 in Chicago following a heart attack.

GLASE—Paul E., 71, one of the country's leading theater historians, September 22 in Reading, Pa. He was manager of the Embassy Theater there. His collection of theater programs and playbills was one of the most extensive owned by a private individual. It ran to some 75,000 items, including English playbills predating the American theater. His library included more than 1,000 books on the stage, screen, radio, concert and circus.

ILES—Mrs. Theodore Lenore, widely known former outdoor show personality, September 29 in Tampa. A resident of Gibsonton, Fla., she was the wife of Tom Iles, ride operator on the Royal American Shows. In addition to her husband, she is survived by her son, Eliza J., and a daughter, Mrs. Thelma Tell, both of Dallas.

KAPLAN—Samuel, 58, for the past 29 years musical director of the Hartford, (Conn.) film-vaudeville theater, September 13 in Hartford of a heart attack. One of his first musical jobs was in a vaudeville house on Delancey Street, New York. Three of his best friends in those days were Irving Berlin, George Gershwin and Al Jolson. After some years there he toured with his own single act, then billed as Hans Wagner. In the early 1920's he opened the first vaudeville house in

Torrington, Conn. He played the State Theater Manchester, Conn., before moving to Hartford in 1926.

KINCHELOE—Mrs. Edith, 69, wife of Harry H. Kincheloe, old-time vaudeville, minstrel and med show performer, September 13 in Oklahoma City. Retiring from show business several years ago, she and her husband had been operating a mail order business in Oklahoma City. In addition to her husband, she is survived by four brothers and three sisters. Burial in Linsborg, Kan.

STANDING—Herbert, 71, former actor and member of a noted English stage family, September 23 in Bellevue Hospital, New York. He had come to the U. S. from England in the 1920's, and appeared in plays and silent films. Impairment of hearing gradually compelled him to give up acting, and he became a free-lance play broker. He was the son of Herbert Standing, one of four brothers prominent on the English stage at the turn of the century. He was the brother of Wyndham Standing and the late Sir Guy Standing, motion picture actors.

TAIT—John Henry, 83, Australian theater impresario, September 23 in Melbourne. He managed the Australian tours of many world celebrities who played there, including Melba, McCormack, Pavlova, Chaliapin, Paderewski, Galli-Curci, Menuhin, Crooks and Tibbett. He, and his several partner brothers, had made numerous trips to this country to scout talent. His two surviving brothers, of four, are Nevin and Frank.

THOMPSON—Joe, well known concessionaire, September 21 in Brooklyn. He had been with the Continental Shows.

WASSERMAN—Marion, wife of Solie Wasserman, veteran midway concessionaire, September 18 in Chicago. (Details in Carnival section.)

MARRIAGES

FIELD-BUCKHOLTZ—Lester M. Field, non-pro, and Mrs. Louise Buckholtz, former Billboard agent and concessionaire on Sunset Amusement Company, September 10 in Gresham, Ore.

KNIGHT-GILLIS—Tony Knight, comic and leader of the band at the King Cole Show Bar, Denver, and Margie Gillis, non-pro, recently in Colorado Springs, Colo.

Hocus Pocus and Burlesque columns appear on page 92.

IN LOVING MEMORY

MY WIFE

MARGIE CETLIN

OCTOBER 5, 1947

Of the grass turns green o'er Your Resting Place
Then fades with each wintry blast,
But deep in My Heart is a hallowed space
Filled with Memories of the past.

IZZY CETLIN

In Loving Memory of My Dear Husband

J. C. McCAFFERY

Who Passed Away
1 Year Ago, Sept. 28, 1954

Always So True, Unselfish
and Kind;
Few In This World His Equal
You'll Find;
A Beautiful Life That Came
To An End,
He Died As He Lived,
Everyone's Friend.

SARA MAE McCAFFERY

In Memory Of CLIFTON OSTEEN

Who passed away last Jan.
10 in Augusta, Ga.

He had been on many
shows, Metropolitan, Jack
Ruback, Ross Manning, Bill
Page, L. J. Heth and many
more.

Clarence Osteen, now on
L. J. Heth Shows, wishes
to thank all of his friends
for flowers and their sym-
pathy.

IN MEMORY OF A
SWELL TROUPER

CHARLIE ARCHER
DIED OCT. 4, 1954
DOT JESS SUN AND CAST
SUN PLAYERS

IN MEMORIAM

MARGIE CETLIN

OCTOBER 5, 1947

The eye grows dim, the hair turns gray;
The world is getting hard to please.
Now younger folks may rule the day,
But we have lovely Memories.

SADIE—WILSON—JACK

At the present time I would like to thank everyone collectively for the kind thoughts, expressions and flowers that were sent in the recent death of my beloved father,

TOM HASSON

I hope in the near future to be able to thank each one individually.

Bob Hasson

IN MEMORY OF MY LOVING WIFE

LEONE

Who passed away Oct. 2, 1948

SAM GORDON

In Memory of J. C. McCAFFERY

who passed away
Sept. 28, 1954

I miss you, Mac

LOU LEONARD

In loving memory of our sister

JAQUELINE TEETER

who passed away Sept. 29, 1952

JEANNE & VIRGIL

IN MEMORY

Of our very, very dear friend

J. C. McCAFFERY

Who passed away a year ago.

LOU and ADA
DUFOUR

IN FOND MEMORY OF

EDWARD HUNT

Who passed away at

Harrington, Del.,

Sept. 28, 1954.

LILLIAN AND ELMER KEMP

UTAH STATE FAIR MATCHES '54 GATE

Cold Weather Strikes on Two Days; "Holiday on Ice" Tops '54 Business

SALT LAKE CITY, Sept. 24.—Utah State Fair here ran into cold weather Wednesday and Thursday (21-22) but thru Friday (23), eighth day of its 10-day run, held about even with its '54 attendance to the same point.

"Holiday on Ice," the fair's major attraction, was headed for a higher gross than last year. The icer, in the Coliseum for 10 night shows and five matinees, again was a nightly sellout, with increased receipts stemming from slightly higher matinee patronage.

On the midway the Monte Young Shows were reported getting good business. The midway had a huge day Monday, Children's Day, which was one of the best kids' days in the fair's history.

Grandstand offerings included matinee and night performances by Bill Ledbetter's Moto-Polo show Saturday and Sunday (17-18) and running horse races four afternoons starting Wednesday (21). Rain Sunday cut into thrill show crowds and dust hurt the Saturday turnouts. Horse races, presented at the fair for the first time in more than

20 years, drew extremely well. Stock car races were slated for the closing afternoon.

Grandstand offerings Monday and Tuesday were presented free. Monday's bill, in connection with the kids' day program, featured a safety show, while Tuesday's program consisted of demonstrations of military units. As a free attraction, Bruno's break-away sway pole act was presented in the center of the grounds thru the full run of the fair.

Per capita spending on the grounds was up from last year, according to Harold Gill, serving his first year as the fair's manager. Gill last year served as assistant manager.

Plans Jelling For Esther Williams Show

COPENHAGEN, Denmark, Sept. 24.—The projected European tour of an Esther Williams water show is apparently going to materialize as Scandinavian promoters have received instructions about lining up suitable buildings for the show and making arrangements for transporting the two large tanks it will use.

The water show is skedded to open early in 1956 in London and follow up with runs in Paris, Rome, Naples, Milan, Hamburg, Dortmund, Dusseldorf, Antwerp, Oslo, Stockholm and Copenhagen. Richard Stangerup, Sandinavian representative of the "Holiday on Ice" firm, will handle the water spec in Copenhagen and has tentatively set the show to go into the big Forum during June. Forum is at present being enlarged and will have plenty of floor space and a big balcony.

Fred Dietrichson, Norwegian booking agent, at present associated with Stangerup in handling the run of Sonja Henie and her Hollywood Ice Revue, in Oslo, will handle the Norwegian stand of the water show but has not yet secured a suitable location.

Brockton Scores Rise Over Storm-Hit 1954

BROCKTON, Mass., Sept. 24.—The spectre of polio hung heavily over the 82d Brockton Fair last week, cutting sharply into a gate which officials had hoped to push to 200,000. Paid admissions were just over 174,000. The fair drew 136,300 last year, when it was affected by hurricanes. A huge increase had been expected this time, but while the weather was fine a serious polio epidemic slashed into attendance.

One record was smashed when the mutual handle for the six-day horse race card hit \$378,682, an all-time high. The closing day Saturday (17) saw the one-day record fall when the mutuels rang up \$103,371. The Saturday attendance was more than 50,000.

On other levels business was only fair. The World of Mirth's big midway reported only moderate grosses, and the grandstand show with seven acts, fireworks and a fashion show, was quite a bit off normal years. Joie Chitwood's auto thrill show, opening day (10), did not draw too well and the same held true for Irish Horan's unit the following day.

Money was generally tight at most fairs in the area this year, and the trend made itself felt at

Flooded Fair At New Bern Is Postponed

Hurricane Ione Ruins Canvas; New Date in Nov.

NEW BERN, N. C., Sept. 24.—The Tri-County Fair has been rescheduled for the first week in November, due to severe damage wrought by Hurricane Ione which struck early this week. Opening was to be Monday (19).

Storm warnings had been out since Friday (17) and Manager W. H. Godley warned exhibitors not to bring their exhibits to the fair. New Bern was the worst hit of the communities damaged by Ione. Godley informed everyone he could that the fair would notify them when it was safe to come to the grounds.

Sunday night the wind and rain got very bad and the grounds, not considered to be in such a bad

(Continued on page 94)

Allentown Wins Out Over Storm Threat

Hurricane Warning Cuts Gate, But Pennsy Event Comes Back Strong

ALLENTOWN, Pa., Sept. 24.—The threat of Hurricane Ione calmed down some of the excitement and cut into the gate opening Monday night and Tuesday (19-20) at the Great Allentown Fair. Luckily, however, both the predicted high winds and heavy rain failed to materialize and the fair picked up momentum rapidly.

Wide open gates and preparations on Sunday (15) drew an estimated 40,000 to the grounds. On Monday attendance was down sharply to about 15,000 paid. The Joie Chitwood Thrill Show, night grandstand feature, suffered as a result of the predicted weather.

Tuesday some 13,000 paid. Thousands of children, admitted free, were also on hand. The night grandstand show, George A. Hamid's "Stairway to the Stars," drew 6,000. Wednesday drew 20,000. On Thursday 23,000 were on hand.

Nashville Extends Run Due to Rain

Gate Is Up Going Into Final Day; Gooding Ride-Show Gross Jumps 30%

NASHVILLE, Sept. 25.—With much of its activity sloughed by a steady rain all day yesterday, Tennessee State Fair officials voted to extend the run of the annual thru today. Fair was slated to close Saturday night.

The Gooding Amusement Company, not due in Atlanta until Wednesday (28), continues on the midway today, and will make the haul out of here early Monday (26). Big car races produced by Al Sweeney, rained out Saturday, were rescheduled for today. Despite the rain, the Gooding org pulled good ride business yesterday.

NASHVILLE, Sept. 24.—The Tennessee State Fair here was running slightly ahead of its 1954 run, attendancewise, going into today, the closing day of the six-day event, when rain hit.

Despite the rain patrons thronged out in large numbers and officials were confident that the

fair would end with a total gate count close to that of last year.

Heavy rain early today tapered at midday, turning into a sprinkle, but resumed again at mid-afternoon. Meanwhile, the big car auto races slated as the afternoon attractions had been delayed as the crowds on the grounds swelled.

Thru Friday (23), all segments of the fair been up over last year. Biggest increase was shown by the Gooding Amusement Company on the midway. Its ride and show gross thru the first five days was about 30 per cent higher than for the like period last year.

Over-all grandstand receipts were running slightly ahead of the 1954. Nightly grandstand offering was a revue presented by Ernie Young, Chicago.

Matinee grandstand offering the first two days were performances by Joie Chitwood's Thrill Show, which drew about average crowds for thrill shows here.

Stock car races, staged by local promoters, Wednesday and Thursday, drew well. Big car races by Al Sweeney's national speedways Friday (23) were run before a good crowd.

The horse show presented nightly in the 4,400-capacity Coliseum drew crowds rated about average for that feature, L. E. Griffin, fair secretary, said.

100,000 Plus At Tyler; '56 To Go 9 Days

TYLER, Tex., Sept. 24.—East Texas Fair concluded one of its most successful six-day runs here September 17 with estimated attendance exceeding 100,000.

With perfect weather, crowds went from light on opening night (12) to set an all-time record Friday when over 25,000 kids and adults swarmed the grounds to make concessionaires and carnival and fair officials beam. Bill Hames, veteran carnival man, said he could have used more rides. It was his greatest one-day gross at the fair, in its 40th year.

Manager Bob Murdoch said Saturday night's paid gate exceeded Friday's draw. Opening night was off 20 per cent, but the turnstiles gained momentum with each passing day.

Murdoch attributed the continuing build-up to two major attractions—the Hunt-McCafferty "Stars Over Ice" production in the May-fair building and Joan Brandon's hypnotic feats on the independent midway bandstand. Miss Brandon was presented thrice daily as free attraction. The ice show was unreeled twice nightly and grossed more than twice as much as the 1954 variety show, Murdoch said. He said the fair in 1956 will be extended to nine days, September 7-15. Fair officials have contracted with Don Franklin to provide the carnival next year.

Drive-In Chain Buys Kid Rides

NEWARK, N. J., Sept. 24.—Redstone Drive-In Theaters, operators of 10 ozone movie establishments in Virginia and Massachusetts are planning the addition of amusement rides on a big scale.

Edward Redstone, vice-president, said that two Allan Herschell kid rides will be put into operation at the firm's new 2,500-car theater at the intersection of U. S. Route 1 and the New Jersey Turnpike, said to be one of the largest drive-ins in the country. Tanks and a Sky Fighter will be operated before the show and during intermission with no charge.

Additional devices will be purchased next year for other locations, Redstone said.

Brockton. Attendance at grandstand prices of \$1.25, 75 cents and 50 cents seemed to indicate that people were not spending freely.

Kids' Day Canceled

Biggest obstacle to the event was the polio epidemic, however, and the related dropping of children's day, with attractions for moppets being played down in cooperation with city officials' wishes. A big parade thru the downtown section, the morning of opening day, was canceled because of the desire to keep children away from crowded areas. Weather held up well thruout the eight-day run.

The revived Class A horse show proved a big draw, with entries from several States. It is planned to keep up this event next year. Fair theme this season was the "Cranberry Jubilee" with an innovation in the crowning of a cranberry queen.

Carlton J. Larson, new general manager, said no comparisons could be made with last year since hurricanes dealt the fair a severe blow then, but he felt that under the circumstances it had done as well as could have been expected.

A heavy overcast was affecting the early crowds yesterday.

Crowds at the event actually seem, and are, greater than the announced paid attendance. Literally thousands of people are not counted thru the turnstiles. Kids are free and the gate goes off at 10 o'clock each night.

Harness and running races were presented in the afternoon. Midget and stock car racing on Friday and big cars today were presented by Sam Nunis Speedways.

New Site Urged

President Howard Y. Singmaster announced his intention to bring before the board at its meeting in December the question of moving the plant to a new location. The city has grown up around the present grounds which are cramped, particularly for parking.

The fair acquired extensive properties some years ago for the purpose of a later move. It is unlikely, however, that if a move is made the new land would be used. Some of it has already been sold for industrial purposes. Several stockholders indicated that they approve the possible moving of the plant. However, they said they would reserve decision until a choice of possible new locations had been made.

Actually, the question has been almost a perennial one. There is always considerable opposition to any proposed change. The present grounds are very valuable as indicated by the fair's city tax bill which runs to more than \$16,000 annually.

A project that has been discussed by Singmaster, and is also likely to come up for consideration, is the construction of a coliseum on the grounds.

Mills Bros. Draws Pair of Full Ones

NORRISTOWN, Pa., Sept. 24.—Mills Bros.' Circus played to a pair of full houses here Monday (12) under auspices of a suburban firemen's organization. Promotion was good and weather was clear.

The show last week turned down an offer from an Ohio magician to bring its featured elephant, Burma, to Lorain, O., for the opening of the Ohio Turnpike. The magician, Harry Albecker, is planning to drive the turnpike blinfolded.

Cisco Kid Sets New High Marks On Current Tour

CINCINNATI, Sept. 24.—Duncan Renaldo, the Cisco Kid, will wind up a string of personal appearances at fairs and other events with a stand at the Heart O' Texas Fair, Waco, October 1-7. He was in Cincinnati this week to confer with Ziv Television, producer of his TV film.

Renaldo appeared at the Michigan State Fair September 2-5, setting a new record for the first days of the fair. Where the first two days had often been losers in the past, he said, they and the second two were winners this time. He topped his own 1954 mark.

He appeared at Franklin Stadium, Philadelphia, for a scholarship fund, which raised \$104,000. The event had expected to draw 25,000 and actually pulled 79,000, he said.

Cisco gave away approximately 20,000 photographs when he appeared at the Vancouver International Horse Show, September 14-17. The show set a new record, doubling its old score, he reported. He also appeared at the Escanaba, Mich., fair September 25, with the Governor of Michigan and pulled record attendance. Another appearance was at Buck Lake Ranch, of Harry Smythe, at Angola, Ind., drawing strong crowds despite cold weather. Booked to follow the upcoming Heart O' Texas Fair date is an appearance in Philadelphia for Gimbels' Thanksgiving Day parade.

Fleckles Wins Cops' Contract

ST. LOUIS, Sept. 24.—Contract for the 1956 edition of the St. Louis Police Circus has been awarded to L. M. Fleckles and Associates, Chicago. Bids were received Tuesday (20) by the police committee. Fleckles has held the contract for the past several years.

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"Super Circus" Changes Plan, Stays in Chicago for Present

CHICAGO, Sept. 24.—Whether "Super Circus" would move to New York was up for grabs again Friday (23). ABC-TV officials revealed that a switch in plans had canceled the earlier plan to start telecasting from New York October 30.

Reports here Friday were that the circus show would stay in Chicago for the next 26-week contract period. Sources close to the organization, however, said that the longer-term idea still is to move and that further changes in the plans might be forthcoming.

For the week previous to Friday's report, principals in the show were uncertain about whether they would move to New York to stay with the show or would bow out of the cast to stay in Chicago.

Booking of circus acts for the show will be by the Associated Booking Corporation, thru Al Dobritch, counselor, regardless of where the show originated, it was learned.

Popcorn Crop Below Average

WASHINGTON, Sept. 24.—Planting of popcorn this season is 13 per cent below last year and 27 per cent below the 10-year average, the U. S. Department of Agriculture reported last week. Growers in 11 commercial popcorn producing States planted 128,000 acres of corn this year—the smallest acreage since 1949.

Total planting in '54 was 147,000 acres and the 10-year average was 174,000 acres. Most States planted less acreage than last year, particularly the larger producing areas. Ohio, Michigan, Missouri and Texas increased plantings altho acreage-wise these increases were relatively minor. The 125,000 acres for harvest are 12 per cent below last year and the lowest since 1949 when 106,000 acres were harvested.

The department said the acreage losses were expected to be light and confined largely to the Western Corn Belt States and the Southern areas where March freeze destroyed some crops. The yield is late in some areas but, generally, it has made normal development.

Florida Fans Form John Ringling Top

SARASOTA, Fla., Sept. 24.—Fifty Florida members of the Circus Fans Association met here and organized the John and Mabel Ringling Top. They also mapped plans for further negotiations on holding the national CFA convention in Sarasota next spring.

William Sadler of Miami is State chairman. Dr. Craig Knightlighter is president of the Fred and Ella Bradna Tent, Sarasota. Paul Tharp is secretary of the Winnie Colleano Tent, Miami. Others on hand included Mrs. Shirley Rutland, Sarasota Tent secretary, John L. Sullivan, Col. Melvin Asp, Mrs. Tom Gregory, and circus people including Ella Bradna, Dolly Copeland, Dick and Mary Jane Miller, Gottlieb Fisher and the Canestrellis, in whose restaurant the meeting was held.

Rizpah Shriners Off to Good Start

MADISONVILLE, Ky., Sept. 24.—The seventh annual Rizpah Temple Shrine Circus, produced each year for Rizpah Temple Shrine by A. E. (Buck) Waltrip, in Municipal Baseball Park here, opened its six-day stand Monday evening (12) to the largest crowd ever seen in park. Business Tuesday and Wednesday continued above the normal of other years.

Shrine Circus Chairman O. H. (Pete) O'Bryan reported the advance sale, in progress for five weeks, was approximately 20 per cent above that of last year, points to increased attendance for the remainder of the date.

Acts presented included Darlene and Jinx, chimp act; Five Coronas, high wire; the Hildalys, up-side-down act; the Cyclettes; Billy Barton, cloud swing; the Great Stanley, foot juggler; Widaman's Elephants (3); the Shanghai Twins, gymnasts and balancers; Betty Pasco, high act; Walcott's Dogs and Ponies; the Crowells, comedy trampoline and ground gymnastics; the Cantons, Chinese aerialists; Holden's Liberty horses; Miss Arlene, contortionist, and five clowns.

Full-Time Office For Barnum Fest

BRIDGEPORT, Conn., Sept. 24.—The annual Barnum Festival has established a full-time office here, with Mrs. Madelaine Neupert as executive secretary. She had been marshal of the Parade of Champions show, a feature of the five-day celebration.

Detroit Majors Staying Open; Edgewater Wins Holiday Crowd

DETROIT, Sept. 24.—Sparked by favorable weather and what appears to be a marked revival of amusement spending following the automotive labor settlements, major amusement parks in the Detroit area are reversing their policy of recent seasons and will operate for the balance of the month. Labor Day has usually marked the close of the season, but both Edgewater and Jefferson Beach parks will continue to operate daily until October 1, according to present plans.

Edgewater Amusement Park, like many plagued by Labor Day competition in past years, came up with terrific attendance figures.

Day-Date Truman

The Motor City played host to former president Harry S. Truman at a huge labor parade and rally, and at the same time was observing the opening of the Michigan State Fair. But Edgewater on Labor Day pitched its crowd-drawing appeal to a Kiddies' Pooch Show, in co-operation with the Michigan Humane Society. The result was 1,500 youngsters, accompanied by their parents and friends, showed up to swell crowd figures to more than 25,000. Ken-L-Ration dog food joined in to offer prizes to the winners of six

categories and souvenirs to every kid entering the contest.

Advance press coverage and follow-up was strong, according to Diehl-Beemer Associates, press relations counselors for the park.

Meanwhile Edgewater's general manager, Milt Wagner, is busy readying promotion of "Modern Jazz Show of '55," featuring Dave Brubeck, Jerry Mulligan and Carmen McCrae, for a bow-in at the State Fair Coliseum early in November. He's also dickering for a Toledo, O., date with the same billing.

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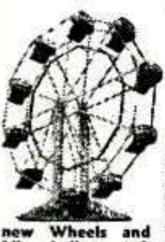
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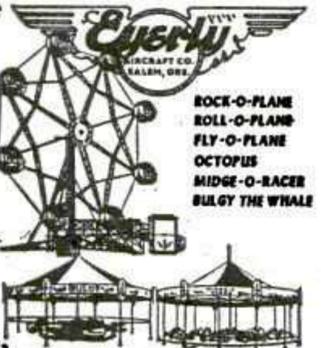
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GRANDSTAND BIG

Many Records Fall At York, Pa., Event

YORK, Pa., Sept. 24.—Virtually all department records tumbled at the York Interstate Fair last week, President Samuel S. Lewis announced.

Attendance climbed steadily in excellent weather thruout the week. By closing Saturday (17) the five-day event was running some 15,000 paid ahead of last year.

Also important in the revenue department was the success of the grandstand show. Produced by Frank Wirth, of the New York talent agency bearing his name, and staged by John Lonergan, the night spectacle, featuring different name talent for each show, drew up to overflow audiences.

McGuire's Big

The appearance of the McGuire Sisters on Friday night (16) broke all records. There were 6,361 more paid admissions to the grandstand than on any other previous night. The overflow was seated on the race track and the sale of tickets had to be halted. Perma-

nent grandstand seats number 11,000.

Other name talent featured, included Bill Hayes, the Four Aces and Phil Spitalny and His All-Girl Orchestra. The revue, "Sweet and Lovely," went without a name attraction on Saturday night: Ward Beam and His Congress of Hell Drivers was featured on the track.

Entries in competitive classes numbered 9,616. Premiums paid out amounted to \$20,520. Both figures set records.

Midway Clicks

The James E. Strates Shows had an excellent week on the midway as did a large number of independent concession operators. Included in the latter were six bingo operations.

The new Coliseum, completed just in time for the fair, proved a principal attraction. It was jammed with commercial exhibits. It will probably be used for various sports events, banquets and conventions during the winter months.

Visitors included T. H. McLeod, manager, and C. B. McKee, chairman of the attractions committee of the Regina Exhibition, Saskatchewan; William Baker, director of the New York State Fair, and Paul Smith, New York deputy commissioner of Agriculture, and Mark Leddy, general manager of Ed Sullivan's "Toast of the Town."

Tivoli Hits Pay Gate of 4 Million

COPENHAGEN, Denmark, Sept. 24.—Summer Tivoli hit the jackpot by wrapping up its 112th season, Sunday (11) night, with a pay gate total attendance of 4,065,000, which topped the 1953 record by 272,566. The 1955 season had 134 days and had a daily average of 30,355.

Admission prices were increased this season. No promotions of any kind were used to boost attendance; in fact, there were less "guest" appearances of bands and musical groups and similar special events than usual. On the other hand, following a chilly month of May, the weather improved in every way and from July 1 thru September 11 there were scarcely any rains. It was so warm that the restaurants, dining terraces and picnic areas all operated at capacity during the major part of the summer.

The new "Taverna" dance hall, which has about six times the table capacity of its predecessor, operated all season to turnaway crowds, as did the nearby "Dansen" jitterbug spot, which has a pay gate in addition to table and bar service. The wisdom of having plenty of sturdy but comfortable benches, seats, chairs and tables wherever there is a suitable spot was clearly proved this season, as they induced patrons to patronize the self-service stands nearby instead of lining up in front of crowded eateries.

Next season the park will have a new Concert Hall, a theater in the former concert hall and the new "Taverna," which forms an integral part of the Concert Hall. It will also have a vastly increased amount of basement space not only under the new buildings but also under all of the adjoining ride buildings.

Tivoli staged a big celebration this past weekend when it became certain that the park would for the first time not only hit the 4,000,000 attendance mark but pass it by a good margin. At the same time it celebrated the "roofing over" of the big concert hall on Saturday (10), with workmen and invited guests being treated to a brief concert by the Tivoli Symphony Orchestra on an improvised stage in the new structure.

Park admission prices range from a few cents, weekday mornings, to about 20 cents on Saturday, Sunday and holiday nights—children half price. The park is commercially owned and operated by a stock company, with 700 employees, plus a lot of concessionaires, and it continues, year after year, to pay its shareholders 10 per cent in dividends.

Burkhart: Perryville, Ark.; Beebe 3-8.
Byers Bros.: Searcy, Ark.
Capital City: (Fair) Manchester, Ga.; (Fair) Americus 3-8.
Cattlett Greater: Rule, Tex.
Central Am. Co.: (Fair) Jackson, N. C.; (Fair) Windsor 3-8.
Celia & Wilson: (Fair) Richmond, Va.; (Fair) Greenwood, S. C., 3-8.
Chanos, Jimmy: Greenville, O.; Verona 4-8.

(Continued on page 94)

Circus Routes

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Beatty, Clyde: Clinton, Okla., 27; Pampa 28; Clovis, N. M., 29 (season ends).
Hagen Bros.: Shelbyville, Ind., 27; Bloomington 28; Bedford 29; Jasper 30; Washington Oct. 1.
Kelly-Miller: Paragould, Ark., 27; Trumann 28; Wynne 29; Marianna 30; DeWitt Oct. 1; Dumas 2; Monticello 3; Indianola, Miss., 4; Lexington 5; Kosciusko 6; Winona 7; Grenada 8; Charleston 9; Batesville 10; Holly Springs 11; New Albany 12; Corinth 13; Aberdeen 14; Starkville 15.
Kelly-Morris: Jeffersonville, Ind., 28.
King Bros.-Cole Bros.: Kinston, N. C., 27; Washington 28; New Berne 29; Morehead City 30; Jacksonville Oct. 1; Wilmington 3.
Mills Bros.: Hyattsville, Md., 27; Seat Pleasant 28; Rockville 29; Gettysburg, Pa., 30; Chambersburg Oct. 1.
Polack Bros. Eastern: Montgomery, Ala., 27-28; Alexander City Oct. 1.
Polack Bros. Western: Denver 27-Oct. 2; Ardmore, Okla., 5-6; El Paso 12-14.
Ringling Bros. and Barnum & Bailey: Abilene, Tex., 27; Fort Worth 28-29; Dallas 30-Oct. 2; Wichita Falls 3; Amarillo 4; Plainview 5; Lubbock 6; Brownwood 7; Temple 8; San Antonio 10-11; Corpus Christi 12; Victoria (mat.) 13; Houston 14-16.
Strong's, John A.: Mentone, Calif., 27; Redlands 28; Chula Vista 29.

Miscellaneous

Al Avalon-Great Raymond Mystery Show: St. Johns, Newfoundland, Oct. 4-8.
Hitler's \$35,000 Armored Limousine, Jim Stutz, Mgr.: (Fair) Tiptonville, Tenn., 27-28.
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: (Fair) Memphis 27-Oct. 2; O'Day, Marie, Palace Car: Roanoke, Va., 27-29; Bedford 30-Oct. 1; Lynchburg 3-5; Appomattox 6; Buena Vista 7-8.
Schaffner, Nell, Players: Queen City, Mo., 27-Oct. 1.

Ice Shows

Holiday on Ice: Lubbock, Tex., 27-30; Tulsa, Okla., Oct. 1-7; Shreveport, La., 8-12.
Holiday on Ice of 1955: Lansing, Mich., 27-Oct. 4; Troy, N. Y., 5-10; Fort Wayne, Ind., 11-16.
Ice Capades of 1956: New York 27-Oct. 9; Ice Capades, International: Houston 29-Oct. 6.
Shipsteads & Johnson's Ice Follies of 1956: Los Angeles, 27-Oct. 2; Denver 4-9; Des Moines 11-16.

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A-1 Am.: East Prairie, Mo.; New Madrid 3-8.
Alamo Expo.: (Fair) Corsicana, Tex.; (Fair) Baytown 4-8.
A. M. P.: (Fair) Durham, N. C.
Am. Co. of America: Laurel, Miss.
Amusement of America: (Fair) Sanford, N. C.; (Fair) Henderson 3-10.
Bayou State: (Fair) Ville Platte, La.; (Fair) Ruston 4-9.
Beam's Attrs.: (Fair) Snow Hill, N. C.; (Fair) Kinston 3-8.
Belle City: (Fair) St. Francis, Wis., 28-Oct. 1.
Bernard & Barry: Kingston, Ont.
B. & H. Am. Co.: (Fair) St. George, S. O.; (Fair) Florence 3-8.
Big Four Am.: Leachville, Ark., 28-Oct. 1; Manila 5-10.
Big State: (Fair) McKenney, Tex.; Vernon 3-8.
Blue Grass: (Fair) Corinth, Miss.; (Fair) Cherokee, N. C., 3-8.
Blue Valley: Alma, Mo., 29-Oct. 1.
Borderland: O'Donnell, Tex.
Buck, O. C.: (Fair) Clinton, N. C.; (Fair) Camden, S. C., 3-8.
Burke, Harry: (Fair) Plaquemine, La., 29-Oct. 3; (Fair) Amite 6-10.

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2	Art Forcier	Minn.	\$64.75
3	E. Browning	Orn.	\$59.40
4	H. Bartholomew	Iowa	\$17.00
5	Chas. Miller	Wis.	\$07.05
6	W. Anderson	Ohio	\$00.00

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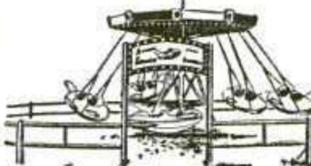
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BATT REPORTS

'55 Weather Bad, But Promotions Pay Off

NEW YORK, Sept. 24. — An increase of 8 per cent over last year's business was reported this week for Pontchartrain Beach, by Harry Batt, who was here for the Marciano-Moore title fight. The New Orleans lakefront spot had generally unfavorable weather, Batt said, but continuing promotional work was a saving force for the park.

The co-operative talent booking venture, begun in 1954, was again operated successfully, it was reported. This consisted of four parks joining to offer free acts five consecutive weeks of work, beginning at Pontchartrain Beach. Acts would close there on a Saturday night after two weeks' work, open

the following Monday at State Fair Park, Dallas, close there Sunday, and open Monday at Springlake Park, Oklahoma City. The final date would be Thursday thru Sunday, the four-day week operated by Craterville Park, Cache, Okla.

Weather spoiled business on key holidays, Batt said, citing Easter and Labor Day weekends. Downpours started Good Friday and continued thru Easter Sunday, to wash out that holiday. On Sunday of Labor Day weekend the rains began at 2 p.m. and it drizzled during the big Monday. A three-quarter day's business was gotten, tho, from an American Federation of Labor picnic. Batt reported the area recorded a total of 27 inches of rainfall from the end of June thru the end of August, and another six inches the first 12 days of September.

TV Tie-Up Lauded

Biggest promotion of the year was the tie-up with WDSU-TV, which drew well thruout the season. In addition, there was a solid series of contests held. Four fireworks shows were put on, with Alco of Houston shooting off one for Jacks Brewery, and the others by Thearle-Duffield, Chicago.

A fireworks program was offered on July 14, Bastille Day, which Batt said was widely observed during his youth but which has since slid to minor status around New Orleans. The park has been trying to recreate interest in the date in order to establish an extra holiday.

Also among the park's projects has been a campaign to minimize June 3, the Confederate Memorial Day, and build up observance of May 30 as the big holiday. Batt reported success in the State Legislature, which has made it mandatory for the government to declare May 30 as Memorial Day. The intention is to eliminate the present situation, which has a half-way observance of both dates without the park deriving the big holiday weekend benefits that accrue to funspots elsewhere in the country on that holiday.

70 Registered For Meet at Hershey Park

HERSHEY, Pa., Sept. 24. — A good turnout of some 70 persons attended the convention Thursday (8) of the Pennsylvania Amusement Parks Association, held at Hershey Park, Manager George W. Bartels of the host location reports.

The registration list is as follows: Edward Booz, Howard Booz and William Evans, of West Point Park; Mr. and Mrs. W. J. Tarr and Mr. and Mrs. E. E. Freeland, Conneaut Lake Park; Mr. and Mrs. F. W. A. Moeller, Waldameer Beach Park, Erie; Mr. and Mrs. O. B. Jenkinson, Jenkinson's Swimming Pool and Beach Pavilion, Point Pleasant, N. J.; Mr. and Mrs. J. A. Helprin, Willow Grove Park, Philadelphia; Mr. and Mrs. R. M. Spangler, Rolling Green Park, Selinsgrove.

Also, Mr. and Mrs. Noel Janotta, Philadelphia Toboggan Company; Mr. and Mrs. Raymond Lusse, Lusse Brothers, Philadelphia; Robert F. Henninger, Howard Lyons and Frank Panakey, Kennywood Park, Pittsburgh; C. K. MacDonald, Idlewild Park, Ligonier; Hartman Knoebel and William Auman,

Rocks' Gross Practically Equal to '54

NEW YORK, Sept. 24.—Rockaways' Playland has embarked on its Operation Snowball program again, and the intention is to keep the park running on weekends as long as weather permits, until time for next spring's full-time opening.

A minute decline in grosses was noted for 1955, with Vice-President Richard Geist putting the figure at between 1 and 2 per cent. This was considered encouraging since there were stretches of unfavorable weather during the season, and the decline was much less than the one experienced during 1954.

Chamber of Commerce published figures give an estimate of 39,590,000 persons in summer attendance this year along the 11-mile stretch of beachfront. Taken between the Memorial Day and Labor Day weekends, the totals represent an increase of more than

(Continued on page 102)

'54 Exceeded At Springlake

OKLAHOMA CITY, Okla., Sept. 24.—Springlake Amusement Park this season exceeded 1954's receipts, it was reported by Manager Roy Staton.

He said that heavy rains and cold weather at three periods caused the funspot to miss an opportunity to set a new park high. The bad weather came in June, the last half of August and on Saturday (3) of the Labor Day weekend. Normal promotion was used all season.

Good Holidays Offer Some Consolation to Lincoln Park

NORTH DARTMOUTH, Mass., Sept. 24.—Following the trend of many of New England's inland funspots, Lincoln Park has wound up a season which, after a fine start, ended as one President John Collins would rather forget. Heat, polio and hurricane threat quickly cut down a season that looked until July 4th as tho it would be a red one. Two fine holiday periods offered some measure of consolation, tho.

After a bumper Fourth things were slow, Collins said, until Labor Day when good business returned. A sizeable sum was spent: this year at Lincoln in renovating the ballroom, enlarging the skating rink and putting in automatic pin setters in the big bowladrome.

Lincoln depends on business largely from nearby New Bedford and Fall River. When the hurricane warning was sounded both cities were boarded up. The big wind didn't arrive, but the potential customers stayed home. Polio

Knoebels Grove Park; Mr. and Mrs. John Allen Sr. and Mr. and Mrs. John Allen Jr., Philadelphia Toboggan Company; John L. Campbell, J. L. Campbell Company, Baltimore; Harry Battin, Globe Ticket Company, Philadelphia; Richard McFadden, Allan Herschell Company, North Tonawanda, N. Y.; Mr. and Mrs. Edward Lee, Sans Souci Park, Wilkes-Barre; Ed Wassmann, Acme Hardware and Supplies; Associated Amusement Company, Philadelphia.

Also, Mr. and Mrs. William Marquet, Hershey Park; Robert Irwin Jr., Elmer Foehl and Elmer Schmink, Woodside Park, Philadelphia; Don Dazey and Jack Momingstar, Le Sourdsville Lake, Inc.; John Biggs, Conneaut Lake Park; Mr. and Mrs. Paul Huedepohl, National Association of Amusement

(Continued on page 102)

'CRANBERRY SPECIAL'

Biz Down, But R. R. Still Hauls 150,000

By CAMERON DEWAR

CARVER, Mass., Sept. 24.—The Edaville Railroad, one of the nation's last surviving steam, two-foot-gauge lines, has finished its ninth season. It is owned by the biggest individual cranberry grower in the United States, Ellis D. Atwood. The line, which runs for five and a half miles thru cranberry bogs, picturesque waterways, canals, pine forests and storage reservoirs, has carried up to 200,000 persons a year on its half-hour ride.

While business this year was down somewhat, due to storms and a polio epidemic, the line still took at least 150,000 passengers in 1955. A regular station and ticket office sells souvenir tickets at a cost of 50 cents for adults and 25 cents for children.

Situated on busy Route 28, which goes direct to Cape Cod, the 14-car railroad is a mecca for tourists from all parts of the U.S.

Within the station there is a lunch counter, candy stand and displays of souvenirs in a gift shop where views of the railroad, pennants, miniature trains and other gifts may be purchased. There is also a large museum containing railroadiana of the last 100 years.

Christmas Season

The season runs from the middle of June until Labor Day, and there is also a 23-day Christmas period when the train operates evenings from dusk until 10 p.m. Coaches are steam-heated and along the tracks are dozens of holiday scenes, such as Santa's Workshop, Peacedale, and typical New England scenes ablaze with lights in holiday design.

Last Christmas, on one day, 10,000 persons attended to see the displays, and many waited more

than five hours for a ride on the "Cranberry Special." More than 75,000 persons ride the line during the Christmas season.

A uniformed crew mans the train, with departures set every 40 minutes. The line derives its name from the initials of the owner, E. D. Atwood. He simply added "ville" to his initials and came up with Edaville Railroad. Atwood used the train for many years to haul cranberries, and nine years ago started running the line for passengers. From this he derives both pleasure and profit.

New Amusement Park Planned For Asheville

ASHEVILLE, N. C., Sept. 24.—W. J. Murphy has announced plans for an eight-acre amusement park off the new Leicester Highway. The park will be privately owned and operated by Murphy and his wife. Murphy is head of a number of toy-making, distributing and souvenir-manufacturing enterprises.

The new project will be located on land purchased from Wilshire Park, Inc., Murphy said. Included will be a swimming pool, picnic area, Roller Coaster, Ferris Wheel, Airplane Ride, Electric Auto Ride, miniature golf links, ponies, Horse-and-Surrey Ride, skating rink, shooting gallery, Boat Ride, Penny Arcade, dance pavilion, Miniature Train and other attractions, Murphy said.

Upon completion, he added, it will rival in size the city's publicly owned Recreation Park. Murphy said the park would open next Easter. Civic clubs and church groups will be given an opportunity to obtain concessions in the park. The cost of construction of the new amusement park was not revealed.

FOR SALE

As I am changing some of the rides in my park for next year I have the following for sale. One Moon Rocket in good shape (mounted center) complete with fluorescent lights, 25 horse slip ring motor with drum speed control. \$3,500.00; one Caterpillar (good shape), contact Wm. Dyers, Searcy, Ark., for details; one Kiddie Ferris Wheel mounted on wheels, \$1,200.00; one Kiddie Merry-Go-Round, 16 horses, two chariots, \$1,250.00; one Kiddie Car Ride, \$750.00; one Kiddie Cart Ride (pony), \$500.00. Also have a complete Race Track Equipment for sale. Complete Lighting System cost \$15,000.00, will sell for \$5,000.00, ready to load. 3,000 feet Chain Link Fence, six feet high, with brackets for 3 strands barb wire on top. One dollar per foot for fence, and two dollars per foot for gates. Fence like new, complete with steel posts, ready to load on truck. Complete steel Hub Rail for Race Track, \$3,500.00. All kinds of Concession Equipment, Popcorn Machines, Deep Freezers, Steam Tables, Deep Fryers, etc. Also have twenty-five extra Krause-Hines Lights with pyrex lenses, complete with 1500 watt bulb and wire connections. Cost over ninety dollars; will sell for twenty-five dollars apiece. One Allis-Chalmers Motor Patrol, \$600.00; one Sheep Foot Packer, \$200.00; one Water Wagon, \$600.00. DON McELHINNEY, CeMar Amusement Park, Box 207, Marion, Iowa. Phone 3-5673, Cedar Rapids, Iowa.

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5th Annual Special Section

ARENAS & AUDITORIUMS

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5th Annual Special Section

ARENAS & AUDITORIUMS

Managers' Assn. Booms in Pace With Aud-Arena Field

By TOM PARKINSON

Holding forth as one of the leading factors in the arena-auditorium field is the professional organization, the International Association of Auditorium Managers.

The IAAM, active for many years, is growing rapidly as the field it represents also expands. Membership at the latest count totaled 123 regulars plus several associate and honorary members.

That represents a gain of around 25 per cent in a year and it marks a big step toward the IAAM's current goal of 50 new members. The organization's secretary, Charles McElravy, also reports successes in the IAAM's functions of placing professional manager-members in posts with various buildings. And the committee to advise planners in requirements of auditoriums and arenas has been called on by builders of many new arenas and auditoriums in recent months.

More than other associations, the IAAM represents a cross-section of the business. Its members are managers of such widely diverse buildings as New York's staid Carnegie Hall and San Francisco's Cow Palace, or the big International Amphitheater in Chicago and the small Culver City (Calif.) Auditorium. There are municipal and privately-owned buildings, armories, college field houses and lodge auditoriums. A new field for the organization is that of open-air stadiums. Some present members represent stadiums, and the organization is considering the formal opening of its ranks to managers of the several kinds of unroofed facilities.

Among the newer members, representing new buildings in most cases, are John R. Balmer, Omaha Civic Auditorium; Paul Buck, Owens Auditorium and Charlotte (N. C.) Coliseum; Thomas G. Davis, Corpus Christi, Tex.; Walter P. Mabee, Minot, N. D., Municipal Auditorium; Harold S. Rand, Rochester, N. Y., Community War Memorial; John Raine, The Arena, Richmond, Va., and Harry Schreiber, Veterans' Memorial Auditorium, Columbus, O.

In addition to the IAAM, there are several regional organizations, most of them in Canada and some of them in the early stages of formation. Another group, the Arena Managers' Association, represents large building for the most part and is engaged in booking and scheduling of shows.

More Arenas Go Up; Build Show Market

• Continued from page 1

events, the backbone of the business lies with the average-sized building in more moderate-sized cities.

Proposed Buildings

Thus Santa Monica, Calif., is getting set for a \$2,850,000 auditorium. A railroad has proposed a \$2,000,000 building at Hartford, Conn., and offered to donate the land. Portland, Ore., has voted a bond issue and now is working out a possible combined project with the Pacific International Livestock Exhibition.

Such cities as Lansing, Mich.; Columbus, O.; Rochester, N. Y.; Omaha, Neb.; Dodge City, Kan.; Pensacola, Fla.; Lubbock, Tex., and a dozen others are building or have recently completed new auditorium-arenas.

These new buildings plus literally hundreds more under aggressive management and scores of other potentially strong spots add up to what many authorities close to the field believe is the new life-blood of live show business.

Talent Consuming

The big halls with from 2,000 to 20,000 seats are, in the opinion of many, a talent-consuming aggregation as demanding as TV. Now, too often dark and short on entertainment events, they comprise the possible outlet for a much larger set of shows, acts, spectacles and displays.

One expression of the demand for shows is that arena managers in various sections of the country are trying to form show circuits. Attempting to function now is one such loop made up of buildings in the Southwestern States and an other along the Southeastern Seaboard. Booking efforts of arena associations in Ontario and British Columbia have registered some success. There is an operating circuit for operation of sports shows at a number of Middle Western arenas.

While the potential exists, the way to filling it is not easy. Show producers and booking agencies on one hand and the building managers and local promoters on the other have not yet arrived at fully satisfactory methods of getting together. There are pros and cons for booking on percentages as well as for booking on guarantees. Often, it is no easier to fit an ice show's appearance into an arena's scheduled of fixed events than it is for the icer to find room on its route for the building.

But arena management believes the day is not far off when the already big and profitable building show business will be even better. The community of business and civic interests behind each building is putting money into its conviction that modern arenas-auditoriums are important to the city. And showmen are poised for expansion in the big and growing field.

ICE SHOW REVIEW

S&J 'Follies' Again Achieves Pinnacle

By JOEL FRIEDMAN

Ice revue produced by Shipstads and Johnson, Directors, Frances Claudet, Mary Jane Lewis and Stanley D. Kahn, Executive director, P. K. Von Egid, Public relations, Wesley Givens, Company manager, R. J. Helm, Music director, George Hackett.

Principals: Betty Schalow, Pastor Twins, Richard Dwyer, Frances Dorsey, Walter and Irene, Marie Crimmins, Kermond Brothers, Georgianna Sutton, Ole Ericson and Dick Mershon, the Henrys, the Sad Sacks, Mr. Frick, Florence Rae.

Line: Frances Armstrong, Charlotte Altman, Raymor Armstrong, Beatrice Biel, Greta Booker, Barbara Burbank, Patricia Fish, John Hadlich, Lynne, Haggin, Patty Hall, Terry Hall, Olga Hanson, Diane

PENN MANAGES PITT GARDENS

PITTSBURGH, Sept. 24.—Herman J. Penn has been named manager of the Gardens here and took over the post on the first of the month. He formerly was manager of the Louisville Armory. The Gardens is operated by John H. Harris, of "Ice Capades," and formerly was managed by Harry D. Harris and John Balmer.

ZIOGAS ANNOUNCES LANSING OPENING

Early Weeks Feature Open House; Ice, Water, Dance Shows Booked

LANSING, Mich., Sept. 24.—This capital city's new \$5,000,000 Civic Center and municipal auditorium opens this week with a highly concentrated schedule of major events for the 6,000-seater.

Unique will be the open house planned by Manager Charles ZioGas for October 23-November 5. More than 160 commercial exhibits will be in the building at the time. A printing of 35,000 100-page brochures has been ordered.

Designed as the formal introduction of the Civic Center to the people of Lansing, the program includes special days saluting various groups and phases of the community.

Early Sked

The earlier schedule will get started Monday (26) with a two-day convention of Kiwanis Club members. "Holiday on Ice" starts Wednesday (28) for a nine-show, seven-day run.

In October, the June Taylor Dancers will be in on Columbus Day (12). Versatility of the building and scope of the schedule is demonstrated by the fact that the next event will be a prize fight featuring Chuck Davey on October 15.

Back to show business, the building will house Sam Snyder's "Water Follies" for October 18-22. A showing of new Oldsmobiles is scheduled for a week.

Toledo Arena Booking Busy Fall Schedule

TOLEDO, Sept. 24.—The Sports Arena here has lined up a heavy schedule for the fall and winter season, including a one-night stand by Ed Sullivan with Marian Marlowe, it was announced by Andy Mulligan, arena manager.

The arena opened the season with a successful Home Show, first to be held here in conjunction with National Home Week, September 11-18. The show drew more than 25,000 paid. Featured entertainer was Peggy King, of the George Gobel show, and her appearance at civic gatherings such as the Community Chest dinner helped to bring much favorable publicity for the home show.

Food Show Grows

Opening Saturday (24) for an eight-day stand will be the second annual Food Show. Featured entertainers will be the Three Suns and Maureen Bailey. A telecast from the show is set for September 29, offering "Michigan Outdoors" with Mort Neff. Last year the food show was a success and 80

(Continued on page 83)

LUBBOCK READIES 3-UNIT BUILDING

Stage Section Links Auditorium To Coliseum; Plan Spring Opening

LUBBOCK, Tex., Sept. 24.—Scheduled for opening in the early spring of 1956 is the new Auditorium-Coliseum here. The unique three-section structure has the Coliseum and Auditorium linked

by another part which contains the stage.

The auditorium is fan-shaped with a width of 48 feet at the curtain and 186 feet at the rear. Length is 203 feet, and there are no intermediate supports. This part seats 1,616 on the main floor and 1,406 in the balcony. Ticket offices, rest rooms and other facilities are in a foyer under the balcony. The section also includes three large meeting rooms and storage space.

The central structure includes the 100 by 50-foot stage, which has an 83-foot clearance between stage and roof. Immediately behind the stage and abutting the Coliseum is a large property room. In the back stage area, also, are reception room, managers' office, two large and 10 smaller dressing rooms, two chorus rooms and storage space.

The Coliseum is round, with a 131-foot radius and a 105-foot center section. Its arena is 209 by 104 feet with semi-circular ends.

The Coliseum roof is dome-shaped and supported by three tusses. Concrete stepped type construction marks the Coliseum seating area. The highest point of the roof is 92 feet from the floor. This building will accommodate 7,500 in permanent seats and 2,500 in temporary chairs in the arena.

Under the Coliseum seats are two main lobbies, large exhibit arena, chair storage rooms, and added facilities. A 1,900-car parking lot is planned and it also will be used by the nearby football stadium of Texas Tech.

FINANCE PAPER REPORTS

Clyde Circus Tours Canadian Arena Circuit

TORONTO, Sept. 24.—The successful team consisting of the Ontario Arena Managers' Association and Clyde Bros., Indoor Circus was the subject of a feature in The Financial Post, Canadian business newspaper, of September 10.

The article, by Donald Gordon, reports on the two tours of Ontario made by the circus after being solicited by the association.

It points out that the show expected to lose money the first year while building a reputation for the future. The first route took them to St. Catharines, Niagara Falls, Toronto, Hamilton, Kitchener and Windsor. The show reported a \$3,000 deficit on the tour but termed it a success because it laid groundwork for future business.

Then in 1955 the show played 19 cities in between seven and eight weeks. The financial paper reports that the circus paid out \$65,000 for acts, \$39,500 for local expenses, \$25,000 in rent to arenas, \$7,500 in profits to auspices, \$7,000 in profits to the show and \$6,000 in other expenditures.

The article also traces the process by which the show books, bills and plays a date. In Oshawa, Ont., it reports, the show was denied permission to show because of a change in license rules, apparently brought on by pressure from a competing local event. In Toronto the show was rained out in 1954 and had no auspices in 1955, consequently running up against added charges.

Arena rentals ranged up to \$1,000 a day for the show, the article reports. It cites the rental at Barrie, Ont., as \$500 for two

days, a price said to be equal to that charged in the much larger Kansas City auditorium.

Owner of Clyde Bros.' Circus, Howard Seusz, is quoted in the article as saying that Canadian license fees and rentals are keeping "most of the decent shows" out of Canada. There is a new report that Ontario may rewrite the Circus and Traveling Shows Act to include higher fees. The article points out that with a 2 per cent profit now, the circus would not be able to absorb many increases.

Madison Argues Choice of Arena Architect, Site

MADISON, Wis., Sept. 24.—While finishing touches are put on the new Dane County Fairgrounds Arena here this fall, the city has been divided into two camps arguing about plans for a new municipal auditorium.

Bonds were voted last November, providing \$4,000,000 and specifying that the city-owned building should be placed on the Lake Mendota lakefront. It also provided that the structure should be designed by Frank Lloyd Wright. At issue recently has been the location and whether Wright would be the building architect.



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Flexible Seating Adds To Uses of Buildings

By IRWIN KIREY

NEW YORK, Sept. 24. — This year for the first time hundreds of indoor locations will be used for purposes not attempted in the past, the result of a growing awareness that there is year-round money to be made from rinks, arenas, halls, coliseums, and ballrooms.

Convertibility and flexibility are the keywords in this movement. Operators with any problems about how to adapt their locations for multiple use can find firms which will consult with them as to how they can derive the most profit during an off-season.

Roller rinks, which have often been used for ballroom purposes in the past, have been taking advantage of portable ice floors which enable them to offer patrons first-class ice skating accommodations at any time of the year. Altho there are several consulting engineers who have worked on this type of rink usage, one of them, Pete Carver, has attained status as a specialist.

Carver points out that there is little storage space required for portable ice, as the only items of such concern are the plastic piping, and plastic film which rolls up after being removed from the wooden floor. An operator of a location with floor space of, say, 85 by 185 feet measurements, can install portable ice for anywhere from \$50,000 to \$80,000. It is suggested that he have close to half that amount in cash.

In simple terms the process is one which completely protects the

wooden floor from any abuse. The floor is covered with Visqueen plastic film in rolls, which provides a vapor barrier. The piping is then laid, and fine sand is put down over the entire floor. The sand is frozen solid and layers of ice are frozen as a skating surface. For equipment, the minimum required is two small refrigerant compressors or one large one, two circulating brine pumps, miscellaneous shell equipment, and equipment to cool water.

Rentals of skates are a big item and should allow the operator to amortize a good part of his investment within a few years. The best medium-grade rental skates wholesale for around \$14 a pair, and the rink can sell them over the counter at its equipment counter for \$20. Skating fees are commonly 50 cents for children and \$1 for adults. The prices vary in communities while roughly paralleling those of movie houses.

Carver speaks not only as a consulting engineer, but as an ex-skater who spent more than 10 years in various capacities with "Holiday on Ice" productions. He points out that at the end of a season the ice is melted, the sand and brine refrigerant are disposed of, and the film and piping are stored until needed again. Brine is relatively cheap and costs no more than \$200 for a year.

Seating Specialists

"Kesty the Bleacher Man," Ed Kesty of U. S. Seating Corporation, is a consultant who specializes in supplying seating, staging and canvas for almost any occasion. Another is Allset Associates, composed of ex-showman Julius Kuehnel and Al Setlow. Their specialty is, as Kesty tells it, "telling an operator how to get the most money out of his place. When he hears words like that, chances are he'll pay attention."

The man who has an indoor location, it is pointed out, can rent it out for meetings, bingo, dances, or banquets. If it is large enough he can use it for boxing or wrestling, or book in traveling shows such as basketball, tennis, ice, or legit troupes. In order to get the most out of the available space, flexible seating is needed. Kesty, 25 years in his field, specializes in a telescopic bleacher arrangement which withdraws against the side and end walls when not in use. Originally a simple gymnasium bleacher layout, the telescoping frame now comes with bench-type backs or regular folding chairs which are connected to the movable platforms. If portable riser-type stands are installed, the off-season can bring revenue thru rental of the stands to organizations for parades and ball games.

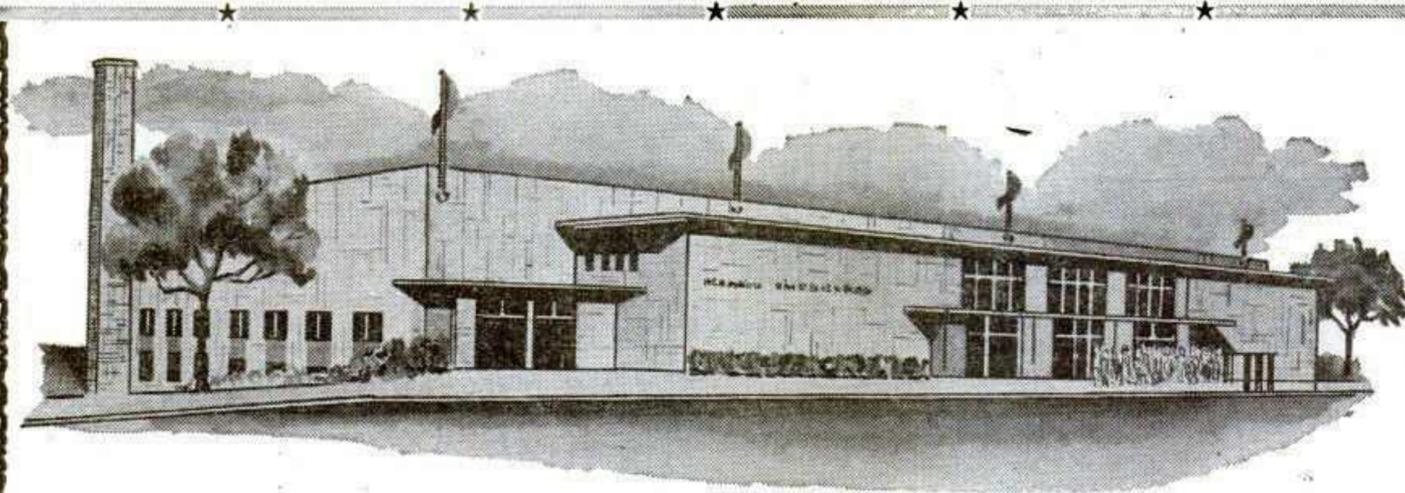
A recent major sale by Kesty was a quarter-mile of bleachers to Ocean City, N. J., for boardwalk use at parades, baby contests, etc. He also sold the seating for the new Richmond (Va.) arena and for Eastern Parkway Arena in New York City. He points out that even a modest-sized rink operation measuring 100 feet by 150 could profitably operate basketball by installation of a portable floor. This would measure 66 by 118 and leave room for more than 1,000 seats.

Kuehnel emphasizes that consultation is essential for anyone desiring flexibility of operation. With all arenas being of different size, it takes more than amateurish confidence to extract the most out of the location. The War Memorial Auditorium in Syracuse, which got its portable seating thru Allset, has 4,000 permanent seats but also can put up additional floor seating on risers for such things as basketball, ice shows and boxing. The riser construction is such that below the highest tier of portable seats, against the arena wall, there is room for a delivery truck to maneuver around the perimeter of the arena. All piping fits together with no pins or bolts needed. A patented safety lock is employed.

Large arenas frequently find it convenient to "gang" their chairs in groupings of two, four, or more.

(Continued on page 80)

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Canadian Arena Officer Sees Need for Provincial Groups

REGINA, Sask., Sept. 24.—Altho arena managers of five Canadian provinces have been able to share their views and problems over the past two years as members of the Western Canada Arena Association, progress of the org continues on the slow side, according to Joe Dukowski, of Victoria, B. C.

Dukowski, one-time manager of Queen City Gardens in Regina, now manages Memorial Arena in Victoria. He is secretary-manager of the Western Canada Arena Association, president of the British Columbia Arena Association, and a member of the International Association of Auditorium Managers.

Distance is hindering the Western Canada body, Dukowski says. With the members so widely separated it is too expensive to get around a conference table more than once a year, hence little has been accomplished.

Needs Provincial Groups

The solution, as he sees it, is for arena men in Alberta, Saskatchewan, Manitoba and Western Ontario to organize provincial bodies, such as has been done in British Columbia. Thus, membership would be greater and arenas would be able to conduct business close to home before putting major items before the parent body.

"If the B. C. pattern could be followed, we'd have a wonderful organization," Dukowski says.

R. H. Rasmussen, of Edmonton Gardens, has already started to organize arenas in Alberta; Norman Couch, of the Arena at Saskatoon, is starting in Saskatchewan, and Bob Stewart, of Wheat City Arena, Brandon, plans to start in Manitoba, Dukowski reports.

President of the Western Canada Arena Association is Norman Couch and vice-president is Bob Stewart.

Block Booking

Member arenas are in Vancouver, Victoria, Kamloops and Trail, B. C.; Calgary and Edmonton,

Alta.; Saskatoon and Regina, Sask.; Brandon, Man., and Fort William, Ont.

The British Columbia Arena Association was organized in 1950 and now include every rink in the province, four curling rinks, three auditoriums and associate members. The org is divided into three zones which meet once a month or so and the association as a whole twice a year.

Under the provincial set-up, a uniform pattern for the booking of attractions has been devised so that an agent can make most of his plans right in Dukowski's office. Tho Dukowski can arrange for block bookings and advise arena men as to the suitability of attractions, there is still nothing in the org's rules to prevent agents from negotiating with the arenas individually.

Dukowski's aide, when bookings are made for B. C. as a whole, is

Jack Elliott, of Kerrisdale Arena, Vancouver.

Discuss Operation

When the B. C. org holds its annual meeting, speakers are brought in to discuss all types of insurance, operations of arenas, care of ice-

making equipment, buying of shows and publicity campaigns.

An accomplishment to date is the setting up of uniform rental rates for arenas in the province on the basis of seating capacity, drawing power locally and other factors.

Dukowski, a recent visitor Regina, was on a busman's holiday. During his "vacation" he has visited arenas and attended arena men's meetings in Denver, Detroit, Newark, Atlantic City, New York and Toronto.

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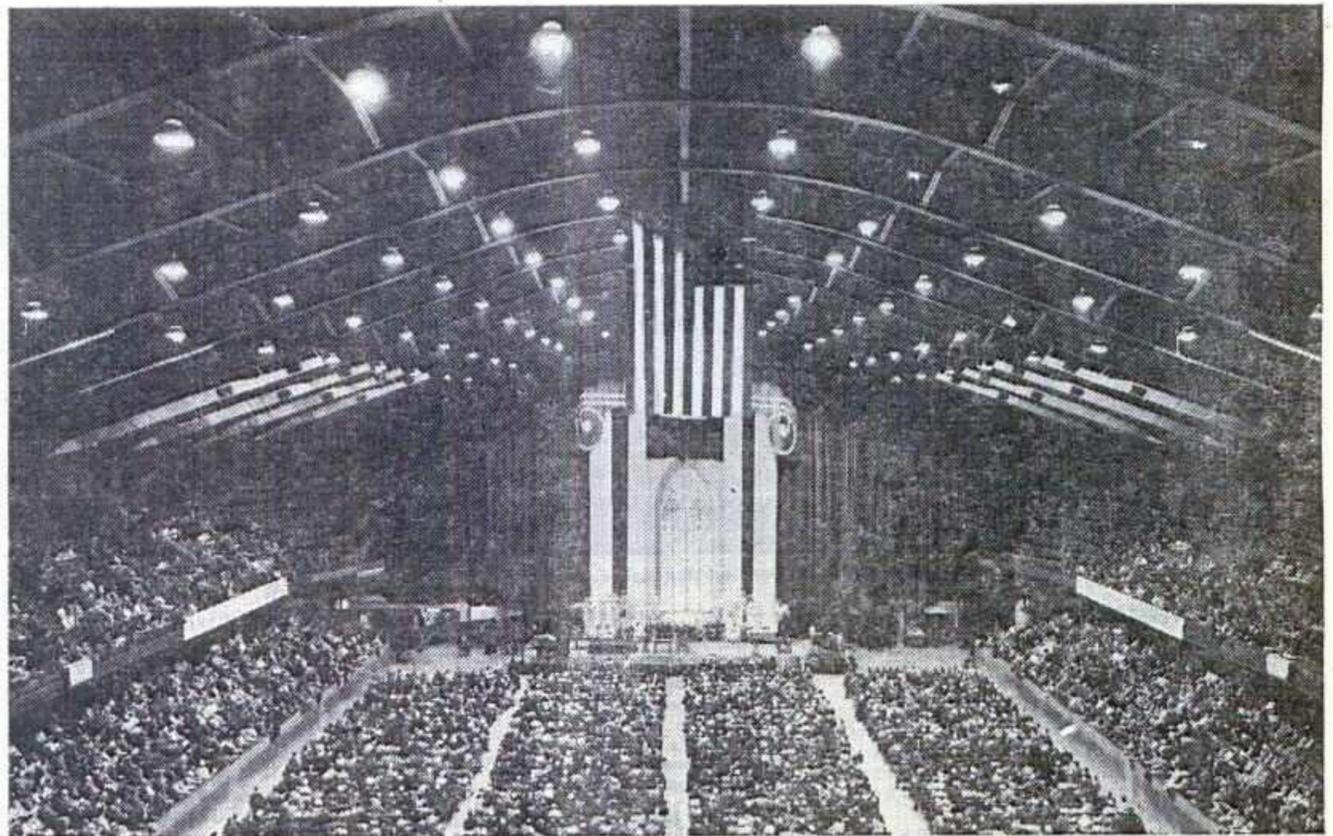
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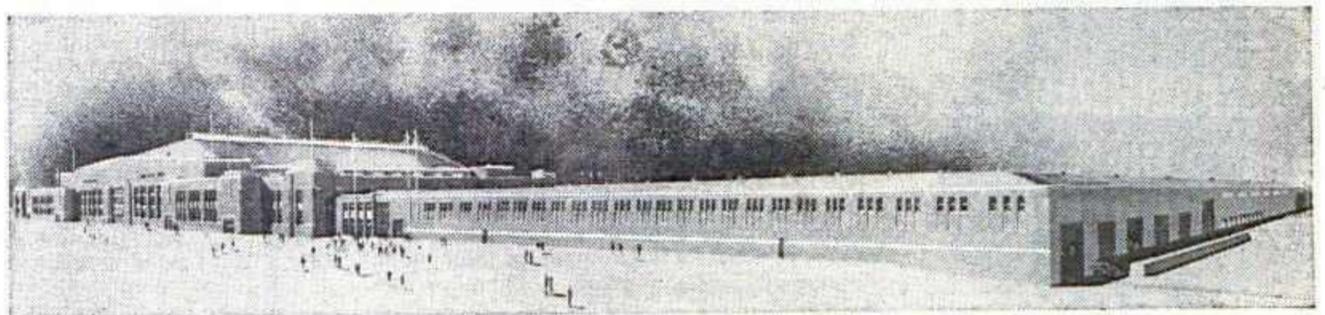
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Announce Plan For Shrine Aud At Indianapolis

INDIANAPOLIS, Sept. 24.—Plans for the construction of a 4,000-seat auditorium have been announced by the Murat Temple of the Shrine.

How this project would be coupled with the currently developing plans for a new city-sponsored auditorium wasn't immediately apparent, but it appeared that both plans were to be continued.

Since the demolition of the Eng-
(Continued on page 80)

Fredericton Plans Arena

FREDERICTON, N. B., Sept. 24.—"A new arena with a seating capacity of 5,000" was mentioned by President C. Hedley Wilson in his address officially opening the Fredericton Exhibition of 1955 here Saturday night (3).

President Wilson said blueprints by Stewart & Howell, Fredericton architects, are already in existence. These contemplate a structure with outside measurements of 288 by 168 feet embracing a seating capacity of 5,000, an arena and an ice surface equal to that of the Maple Leaf Gardens in Toronto.

The Fredericton Exhibition's present grandstand and bleachers have a seating capacity of around 2,200. They are of wooden construction and were the only survivors of the fire which destroyed the former plant in November 1939.

The new building, President Wilson said, is a possibility "within the foreseeable future."

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Winston-Salem Arena Premiere Draws 6,500

WINSTON-SALEM, N. C., Sept. 24.—A full house of 6,500 persons attended the opening Monday (19) of the \$1,250,000 Winston-Salem Memorial Coliseum, located at the fairgrounds on North Cherry Street Extension. Opening attraction was "Ice Capades, International," which came in for a week following a date in Washington.

Money for the new building had been collected since 1946 and had been administered by Albert L. Butler Jr., chairman of the Winston-Salem Foundation. Butler presided at a brief key presentation held on the ice just prior to the performance.

At the ribbon cutting outside the doors the scissors were handled by Charles E. Norfleet, chairman of the Memorial Coliseum Commission, which will be supervising the structure's operation. With Norfleet were Mayor Marshall Kurfess; John Harris, producer of the ice spectacle; Terry Waugh, archi-

tect; Tim Francis, a designing engineer; R. G. Deyton, secretary of the Coliseum commission, and two officials of a firm which has contracted to present several shows in the arena. They are Irvin Field, president of Super Attractions, and Israel Feld, vice-president.

The Coliseum is decked out with orange-backed seats and neatly costumed usherettes are employed. Schedule for the opening attraction was for one show daily at 8:30 p.m. except for today and tomorrow. There will be three shows today at 2:30, 6 and 9 p.m., and two on Sunday (2), at 1:30 and 4 p.m. Price scale is \$1.50, \$2, \$2.50 and \$3, including tax. Kids are half-priced only for the Saturday 2:30 show.

Flexible Seating

• Continued from page 78

depending on State laws which require a certain relation of aisles to the number of seats. Locations having limited storage space can make better use of it by buying chairs singly, Kuehnel says, and not in attached groups. Simple clamps can be used to lock chairs together on their platforms, in any number desired.

There are tubular and angle-type risers, both with their advantages, and the most common construction material is steel, altho places like Madison Square Garden, which obtained its portable floor seating thru U. S. Seating, paid more but effected a tremendous labor saving by obtaining risers made of aluminum.

Allset has consulted on the Empire State Music Festival at Ellenville, which required considerable use of canvas and massive staging for its orchestral programs. Another project was the staging and lighting for the anniversary observance at United Nations headquarters here.

Reputable firms will consult, at no cost, on the problems of any operator relative to establishing or converting a location. Altho the solutions often represent serious sums of money, wise operators have been taking advantage of chances to make their locations produce revenue thruout the year. It is expensive, but there's a good dollar in it.

Indianapolis Aud

• Continued from page 79

lish Theater in the late 1940's, the 2,000-seat auditorium of the Murat Temple has been used for most legitimate and concert presentations brought into Indianapolis.

In addition to the theater, the Shrine expansion program calls for a 700-room hotel, parking garage, commercial shops and eating facilities, Karl L. Friedrichs, Murat Temple recorder, announced.

Adjoins Temple

The new structures will adjoin the Murat Temple at Michigan and New Jersey streets, almost within walking distance of the city's downtown section. To clear the way for the additions, the Shrine acquired seven apartment buildings contiguous to the Temple. The transaction involved an expenditure of \$250,000, Cecil M. Byrne, temple potentate, said, adding that it "definitely was not made for the income to be derived from the apartments."

Shrine officials explained that the existing air-conditioned auditorium would not be wrecked to make room for the new one. Under construction plans, seats in the proposed theater will be on the west side of the spacious stage of the old auditorium. Thus, it is contemplated, that the two rooms could be used either separately or jointly to accommodate 6,000 persons.

Friedrichs stated that the original timetable which contemplated completion of the multi-million-dollar project in 10 years has been revised and that he now anticipates its achievement within five years. The Shrine property at Michigan and New Jersey streets has been appraised at \$2,500,000.

Regina Annual Names Manager Of Aud, Stadium

REGINA, Sask., Sept. 24.—The Regina Exhibition Association has appointed Pat Lundy, well-known hockey star, to be superintendent of the Stadium and Exhibition Auditorium at the fairgrounds. Lundy will handle bookings and other business of the two buildings from an office in the Stadium. He is a former employee of the Regina Exhibition org, having worked with the grounds maintenance crew for several seasons. He has also been assistant secretary of the annual harness races and worked with the Calgary Exhibition and Stampede company.

As a hockey player, Lundy came up thru Saskatoon minor ranks and played with Saskatoon Navy, Detroit Red Wings, Chicago Black Hawks, Indianapolis Capitals and Calgary Stampeders.

Texas Town Vetoes Coliseum Bond Vote

PASADENA, Tex., Sept. 24.—In an election September 3, voters of Pasadena, a town of 40,000 that joins Houston on the East, voted down a \$1,250,000 bond issue for a municipal coliseum. A bond issue of \$500,000 for parks, pools and playgrounds passed. Voters approved eight of the ten bond issues submitted.

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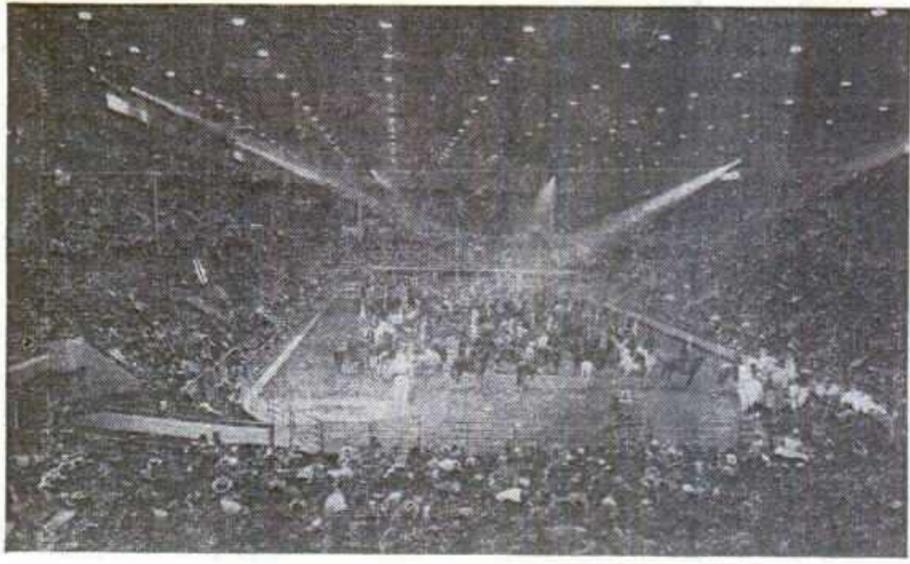
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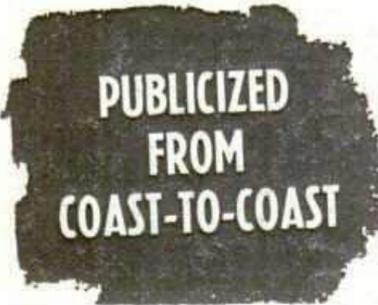
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'Ice Capades' Credits Listed

NEW YORK, Sept. 24.—Choreography credit for this season's Ice Capades, the annual John H. Harris extravaganza, goes to Ron Fletcher, aided by Richard Nordt. The duo handled four of the production routines. Rosemarie Stewart and Robert Dench collaborated on the "Aurorora" sequence, and the 30-minute feature segment, "Peter Pan," was done by Robert L. Tucker.

Other credits are as follows:

Costume design, Billy Livingston; scenery and prop design, Harvey Warren; scenery and prop art work, Antonio Reveles; men's costumes executed by Henry Weiss; women's costumes, Mme. Celine Faur; scenery and props executed by Floyd Parrish aided by Gaile Brown; score, Jeri Mayhall aided by Fran Frey; photography, Bradley Smith.

Flying equipment designed and licensed by Joseph Kirby Limited, London; flying technicians, Peter Foy and John P. Ingram; bubble effect, Nat Fisher.

The Madison Square Garden engagement opened Wednesday (14) and will end Sunday (25). Staff for the road tour which follows consists of Brian McDonald, company manager; James R. Billman, assistant; Ted A. Balzer, treasurer; Jayne Brown, secretary; Denise Benoit, publicity; Gladys Algieri and Otto Grebe, wardrobe; Lillian Bustin, assistant wardrobe mistress; Nate Walley, performance director aided by Dwight Hanna; Rosemarie Stewart and Robert Dench, production coordinators; Patrice Matthews, ballet captain.

Also, Robert Costello, stage manager; George Frey aided by Ray Currel, electrician; John Connors, props; Gene Risher, assistant carpenter; Jeri Mayhall, musical director aided by Hal Saunders; William Dennis, percussionist; Tommy Travers, lighting; William Dougherty, skate technician; Robert Skrak, ice technician, and Leo Loeb, baggage and concessions.

'Follies' Publicity Good in Denver

DENVER, Sept. 24.—Shipstads and Johnson's "Ice Follies," slated for a six-day stay here beginning October 4, is pulling heavy press notice and publicity in the local papers. Booked by the Denver Arena Corporation, headed by Horace Nash, the show has been a good money maker in the Mile High City and early mail order sale indicates this year will be no exception.

Coliseum Profits Reach \$44,400 At Fort Wayne

FORT WAYNE, Ind., Sept. 24.—Tickets, concessions, parking fees and programs brought \$890,515 into the War Memorial Coliseum here during the 1954-'55 fiscal year, which ended June 30, while \$290,957 were collected for rentals in that period, Don Myers, Coliseum manager, reported to the board of trustees.

While the revenue left the Coliseum with a net operating profit of \$44,445 for the 12-month span—the highest in three years—the gross

PATENTED?

Argument On Over Aussie Roller Derby

SYDNEY, Sept. 24.—Legal entanglements have raised their heads far in advance of the opening performance of the Roller Derby in this country. The attraction has never been seen here but is expected to draw heavily since another American import, stock car racing, went over big when introduced in Australia.

Murray Tannen, of the Roller Derby Corporation, arrived here recently to supervise erection of a suitable rink at the Sydney Stadium, 120 feet by 60, at a price of \$22,500. Promoter Lee Gordon is to back the events featuring American performers and officials.

Opposition has arisen from Sammy Lee, night club entertainer, who says he has arranged for a 24-skater American troupe to arrive in November and is seeking a location. He said Roller Derby skating is not patented Down Under. Tannen denies any knowledge of Lee's arrangements and Gordon is seeking an injunction against Lee using the phrase "Roller Derby" in his promotions.

Sask. Arena Burns

MOOSE JAW, Sask., Sept. 24.—An early morning fire destroyed Moose Jaw's city-owned Arena rink. Harry Battell, manager, estimated the building and ice plant was worth \$150,000 to \$175,000. Cause of the fire was not established. During the summer, the rink had been used for roller skating and operator Sam Paul reported all equipment was lost.

fell below the income of the previous year.

The \$890,515 item was \$195,289 short of the \$1,085,804 drawn during the 1953-'54 fiscal year, Myers pointed out. Before, in fact, the concession miscellany brought more than \$1,000,000 annually, he added.

57G From Bowling Meet
The manager said that the at-

tendance fell during the year to 808,301, of which 671,939 represented paid admissions.

The American Bowling Congress, which ended a 72-day tournament in the Coliseum June 5, contributed \$57,430 in rental alone, according to Gene Hart, the Coliseum auditor.

Showing a profit of \$9,235, the public skating program was among the more profitable functions of the

Coliseum during the year. With parking attendants, police and supplies consuming \$20,461 of it, the parking lot income for the year was \$54,771, or \$5,000 off from the last fiscal year.

Coliseum management overcame the occasional difficulties to increase its net operating profit from the \$42,692 of the 1953-'54 fiscal period to \$44,445 in 1954-'55.



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Hippodrome of 1955

Gene Autry Show

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Elton Britt Show

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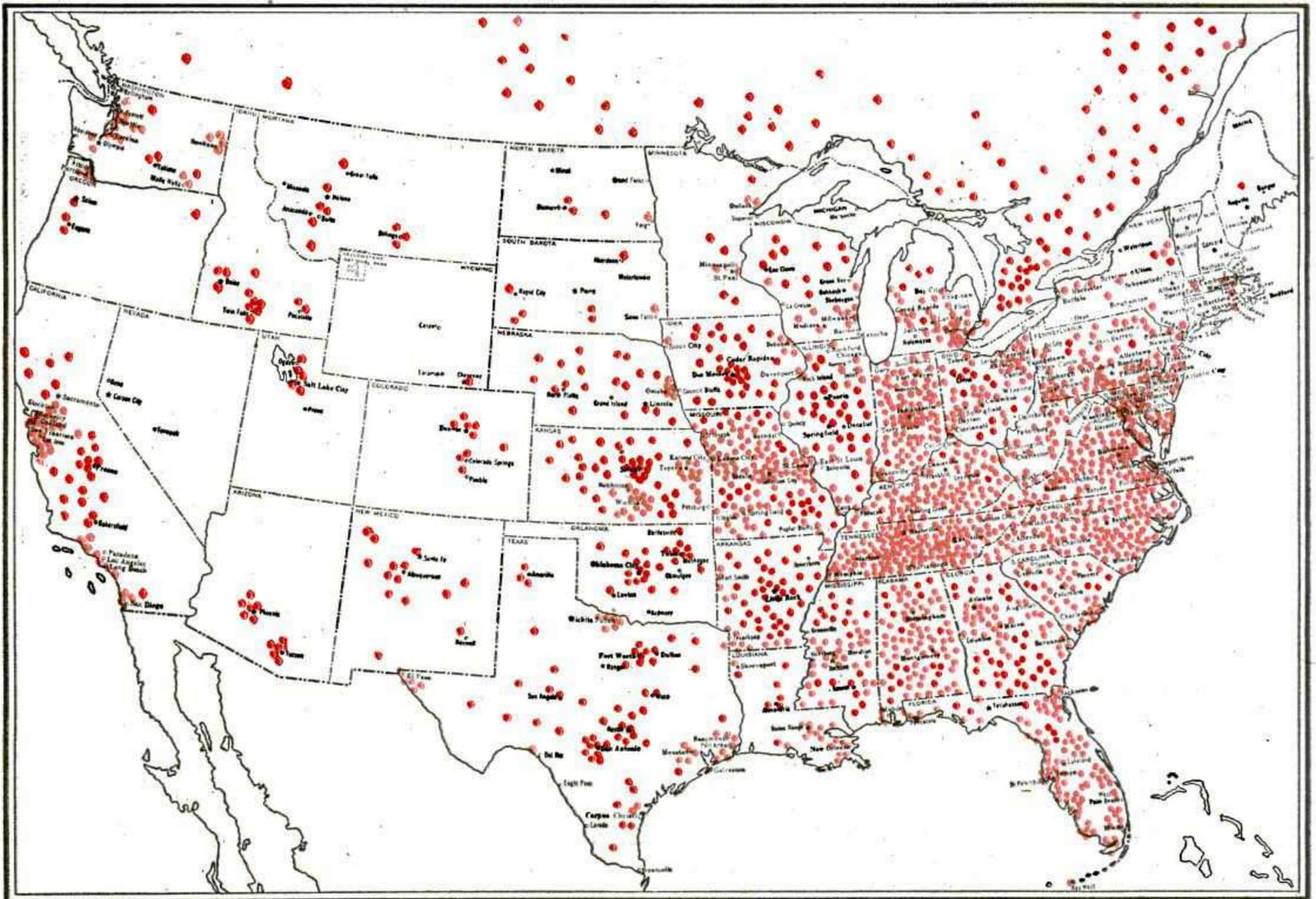
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Carl Smith Minnie Pearl Jimmy Dickens Roy Acuff Ray Price George Morgan Hank Snow
 Cowboy Copas The Wilburn Brothers The Carlisles Carter Sisters and Mother Maybelle Ernest Tubb Lonzo and Oscar
 Duke of Paducah Red Sovine Grandpa Jones Kitty Wells Rod Brasfield Lew Childre Bill Monroe
 Johnny and Jack Marty Robbins Faron Young Martha Carson Ferlin Huskey
 The Jordanares Webb Pierce Goldie Hill The Louvin Brothers
 Justin Tubb
 Flatt and Scruggs



Broke Roadshow Records in 1954!

WSM's Grand Ole Opry talent groups logged more than 3,000,000 miles for personal appearance tours. (An individual mileage figure would total approximately six times as much.) They put on 2,554 shows (spotted on above map) for 7,662,000 country music fans. (And between shows they sold more than half of all the country music records sold in 1954.)

That's proof by performance that Opry Stars can be crowd-pullers and money-makers for you.

WSM

Artists' Service Bureau

Jim Denny, Manager

Nashville, Tennessee

Shipstads & Johnson Ice Revue

Continued from page 77

Jack, Harry Taylor, James Crimmings, William Jack.

Shipstads and Johnson annually unveil their new edition of "Ice Follies," and with each year's offering seem to achieve the zenith in perfection and splendor. They've done it again, in this, their 20th anniversary edition. Virtually all the verve and imagination in previous shows seem to have been welded into the current frolic, with little doubt that the show will prove to be one of their most successful blade presentations.

Shipstads and Johnson have a knack for combining specialties, backed by relatively simple props, eye-defying costuming and perfect lighting to produce startling production numbers. From the opening routine on, aptly titled "20th Anniversary" and featuring the Pastor Twins, the rink fan knows he's

in for an evening of top-notch entertainment.

Excellent production standout was the American Indian pageant starring Francis Dorsey, tagged "Pueblo Ceremonial." Rainfall that climaxes the number and gently sweeps out over the audience drew tumultuous applause. Richard Dwyer, "Ice Follies" vet, returns again for solo speed work in "The Young Debonaire," and with pert Georgianna Sutton in "Moonlight Hayride." Latter number is just what the title indicates and couldn't have been executed more ably.

Top hands go to the Kermond Brothers in a terrific comedy turn, "In the Doghouse," and to Florence Rae for her work in "Goldiggers of 1890." Costuming in the latter number was dazzling, with the

VIA NETWORK

Milk TV Plug P. R. Aid to 'Ice Capades'

NEW YORK, Sept. 24.—One of "Ice Capades" best publicity breaks in years will materialize in November on national television, over the "Disneyland" and "Tales of the Texas Rangers" shows.

A commercial worked up by the American Dairy Association in film shows star Bobby Specht and six of the line girls going thru routines, then backstage drinking milk. The association footed all bills including scale wages for the performers.

chorus line outfitted in Diamond Lil regalia.

Other production highlights include the Henrys, father and son team; Mr. Frick, the ageless master in the art of ice comedies; Marie Crimmings, as the queen bee in "Honey Heaven," Ole Ericson and Dick Mershon in their usual antics in favor of the moppet brigade in "Clown Town, U. S. A.," Walter and Irene and Sonja and Franz in a romantic gypsy number, and the nostalgic swing waltz in "On the Terrace."

The "Ice Follies," as usual, rate kudos and applause galore, for where would an ice show be without their precision skating routines? Larry Morey's original music is well handled under the deft baton of George Hackett.

Toledo Arena

Continued from page 77

per cent of the exhibitors are back. In addition, 40 new exhibitors have taken space this year.

Improvement in the acoustics in the arena has prompted the Toledo Sales Executive Club to sponsor a forum in the arena, set for October 12, following the appearance on the 11th of "Jazz at the Philharmonic," featuring Ella Fitzgerald, Gene Krupa, Dizzy Gillespie, Stan Getz and others.

Zenobia Shrine Circus, featuring the Polack show, is set for October 13-15, with matinee and evening performances each day. Public skating opens October 18 and the hockey season October 22. The Royal Scots Guard Band of 110 Highland dancers and pipers will appear October 21.

Among entertainment scheduled for November is "Holiday on Ice" starting October 28 for a seven-day run.

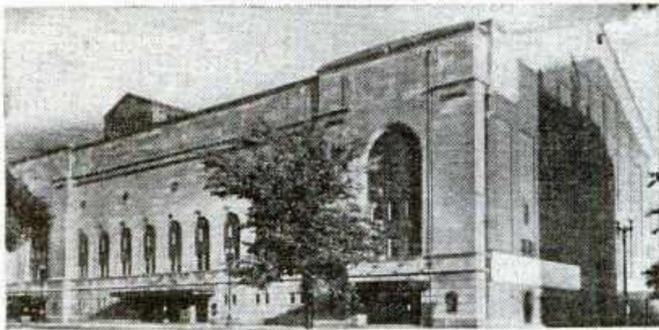
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Main Arena . . . 9501
West Hall . . . 1700

TOTAL EXHIBITION SPACE

80,000 Sq. Ft.
Main Arena, 120x210
Stage Arena, 50x90

CITY POPULATION

600,000
METROPOLITAN AREA
1,000,000

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VAN C. IVEY, Manager

P. O. Box 1410 Phone 8107

Spartanburg, So. Carolina

FOR COMPLETE DETAILS CONTACT

Arena-Auditorium Directory

Alabama

Municipal Auditorium, Birmingham
MANAGER: Fred McCallum. PERMANENT SEATS: 2,920, plus 2,180 portable seats. ARENA FLOOR: 100 by 150 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: J. H. Dickson. ICE SHOW: "Holiday on Ice." MEMBER: IAAM.

City Auditorium, Gadsden
MANAGER: H. Lee Smith. PERMANENT SEATS: 700, plus 1,200 portable seats. ARENA FLOOR: 100 by 80 feet. EXHIBIT SPACE: 8,000 sq. ft. CONCESSIONS LESSEE AND LOCAL PROMOTER: H. Lee Smith.

Fort Whiting Auditorium, Mobile
MANAGER: Lt. Col. C. H. Jones. PORTABLE SEATS: 2,800. ARENA FLOOR: 100 by 125 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 12,500 sq. ft. CONCESSIONS LESSEE: Alabama National Guard.

State Coliseum, Montgomery
MANAGER: Tom C. Reid. PERMANENT SEATS: 9,200, plus 4,300 portable seats. ARENA FLOOR: 130 by 260 feet. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Holiday on Ice." CIRCUS Hamid-Morton. MEMBER: IAAM.

Arkansas

War Memorial Building, Blytheville
MANAGER: James Nierstheimer. PERMANENT SEATS: 2,000, plus 500 portable seats. ARENA FLOOR: 60 by 60 feet. EXHIBIT SPACE: 3,600 sq. ft. CONCESSIONS LESSEE: American Legion. LOCAL PROMOTER: James Nierstheimer. Air-conditioned.

University Field House, Fayetteville
PERMANENT SEATS: 2,000.

Municipal Auditorium, Texarkana
PERMANENT SEATS: 600, plus 300 portable seats.

Boy's Club, Hot Springs
MANAGER: Ira Lollis. PERMANENT SEATS: 2,000, plus 1,200 portable seats. ARENA FLOOR: 70 by 112 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 3,000 sq. ft.

Barton Coliseum, Little Rock
MANAGER: Clyde Byrd. PERMANENT SEATS: 6,500, plus 3,000 portable seats. ARENA FLOOR: 120 by 240 feet. EXHIBIT SPACE: 26,000 sq. ft. EXPOSITIONS: Home, Furniture, Rodeo, etc.

Robinson Memorial Auditorium, Little Rock
MANAGER: A. W. Harville. PERMANENT SEATS: 2,986. ARENA FLOOR: 123 by 106 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 12,500 sq. ft. CIRCUS: Polack Bros.' Shrine. MEMBER: IAAM.

California

Veteran's Memorial Auditorium, Culver City
MANAGER: Arthur J. Lund. PERMANENT SEATS: 1,800. ARENA FLOOR: 100 by 75 feet. PERMANENT THEATER-TYPE STAGE. MEMBER: IAAM. Air-conditioned.

Municipal Auditorium, Eureka
MANAGER: C. M. Coon. PERMANENT SEATS: 1,700. ARENA FLOOR: 70 by 100 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,000 sq. ft. CONCESSIONS LEASED. EXPOSITIONS: Appliance Show.

Memorial Auditorium, Fresno
MANAGER: Gordon L. Hemson. PERMANENT SEATS: 5,600. ARENA FLOOR: 100 by 50 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 14,000 sq. ft. CONCESSIONS LEASED. LOCAL PROMOTERS: Van Tonkins, Letha Marsh. CIRCUS: Polack-Shrine. MEMBER: IAAM.

Civic Auditorium, Glendale
MANAGER: Donald Baurette. PERMANENT SEATS: 2,000. ARENA FLOOR: 90 by 150 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 26,800 sq. ft. CONCESSIONS: By building.

Municipal Auditorium, Long Beach
MANAGER: Win F. Hanssen. PERMANENT SEATS: 2,006, plus 2,102 portable seats in Convention Hall. ARENA FLOOR: 250 by 100 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 25,000 sq. ft., Exhibit Hall, plus 15,000 sq. ft. in Convention Hall. CONCESSIONS LESSEE: Durr Brothers. CIRCUS: Polack Bros.' Shrine. EXPOSITIONS: Food Show, Charm & Cosmetic, Do-It-Yourself, Ceramic Show. MEMBER: IAAM. REMARKS: Operate a 12,500-seat Municipal Stadium in conjunction.

Pan Pacific Auditorium, Los Angeles
MANAGER: Charles E. Cord. PERMANENT SEATS: 6,500. ARENA FLOOR: 250 by 400 feet. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Ice Capades." "Ice Follies." EXPOSITIONS: Auto, Home, Sports. MEMBER: IAAM, AMA.

Shrine Civic Auditorium, Los Angeles
MANAGER: W. L. McMeekin. PERMANENT SEATS: 6,700. ARENA FLOOR: 150 by 250 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 96,000 sq. ft. LOCAL PROMOTER: John Moss. CIRCUS: Polack Bros. MEMBER: IAAM.

Pasadena Civic Auditorium, Pasadena
MANAGER: Edward J. Allen. PERMANENT SEATS: 2,972. ARENA FLOOR: 109 by 156 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. CONCESSIONS LESSEE: City. EXPOSITIONS: Home, Auto, Ceramic, Antique. MEMBER: IAAM.

Memorial Auditorium, Sacramento
MANAGER: Elmer Congdon. PERMANENT SEATS: 4,444. MEMBER: IAAM.

Swing Auditorium, San Bernardino
PERMANENT SEATS: 10,000. ARENA FLOOR: 180 by 80 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Ice Cycles." MEMBER: AMA.

Cow Palace, San Francisco
MANAGER: Nye Wilson. PERMANENT SEATS: 10,960, plus 5,874 portable seats. ARENA FLOOR: 142 by 229 feet. PORTABLE THEATER-TYPE STAGE. EXHIBIT SPACE: 298,006 sq. ft. CONCESSIONS LESSEE: Pacific Catering Co. LOCAL PROMOTER: Nye Wilson. ICE SHOW: None regularly. CIRCUS: Ringling Bros. and Barnum & Bailey. EXPOSITIONS: Various. MEMBER: IAAM.

Civil Auditorium, San Francisco
MANAGER: James T. Graham. PERMANENT SEATS: 4,500, plus 4,400 portable seats. ARENA FLOOR: 100 by 200 feet. EXHIBIT SPACE: 47,245 sq. ft. CONCESSIONS LEASED. MEMBER: IAAM.

Civic Auditorium, San Jose
MANAGER: Francis F. Heney. PERMANENT SEATS: 2,000, plus 1,330 portable seats. ARENA FLOOR: 80 by 116 feet. PERMANENT THEATER-TYPE

STAGE. CONCESSIONS LEASED. CIRCUS: Polack-Shrine. EXPOSITION: Home. MEMBER: IAAM.

Santa Cruz Civic Auditorium, Santa Cruz
MANAGER: H. R. Judan. PERMANENT SEATS: 1,160, plus 900 portable seats. ARENA FLOOR: 64 by 100 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 825 sq. ft. CONCESSIONS LEASEE: Mrs. Lois Petersen. LOCAL PROMOTER: Larry Finto. CIRCUS: Shrine.

Oakland Municipal Auditorium, Oakland
MANAGER: L. C. Lueddeke. PERMANENT SEATS: 3,800, plus 2,830 portable seats. ARENA FLOOR: 84 by 213 feet. MOVABLE THEATER-TYPE STAGE. EXHIBIT SPACE: 25,000 sq. ft. CONCESSIONS LESSEE: California Sportservice, Inc. VARIOUS LOCAL PROMOTERS. CIRCUS: Polack-Shrine. EXPOSITIONS: Oakland Spring Garden Show, Calif. Home Show, Do-It-Yourself Show, Inter. Sports Car Show, Exposition of Modern Living. MEMBER: IAAM. REMARKS: The Auditorium also has 1,951-seat Theater, 400-seat Ballroom, 47,000 sq. ft. Exposition Building.

Richmond Memorial Auditorium, Richmond
MANAGER: B. W. Richardson. PERMANENT SEATS: 2,224, plus 1,544 portable seats. ARENA FLOOR: 87 by 122 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 16,614 sq. ft. CONCESSIONS LESSEE: Dyer Enterprises. LOCAL PROMOTERS: John Munro, Chas. Joseph. EXPOSITIONS: Home, Auto. MEMBER: IAAM. REMARKS: Tilting floor, removable section of stage floor.

Memorial Auditorium, Stockton
PERMANENT SEATS: 1,600, plus 1,800 portable seats. ARENA FLOOR: 70 by 80 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 17,500 sq. ft. CIRCUS: Polack.

Colorado

City Auditorium, Colorado Springs
MANAGER: Ted Conklin. PERMANENT SEATS: 3,000. ARENA FLOOR: 111 by 70 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 8,000 sq. ft. CONCESSIONS: By building. CIRCUS: Gil Gray-Shrine.

Denver Coliseum, Denver
MANAGER: Michael Livota. PERMANENT SEATS: 10,000. ARENA FLOOR: 232 by 112 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Ice Follies." "Ice Capades." CIRCUS: Polack. EXPOSITION: Home. MEMBER: IAAM, AMA.

Connecticut

Bushnell Memorial Auditorium, Hartford
MANAGER: W. H. Martensen. PERMANENT SEATS: 3,277. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. ICE SHOW: "Ice Vogues." MEMBER: National Association of Concert Managers.

The New Haven Arena, New Haven
MANAGER: Nathan Podoloff. PERMANENT SEATS: 4,000, plus 2,400 portable seats. ARENA FLOOR: 80 by 200 feet. ICE RINK. EXHIBIT SPACE: 24,000 sq. ft. CONCESSIONS LESSEE: Sportservice. LOCAL PROMOTER: The Arena Co. ICE SHOW: "Ice Follies." "Ice Capades." EXPOSITIONS: Home, Antique, Boat, Trailer, Do-It-Yourself, Business. MEMBER: IAAM, AMA.

District of Columbia

Uline Auditorium, Washington
MANAGER: Jack T. Riley. PERMANENT SEATS: 5,500, plus 3,000 portable seats. ARENA FLOOR: 195 by 87 feet. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. CONCESSIONS LEASED. ICE SHOW:

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"Joan Brandon is the greatest attraction in my 25 years of producing shows." FRANK DUBINSKY, DIRECTOR. Boston, Mass.

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"Joan Brandon is the greatest promotional attraction I have ever booked." JOHN OWEN, DIRECTOR. Municipal Auditorium, New Orleans, La.

"Joan Brandon broke all attendance records." PHIL HOULTON, DIRECTOR. Cambridge Fair, Greenwich, N. Y.

"Joan Brandon is absolutely fabulous—packed the auditorium every night." WALTER BERGMAN, DIRECTOR. Auditorium, Winnipeg, Canada.

"We consider Joan Brandon's act as being responsible for our success." E. W. ROWE, DIRECTOR. St. Petersburg, Fla. Home Show.

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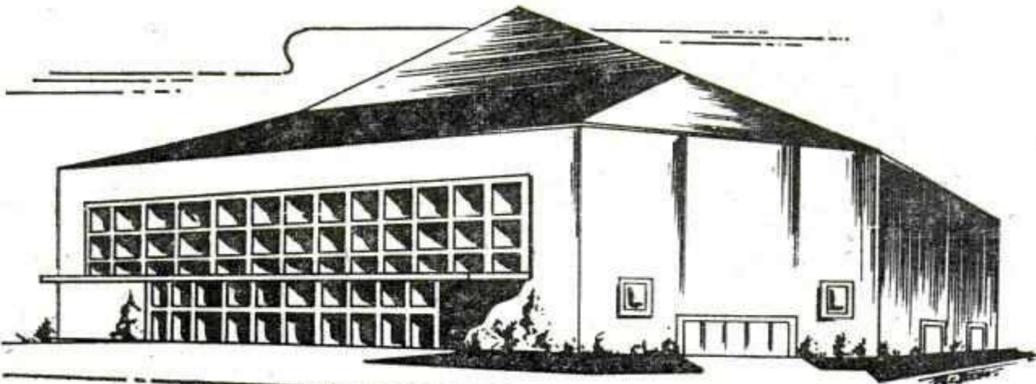
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Exhibit Buildings Available for Smaller Attractions

"Capades," "Hollywood." CIRCUS: Hamid-Morton. EXPOSITIONS: Food, etc. Air-conditioned. MEMBER: IAAM, AMA.

Florida

Peabody Auditorium, Daytona Beach
MANAGER: Henry DeVerner. PERMANENT SEATS: 2,500. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 12,000 sq. ft. LOCAL PROMOTER: Henry DeVerner. ICE SHOW: "Ice Vogues." EXPOSITIONS: Home, Auto, etc. MEMBER: IAAM, National Concert Managers Association.

War Memorial Auditorium, Fort Lauderdale
MANAGER: D. F. Stevenson. PERMANENT SEATS: 2,450. PERMANENT THEATER-TYPE STAGE. EXPOSITION: Home Show.

Duval County Armory, Jacksonville
MANAGER: G. H. Pappelli. PERMANENT SEATS: 2,500. ARENA FLOOR: 82 by 138 feet. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. EXPOSITIONS: Home, Builders.

Miami Beach Auditorium, Miami Beach
MANAGER: Claude D. Ritter. PERMANENT SEATS: 3,534. ARENA FLOOR: 100 by 132 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 25,000 sq. ft. CONCESSIONS LEASED. EXPOSITIONS: Home. Air-conditioned. MEMBER: IAAM.

Municipal Auditorium, Pensacola
MANAGER: Walter E. Wicke. PERMANENT SEATS: 3,000. LOCAL PROMOTER: Byrd Sims. MEMBER: IAAM.

Municipal Auditorium, Sarasota
MANAGER: T. F. Wilson, Mason Baldwin. PERMANENT SEATS: 400, plus 1,300 portable seats. ARENA FLOOR: 93 by 96 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 93 by 96 sq. ft. CONCESSIONS: By city. EXPOSITIONS: Home Builders, Merchants Home Show, Auto Show, Flower Show, Boat and Sport Show. MEMBER: IAAM. Air-conditioned.

Fort Hesterly Armory, Tampa
MANAGER: Edward V. Chasse. PERMANENT SEATS: 1,800, plus 3,200 portable seats. ARENA FLOOR: 120 by 220 feet. EXHIBIT SPACE: 32,000 sq. ft. CONCESSIONS LESSEE: Edgar E. Levine. LOCAL PROMOTER: E. V. Chasse. ICE SHOW: "Holiday on Ice." EXPOSITIONS: Home Show. MEMBER: IAAM.

Georgia

City Auditorium-Mills Stadium, Albany
MANAGER: C. C. Burnett. AUDITORIUM SEATS: 1,450, plus 6,500 stadium seats. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED.

Municipal Auditorium, Atlanta
MANAGER: H. H. Niebrugge. PERMANENT SEATS: 5,000. ARENA FLOOR: 95 by 140 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 37,500 sq. ft. CONCESSIONS LESSEE: T. H. Read. LOCAL PROMOTERS: Numerous. ICE SHOW: "Holiday on Ice." CIRCUS: Hamid-Morton, Shrine. EXPOSITIONS: Sports & Vacation Show, Home Show, 15 Trade Shows annually. MEMBER: IAAM. Wrestling is tops. All Night Gospel Sings monthly. Department Store Warehouse Sale.

Bell Memorial Auditorium, Augusta
MANAGER: J. D. Bedingfield. MEMBER: IAAM.

Municipal Auditorium, Macon
MANAGER: Harry Willis Sr. PERMANENT SEATS: 1,080, plus 2,000 portable seats. ARENA FLOOR: 65 by 100 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 7,500 sq. ft. LOCAL PROMOTER: V. E. King. ICE SHOW: "Ice Vogues." CIRCUS: Shrine. EXPOSITIONS: Home Shows.

Municipal Auditorium, Savannah
MANAGER: Sal Passink. MEMBER: IAAM.

Idaho

Junior College Auditorium, Coeur d'Alene
PERMANENT SEATS: 1,800, plus 2,200 portable seats. ARENA FLOOR: 114 by 70 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 8,000 sq. ft. CONCESSIONS: By building.

Illinois

Chicago Stadium, Chicago
MANAGER: Arthur Wirtz. SEATS: 20,000. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LESSEE: Sportservice, Inc. ICE SHOWS: "Hollywood," "Capades," "Follies."

International Amphitheater, Chicago
MANAGER: M. E. Thayer. SEATS: 12,000. ARENA FLOOR: 123 by 238 feet. EXHIBIT SPACE: 440,000 sq. ft. CONCESSIONS: By building. EXPOSITIONS: Industrial Expositions, Rodeo, International Livestock Exposition, Ice Shows, Retail Sales, etc. MEMBER: IAAM. Air-conditioned. TV Coaxial Cables.

Masonic Temple, Decatur
PERMANENT SEATS: 1,224. PERMANENT THEATER-TYPE STAGE.

Shrine Mosque, Peoria
MANAGER: Leonard B. Potter. PERMANENT SEATS: 1,828. STAGE FLOOR: 75 by 45 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 2,200 sq. ft. LOCAL PROMOTERS: Bert Potter, Edelstein, Ill.; L. C. Worley and Allen E. Cannon. EXPOSITIONS: Appliances and Auto Supplies. Unusually large stage for any type of show. Concerts, Artists' series, Symphony Orchestras, etc.

Shrine Temple, East St. Louis
MANAGER: T. G. Potts. PERMANENT SEATS: 1,600, plus 1,400 portable seats. ARENA FLOOR: 90 by 95 feet.

Indiana

Indiana University Auditorium, Bloomington
MANAGER: D. H. Hartan. SEATS: 3,788. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. LOCAL PROMOTER: H. W. Jordan. MEMBER: National Association Concert Managers. Air-conditioned.

Coliseum, Evansville
PERMANENT SEATS: 1,200, plus 1,100 portable seats. PERMANENT THEATER-TYPE STAGE. CIRCUS: Shrine, Firemen.

Allen County Memorial Coliseum, Fort Wayne
MANAGER: Don Myers. PERMANENT SEATS: 7,200, plus 2,800 portable seats. ARENA FLOOR: 223 by 180 feet. EXHIBIT SPACE: 50,000 sq. ft. CONCESSIONS LESSEE: Kinney Concessions Co. LOCAL PROMOTER: Zollner Promotions, Fort Wayne Enterprises, etc. ICE SHOW: "Holiday on Ice." CIRCUS: Shrine-Polack Bros. EXPOSITIONS: Home Show, Sport Show, Auto Show. MEMBER: IAAM.

Civic Center, Hammond
PERMANENT SEATS: 4,000, plus 3,000 portable seats. ARENA FLOOR: 140 by 62 feet. EXHIBIT SPACE: 14,600 sq. ft. CIRCUS: Polack.

Butler University Field House, Indianapolis
PERMANENT SEATS: 9,000, plus 6,000 portable seats. ARENA FLOOR: 250 by 175 feet. CONCESSIONS: By building.

Indiana Coliseum, Indianapolis
MANAGER: Melvin T. Ross. SEATS: 7,839. ARENA FLOOR: 120 by 300 feet. CONCESSIONS LEASED. ICE SHOW: "Holiday on Ice." CIRCUS: Polack-Shrine. MEMBER: IAAM. Retained by Indiana State Fair, May to October.

Adams H. S. Auditorium, South Bend
PERMANENT SEATS: 2,000, plus 1,000 portable seats. ARENA FLOOR: 88 by 80 feet. CIRCUS: Shrine.

Iowa

Municipal Auditorium, Burlington
MANAGER: Harold Cooper. PERMANENT SEATS: 2,600. MEMBER: IAAM.

Memorial Coliseum, Cedar Rapids
MANAGER: Barney McPartland. PERMANENT SEATS: 1,200 plus 1,900 portable seats. ARENA FLOOR: 143 by 77 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 2,200 sq. ft. ICE SHOW: "Vogues." CIRCUS: AFL. EXPOSITIONS: Home, Sport, Auto.

New Masonic Temple, Davenport
MANAGER: A. D. Pierce. SEATS: 2,700. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 20,000 sq. ft. EXPOSITIONS: Home.

KRNT Theater, Des Moines
MANAGER: Russell C. Fraser. SEATS: 4,139. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. MEMBER: IAAM.

Veterans Memorial Auditorium, Des Moines
MANAGER: Horace S. Strong. SEATS: 14,000. ICE RINK. EXHIBIT SPACE: 46,000 sq. ft. ICE SHOW: "Follies." MEMBER: IAAM. Air-conditioned.

Ottumwa Coliseum, Ottumwa
MANAGER: K. M. Pennington. PERMANENT SEATS: 688, plus 1,284 portable seats. ARENA FLOOR: 80 by 120 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 18,000 sq. ft.

Municipal Auditorium, Sioux City
MANAGER: Robert D. Hinchman. PERMANENT SEATS: 2,600, plus 1,900 portable seats. ARENA FLOOR: 84 by 180 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Holiday on Ice." CIRCUS: Shrine. EXPOSITIONS: Home, Gladiola. Air-conditioned. Rail Sidetrack. MEMBER: IAAM.

Hippodrome, Waterloo
MANAGER: Nicholas George. PERMANENT SEATS: 7,469, plus 500 portable seats. ARENA FLOOR: 100 by 200 feet. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS: By building. ICE SHOW: "Vogues." CIRCUS: Hagen. EXPOSITIONS: Home, Sport. MEMBER: IAAM.

Kansas

Coffeyville Memorial Auditorium, Coffeyville
MANAGER: George A. Hayden. PERMANENT SEATS: 1,992, plus 150 portable seats. ARENA FLOOR: 75 by 50 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: Approx. 400 sq. ft. CONCESSIONS: By Memorial Auditorium. LOCAL PROMOTER: Cliff Perkins. EXPOSITIONS: Boy Scout, Groceries.

Municipal Auditorium, Dodge City
MANAGER: Gray Graham. PERMANENT SEATS: 3,342. ARENA FLOOR: 75 by 150 feet. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. LOCAL PROMOTER: Gray Graham. Air-conditioned.

Sports Arena & Convention Hall, Hutchinson
MANAGER: Paul W. Neff. PERMANENT SEATS: 3,972, plus 1,150 portable seats. ARENA FLOOR: 138 by 160 feet. EXHIBIT SPACE: 138 by 160 sq. ft. CONCESSIONS LESSEE: Hooper Concessions. LOCAL PROMOTER: Hamilton Attractions. EXPOSITIONS: Home, Auto. MEMBER: IAAM.

Municipal Auditorium, Topeka
MANAGER: George M. Clark. PERMANENT SEATS: 2,116, plus 2,134 portable seats. ARENA FLOOR: 131 by 75 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 19,000 sq. ft. CONCESSIONS LESSEE: Busch-Laube. CIRCUS: Bailey Bros. & Cristiani.

Municipal Auditorium, Topeka
MANAGER: W. R. Yerkes. PERMANENT SEATS: 4,200. ARENA FLOOR: 100 by 300 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 13,000 sq. ft. CONCESSIONS LEASED. CIRCUS: Clyde Bros. MEMBER: IAAM.

Kentucky

Forum, Wichita
MANAGER: C. A. Johnson. PERMANENT SEATS: 3,940. ARENA FLOOR: 80 by 135 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 112,915 sq. ft. CONCESSIONS: By building. LOCAL PROMOTERS: Mary Floto, Harry Peebles. ICE SHOW: "Holiday." CIRCUS: Police, Shrine. EXPOSITIONS: Home, Dog, Auto. MEMBER: IAAM.

Kentucky

Memorial Gymnasium, Hazard
MANAGER: James Caudill. PERMANENT SEATS: 2,700. ARENA FLOOR: 100 by 60 feet. EXHIBIT SPACE: 10,000 sq. ft.

The Armory, Louisville
ICE SHOW: "Holiday." CIRCUS: Polack. EXPOSITIONS: Home, Sport.

Louisiana

Blackham Coliseum, Lafayette
MANAGER: Burl C. Logan. PERMANENT SEATS: 2,600, plus 2,600 portable seats. ARENA FLOOR: 220 by 110 feet. ICE RINK.

Municipal Auditorium, New Orleans
MANAGER: William A. Coker. PERMANENT SEATS: 3,000, small hall: 5,000, large hall. ARENA FLOOR: 130 by 261 feet. PERMANENT THEATER-TYPE STAGE. ARENA: 32,250 sq. ft. ANNEX: 26,408 sq. ft. CONCESSIONS LESSEE: Emory Watkins. Now advertising for bids on concessions. LOCAL PROMOTERS: Gar Moore, Mancuso Bros., Carl Liller, etc. ICE SHOW: "Holiday on Ice." CIRCUS: Tom Packs. EXPOSITIONS: Home, Do-It-Yourself, Automobile Prevues. MEMBER: IAAM.

Municipal Auditorium, Shreveport
MANAGER: E. P. Alison. PERMANENT SEATS: 3,740, plus portable seats. ARENA FLOOR: 76 by 90 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LESSEE: American Legion. LOCAL PROMOTER: A. C. Goldberg. ICE SHOW: "Holiday on Ice." CIRCUS: Shrine Circus. EXPOSITIONS: Home. MEMBER: IAAM.

State Fair Youth Building, Shreveport
MANAGER: Joe Mansour. PERMANENT SEATS: 9,000.

Massachusetts

Boston Garden, Boston
MANAGER: Walter Brown. SEATS: 13,750. ARENA FLOOR: 100 by 225 ft. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Capades," "Follies." CIRCUS: Ringling-Barnum, Hamid-Morton. MEMBER: IAAM, AMA.

North Shore Sports Center, Lynn
MANAGERS: Frank Anderson, John Knight. PERMANENT SEATS: 2,500, plus 1,500 portable seats. ARENA FLOOR: 82 by 190 ft. ICE RINK. EXHIBIT SPACE: 34,400 sq. ft.

Coliseum, Springfield
PERMANENT SEATS: 6,000, plus portable seats. ARENA FLOOR: 115 by 200 ft. ICE RINK. CONCESSIONS LEASED.

Memorial Auditorium, Worcester
MANAGER: F. G. Kronoff. PERMANENT SEATS: 3,446, plus portable seats. ARENA FLOOR: 157 by 116 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 28,000 sq. ft. EXPOSITIONS: Home.

Michigan

Masonic Temple Auditorium, Detroit
MANAGER: C. W. Van Lopik. SEATS: 5,000, plus 1,600. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 50,000 sq. ft. CONCESSIONS: By building. MEMBER: IAAM.

IMA Auditorium, Flint
MANAGER: Paul Rewey. PERMANENT SEATS: 3,700, plus 2,300 portable seats. ARENA FLOOR: 90 by 165 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 30,000 sq. ft. CONCESSIONS: By building. CIRCUS: Polack. EXPOSITIONS: Home, Sports. MEMBER: IAAM.

Civic Auditorium, Grand Rapids
MANAGER: Fred J. Barr Jr. SEATS: 5,000. ARENA FLOOR: 150 by 110 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 66,500 sq. ft. CONCESSIONS LEASED. LOCAL PROMOTERS: David Nederlander, Harry Zeltzer. CIRCUS: Shrine. EXPOSITIONS: Home, Sports, Auto, Air-conditioned. MEMBER: IAAM.

Civic Center, Holland
MANAGER: Earl F. Price. SEATS: 2,244, plus portable seats. ARENA FLOOR: 104 by 90 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 11,000 sq. ft. CONCESSIONS: By building.

Civic Auditorium, Lansing
MANAGER: Charles Zogas. PERMANENT SEATS: 6,100. MEMBER: IAAM.

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Saginaw Auditorium, Saginaw
PERMANENT SEATS: 2,750. ARENA FLOOR: 85 by 75 ft. CONCESSIONS: By building. CIRCUS: Davenport-Shrine. EXPOSITIONS: Home, Outdoor

Minnesota

Hippodrome, Eveleth
MANAGER: Frank Urbiba. PERMANENT SEATS: 1,000, plus 2,500 portable seats. ICE RINK. EXHIBIT SPACE: 18,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Canadian Ice Fantasy." CIRCUS: Davenport-Shrine. EXPOSITIONS: Sports, Travel, Home.

Memorial Arena, Hibbing

MANAGER: John G. Saylor. PERMANENT SEATS: 5,000, plus 500 portable seats. ARENA FLOOR: 100 by 200 feet. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: Veterans. CIRCUS: Shriners. EXPOSITIONS: Sport, Home, Auto.

Municipal Auditorium, Minneapolis
CO-MANAGERS: Atwood Olson and Melvin Dahl. PERMANENT SEATS: 5,677, plus 3,824 portable seats. ARENA FLOOR: 120 by 210 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 80,000 sq. ft. CONCESSIONS LESSEE: Joseph Keiber. LOCAL PROMOTERS: H. H. Cory, F. W. "Nick" Kahler, Max Winter. ICE SHOW: None. CIRCUS: Shrine. EXPOSITIONS: Sports & Travel, Builders Show, Do-It-Yourself Show. MEMBER: IAAM.

Mayo Civic Auditorium, Rochester
MANAGER: Alberta Chance. SEATS: 3,800. ARENA FLOOR: 130 by 70 ft. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Cycles."

Auditorium, St. Paul
MANAGER: Edward A. Furni. SEATS: 15,000. ARENA FLOOR: 100 by 200 ft. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Ice Capades." CIRCUS: Davenport-Shrine.

Mississippi

City Auditorium, Columbus
PERMANENT SEATS: 2,500. ARENA FLOOR: 60 by 90 ft. CONCESSIONS: By building. LOCAL PROMOTER: Early Maxwell.

City Auditorium, Jackson
MANAGER: George T. Kurts. PERMANENT SEATS: 3,500. MEMBER: IAAM.

Vicksburg Auditorium, Vicksburg
MANAGER: A. C. Strickland. PERMANENT SEATS: 2,288. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. EXPOSITIONS: Home.

Missouri

Arena, Cape Girardeau
PERMANENT SEATS: 2,200, plus 400 portable seats. ARENA FLOOR: 60 by 120 feet. CONCESSIONS LESSEE: Chamber of Commerce.

Memorial Hall, Joplin
PERMANENT SEATS: 3,000, plus portable seats. ARENA FLOOR: 84 by 96 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. EXPOSITIONS: Home, Cattle, Dog.

Municipal Auditorium, Kansas City
MANAGER: C. B. Hoff. PERMANENT SEATS: 8,000, plus 2,500 portable seats. ARENA FLOOR: 110 by 220 ft. ICE RINK. EXHIBIT SPACE: 90,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Holiday," "Capades." CIRCUS: Davenport-Shrine, Morton-Police. EXPOSITIONS: Air-conditioned. MEMBER: IAAM.

Municipal Auditorium, Moberly
MANAGER: R. W. Daly. PERMANENT SEATS: 518, plus 752 portable seats. ARENA FLOOR: 70 by 70 ft. EXHIBIT SPACE: 9,698 sq. ft. EXPOSITIONS: All.
Shrine Mosque, Springfield
PERMANENT SEATS: 1,200, plus 2,800 portable seats. ARENA FLOOR: 60 by 100 feet. CONCESSIONS LESSEE: Shrine Units. ICE SHOW: "Vogues." CIRCUS: Gil Gray, Polack.

Arena, St. Louis
MANAGER: Emory D. Jones. SEATS: 16,500. ARENA FLOOR: 254 by 100 ft. ICE SHOW: "Hollywood," "Ice Capades." CIRCUS: Police, Tom Packs. MEMBER: IAAM.

Kiel Municipal Auditorium, St. Louis
MANAGER: Louis J. Gualdoni. PERMANENT SEATS: 7,707, plus 2,832 portable seats. ARENA FLOOR: 114 by 169 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE, 100,000 sq. ft. CONCESSIONS LESSEE: Berle Vending Co. LOCAL PROMOTER: Entertainment Enterprises. EXPOSITIONS: Sports, Travel & Boat Show, St. Louis House Show, Auto Show. MEMBER: IAAM.

Municipal Auditorium, St. Joseph
PERMANENT SEATS: 3,200, plus 1,200 portable seats. ARENA FLOOR: 200 by 100 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 40,000 sq. ft. CONCESSIONS LEASED. CIRCUS: Gil Gray. EXPOSITIONS: Home, Farm Machinery.

Montana

Shrine Temple, Billings
MANAGER: Don Jewell. PERMANENT SEATS: 1,700, plus 1,300 portable seats. ARENA FLOOR: 70 by 120 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 31,200 sq. ft. CONCESSIONS: By building. CIRCUS: Gil Gray. EXPOSITIONS: Home, Auto. MEMBER: IAAM.

Civic Center, Butte
MANAGER: Richard C. Shaw. PERMANENT SEATS: 3,000, plus 5,000 portable seats. ARENA FLOOR: 210 by 90 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 25,000 sq. ft. Air-conditioned. MEMBER: IAAM.

Civic Center, Helena
SEATS: 2,100.

Nebraska

Municipal Gym, Grand Island
PERMANENT SEATS: 3,500. CONCESSIONS: By building. CIRCUS: Shrine.

Coliseum, Lincoln
MANAGER: Edwin Schultz. PERMANENT SEATS: 6,000, plus 3,000 portable seats. ARENA FLOOR: 85 by 200 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 28,000 sq. ft. CONCESSIONS: By building. CIRCUS: Shrine.

Memorial Auditorium, McCook
PERMANENT SEATS: 900, plus 900 portable seats. ARENA FLOOR: 92 by 54 ft. CONCESSIONS LEASED. CIRCUS: Gil Gray.

Ak-Sar-Ben Coliseum, Omaha
MANAGER: J. J. Isaacson. SEATS: 10,000, plus portable seats. ARENA FLOOR: 100 by 240 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Capades," "Hollywood." EXPOSITIONS: Home. MEMBER: IAAM.

Omaha Civic Auditorium, Omaha
MANAGER: John R. Balmer. PERMANENT SEATS: 6,300, plus 4,000 portable seats. EXHIBIT SPACE: 45,000 sq. ft. CIRCUS: Shrine. MEMBER: IAAM.

New Jersey

Convention Hall, Asbury Park
MANAGER: City of Asbury Park; leased summers to Walter Reade Jr. PERMANENT SEATS: 1,850, plus 1,600 portable seats. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 22,000 sq. ft. CONCESSIONS LESSEE: Walter Reade Jr., Oakhurst, N. J.; Sports: Roland J. Hines; Trade Shows: Jerry Gasque, 77 Ridgcrest Ave., Staten Island, N. J. EXPOSITIONS: Boats, Ceramic, Do-It-Yourself, Stamp, Flower, Food Merchants.

Atlantic City Auditorium & Convention Hall
Atlantic City
MANAGER: P. E. M. Thompson. PERMANENT SEATS: 5,000, plus 30,000 portable seats. ARENA FLOOR: 488 by 288 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 250,000

sq. ft. CONCESSIONS LESSEE: Beresin Loeb. ICE SHOW: "Ice Capades." MEMBER: IAAM.

New York

Memorial Auditorium, Buffalo
MANAGER: Edward P. Hartnett Jr. PERMANENT SEATS: 8,424, plus 1,500 portable seats. ARENA FLOOR: 137 by 248 ft. ICE RINK. EXHIBIT SPACE: 102,336 sq. ft. CONCESSIONS LESSEE: Lew Herschel. LOCAL PROMOTERS: Various. ICE SHOWS: "Ice Capades" and "Ice Follies." CIRCUS: Hamid-Morton. EXPOSITIONS: Sports, Home, Do-It, Flower and Auto. MEMBER: IAAM.

War Memorial Auditorium, Rochester
MANAGER: Harold S. Rand. PERMANENT SEATS: 8,500. LOCAL PROMOTER: Rochester Events, Inc. Opens October 11.

Onondaga War Memorial, Syracuse
MANAGER: Wm. B. Stark. PERMANENT SEATS: 6,500, plus 2,500 portable seats. ARENA FLOOR: 250 by 138 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 488,000 sq. ft. CONCESSIONS LEASED. ICE SHOWS: "Capades," "Follies." CIRCUS: Shrine. EXPOSITIONS: Sports, Dog-Member: IAAM.

RPI Field House, Troy
PERMANENT SEATS: 4,000, plus 5,000 portable seats. ARENA FLOOR: 100 by 217 ft. ICE RINK.

Troy Arena, Troy
MANAGER: Ted Bayly. PERMANENT SEATS: 2,000, plus 2,000 portable seats. ARENA FLOOR: 125 by 200 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 25,000 sq. ft. CONCESSIONS: By Troy Arena. LOCAL PROMOTER: Ted. Bayly. EXPOSITIONS: Auto and Sports shows.

Westchester County Center, White Plains
PERMANENT SEATS: 4,129. ARENA FLOOR: 90 by 146 ft. CONCESSIONS: By building. ICE SHOWS: "Holiday," "Vogues." CIRCUS: Polack, Wirth.

North Carolina

Municipal Auditorium, Asheville
MANAGER: Ralph E. James. PERMANENT SEATS: 2,100, plus 900 portable seats. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 22,761 sq. ft. CONCESSIONS: City operated. ICE SHOW: "Ice Vogues." EXPOSITIONS: Crafts, Antique, Home, Manufacturers, Auto, Do-It. MEMBER: IAAM. UNIQUE EVENTS: Mountain Music Festival, Folk Songs, Dances, etc.

Armory-Auditorium, Charlotte
MANAGER: Charles L. Jordan. PERMANENT SEATS: 2,800. ARENA FLOOR: 100 by 200 ft. CONCESSIONS LEASED. MEMBER: IAAM.

Ovens Auditorium & Charlotte Coliseum
Charlotte
MANAGER: Paul Buck. COLISEUM SEATS: 13,500, plus 2,500 auditorium seats. MEMBER: IAAM.

Reynolds Coliseum, Raleigh
MANAGER: W. Z. Beits. PERMANENT SEATS: 12,700. ARENA FLOOR: 312 by 108 ft. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Capades." EXPOSITIONS: Farm, Home, 4-H. MEMBER: AMA.

Winston-Salem Fair Coliseum,
Winston-Salem
MANAGER: Frank H. Kingman. MEMBER: IAAM.

North Dakota

Memorial Building, Devils Lake
MANAGER: T. J. Burkhard. PERMANENT SEATS: 1,200. ARENA FLOOR: 76 by 80 ft. PERMANENT THEATER-TYPE STAGE.

Municipal Auditorium, Minot
MANAGER: Walter P. Mabee. MEMBER: IAAM.

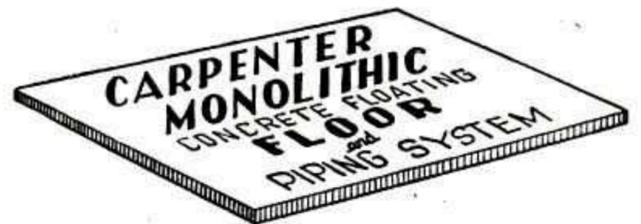
Municipal Auditorium, Valley City
PERMANENT SEATS: 2,400. ARENA FLOOR: 83 by 90 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS.

Ohio

Armory, Akron
PERMANENT SEATS: 2,510, plus portable seats. ARENA FLOOR: 75 by 150 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. CIRCUS: Polack-Shrine. EXPOSITION: Auto.

Canton Memorial Auditorium, Canton
MANAGER: Ralph D. Smith. PERMANENT SEATS: 3,600, plus 2,400 portable seats. ARENA FLOOR: 90 by 185 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: Sportservice, Inc. LOCAL PROMOTER: L. C. L. Presentations. ICE SHOW: "Holiday on Ice." CIRCUS:

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Cincinnati Garden, Cincinnati
GENERAL MANAGER: Alex Sinclair. PERMANENT SEATS: 10,700, plus 2,500 portable seats. ARENA FLOOR: 105 by 220 feet. ICE RINK. EXHIBIT SPACE: 38,000 sq. ft. CONCESSIONS LESSEE: Midwest Sportservice, Inc. ICE SHOWS: "Ice Follies," "Hollywood Ice Revue." CIRCUS: Shrine. EXPOSITIONS: Sport, Home, Food.

Emery Auditorium, Cincinnati
MANAGER: W. Norman Drewry. PERMANENT SEATS: 2,200. STAGE: 54 by 36 ft. PERMANENT THEATER-TYPE STAGE.

Music Hall, Cincinnati
MANAGER: Charles D. Bauer Jr. PERMANENT SEATS: 11,500. ARENA FLOOR: 91 by 20 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 70,000 sq. ft. CONCESSIONS LEASED. MEMBER: IAAM.

Taft Auditorium, Cincinnati
PERMANENT SEATS: 2,510. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building.

Arena, Cleveland
MANAGER: James C. Hendy. PERMANENT SEATS: 12,500. ARENA FLOOR: 85 by 190 ft. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Capades," "Follies."

Public Auditorium, Cleveland
MANAGER: Paul J. Hurd. PERMANENT SEATS: 10,000. Air-conditioned.

Veterans' Memorial Auditorium, Columbus
MANAGER: Harry Schreiber. PERMANENT SEATS: 4,000, plus 800 in second hall. PERMANENT THEATER-TYPE STAGE. LOCAL PROMOTER: Ben Cowall. MEMBER: IAAM.

Veterans Memorial Building, Columbus
MANAGER: Harry Schreiber. PERMANENT SEATS: 4,000. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 37,000 sq. ft. CONCESSIONS LESSEE: Berlo. LOCAL PROMOTER: Ben Cowall.

Civic Auditorium & Exhibit Hall, Toledo
MANAGER: Charles A. Weber. PERMANENT SEATS: 2,700. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. LOCAL PROMOTERS: Milt Tarloff, Paul Spor. EXPOSITIONS: Home, Travel, Sports.

Sports Arena, Toledo
MANAGER: Andy Mulligan. PERMANENT SEATS: 5,500, plus 1,500 portable seats. ARENA FLOOR: 100 by 200 ft. ICE RINK. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: Sportservice. ICE SHOW: "Holiday." CIRCUS: Polack-Shrine. EXPOSITIONS: Home, Builders. MEMBER: IAAM, AMA. REMARKS: Good acoustics.

Hobart Arena, Troy
MANAGER: Ken Wilson. PERMANENT SEATS: 5,000, plus 4,000 portable seats. ARENA FLOOR: 190 by 85 ft. ICE RINK. ICE SHOW: "Holiday." EXPOSITIONS: Home, Sports. MEMBER: IAAM.

The Arena, Youngstown
MANAGER: Lou Iraff. PERMANENT SEATS: 2,500, plus 2,500 portable seats. ARENA FLOOR: 60 by 90 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 122 by 166 sq. ft. EXPOSITIONS: Auto, Dog, Rodeos.

Oklahoma

Civic Auditorium, Ardmore
PERMANENT SEATS: 1,101, plus 1,000 portable seats. ARENA FLOOR: 75 by 200 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building.

Convention Hall, Enid
MANAGER: F. A. Burdick. PERMANENT SEATS: 2,000, plus 640 portable seats. ARENA FLOOR: 50 by 90 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 23,000 sq. ft. CONCESSIONS: To renters. CIRCUS: Polack-Shrine. Air-conditioned.

Municipal Auditorium, Oklahoma City
MANAGER: Dee Fuller. PERMANENT SEATS: 6,000. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 57,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Holiday." CIRCUS: Polack. EXPOSITIONS: Home, Furniture, Lumber, Poultry. MEMBER: IAAM. REMARKS: Air-conditioned.

Municipal Auditorium, Shawnee
MANAGER: W. G. Becker. PERMANENT SEATS: 1,632, plus 849 portable seats. ARENA FLOOR: 100 by 54 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,092 sq. ft. CONCESSIONS: New deal in the making, old lease is out. ICE SHOW: None for three years. CIRCUS: Clyde Bros. MEMBER: IAAM.

State Fair Auditorium & Pavilion, Tulsa
MANAGER: Clarence C. Lester. PAVILION SEATS: 7,500, plus 3,500 auditorium seats.

Oregon

Public Auditorium, Portland
MANAGER: S. W. Isaacs. PERMANENT SEATS: 3,000, plus 1,500 portable seats. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED.

Pennsylvania

Rockne Hall, Allentown
MANAGER: Rev. Richard J. Loeper. SEATS: 3,930. ARENA FLOOR: 50 by 90 ft.

Yaffa Mosque, Altoona
PERMANENT SEATS: 4,010. ARENA FLOOR: 75 by 82 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. ICE SHOW: "Holiday." CIRCUS: Hamid-Morton.

Hershey Sports Arena—Hershey
MANAGER: G. W. Bartels. PERMANENT SEATS: 7,200, plus 1,800 portable seats. ARENA FLOOR: 200 by 85 ft. ICE RINK. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS: By arena. LOCAL PROMOTER: Manager. ICE SHOW: "Ice Follies" and "Ice Capades." MEMBER: Arena Managers' Association.

Cambria County War Memorial, Johnstown
MANAGER: W. Zane Schneider. PERMANENT SEATS: 4,048, plus 2,000 portable seats. ARENA FLOOR: 200 by 85 feet. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. CONCESSIONS LESSEE: Penn Sportservice, Inc. BUILDING PROMOTES SHOWS, ICE SHOW: "Ice Capades." CIRCUS: Not regularly scheduled. EXPOSITIONS: Builders-Home, Auto, Cooking School. MEMBER: AMA, IAAM.

Convention Hall, Philadelphia
MANAGER: Santo S. Panetta. PERMANENT SEATS: 6,700, plus 6,300 portable seats. ARENA FLOOR: 146 by 271 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 265,000 sq. ft. CONCESSIONS: By building. EXPOSITIONS: Home, Flower, Sports, Dog. MEMBER: IAAM, AMA. REMARKS: Air-conditioned.

Duquesne Gardens, Pittsburgh
MANAGER: James G. Balmer. PERMANENT SEATS: 5,500. ARENA FLOOR: 85 by 90 ft. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Capades," "Follies." CIRCUS: Shrine. MEMBER: IAAM, AMA.

Syria Mosque, Pittsburgh
MANAGER: J. Leonard Cook. PERMANENT SEATS: 3,750. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. REMARKS: Air-conditioning.

State Armory, Wilkes-Barre
MANAGER: Col. W. H. Smith. PERMANENT SEATS: 923. ARENA FLOOR: 110 by 260 ft. EXHIBIT SPACE: 28,000 sq. ft. CONCESSIONS LESSEE: Veterans' organization. ICE SHOW: Periodically "Vogues." CIRCUS: Polack Bros. EXPOSITIONS: Industrial, Auto and private exhibitions and demonstrations.

Interstate Fair Coliseum, York
MANAGER: Samuel S. Lewis. PERMANENT SEATS: 3,000, plus 2,000 portable seats. ARENA FLOOR: 250 by 120 ft.

Rhode Island

Veterans Memorial Auditorium, Providence
MANAGER: Raymond Baker. MEMBER: IAAM.

South Carolina

The Pavilion, Myrtle Beach
MANAGER: Earl E. Husted. PERMANENT SEATS: 600, plus 1,200 portable seats. ARENA FLOOR: 85 by 85 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,000 sq. ft. CONCESSIONS LESSEE and LOCAL PROMOTER: Earl E. Husted.

Spartanburg Memorial Auditorium and Arena, Spartanburg
MANAGER: Van C. Ivey. PERMANENT AUDITORIUM SEATS: 3,406, plus 3,000 portable arena seats. ARENA FLOOR: 85 by 165 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 85 by 165 sq. ft. CONCESSIONS: Operated by auditorium. ICE SHOW: "Ice Vogues." CIRCUS: None to date. EXPOSITIONS: Better Living, Industrial, Auto Manufacturers, Auto Dealers, etc. MEMBER: IAAM.

South Dakota

Huron Arena, Huron
MANAGER: Merle W. Marshall. MEMBER: IAAM.

Corn Palace, Mitchell
PERMANENT SEATS: 3,500. ARENA FLOOR: 130 by 70 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. EXPOSITIONS: Annual corn show.

Coliseum, Sioux Falls
MANAGER: Allan P. Akers. PERMANENT SEATS: 2,300. 4,200. CIRCUS: Davenport-Shrine. MEMBER: IAAM.

Tennessee

Memorial Auditorium, Chattanooga
MANAGER: Tommy Thompson. PERMANENT SEATS: 5,500. MEMBER: IAAM.

Ellis Auditorium, Memphis
MANAGER: Chauncey Barbour. PERMANENT SEATS: 5,883. ARENA FLOOR: 15,000 sq. ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 30,000 sq. ft. LOCAL PROMOTERS: Several. ICE SHOW: "Holiday on Ice." CIRCUS: Shrine Circus. EXPOSITIONS: Golden Gloves, Wrestling, Auto Shows, Appliance Shows. MEMBER: IAAM.

Arena, Nashville
PERMANENT SEATS: 2,000. ARENA FLOOR: 150 by 90 ft. CONCESSIONS: By building. EXPOSITIONS: Trade shows, gospel sings.

Ryman Auditorium, Nashville
MANAGER: Mrs. L. C. Naff. PERMANENT SEATS: 3,200, plus portable seats. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. LOCAL PROMOTER: Harry Draper. REMARKS: Home of "Grand Ole Opry" and all-night sings.

Texas

Municipal Auditorium, Amarillo
MANAGER: David O. DeWald. PERMANENT SEATS: 2,553. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 7,000 sq. ft. MEMBER: IAAM.

City Coliseum, Austin
PERMANENT SEATS: 4,000. ARENA FLOOR: 108 by 140 ft. CONCESSIONS: By building.

Ft. Brown Memorial Center, Brownsville
MANAGER: Thomas P. Benson. PERMANENT SEATS: 2,500. MEMBER: IAAM.

Auditorium & Exhibition Hall, Corpus Christi
MANAGER: Thomas G. Davis. MEMBER: IAAM.

War Memorial Auditorium, Dallas
MANAGER: W. W. Vanderslice. PERMANENT SEATS: 10,000. MEMBER: IAAM. REMARKS: To be completed in 1957.

State Fair Auditorium, Dallas
MANAGER: C. R. Meeker Jr. PERMANENT SEATS: 4,285. PERMANENT THEATER-TYPE STAGE. LOCAL PROMOTER: C. R. Meeker Jr. for State Fair of Texas.

Coliseum & Liberty Hall, El Paso
MANAGER: C. W. Swan. PERMANENT SEATS: 6,300, plus 1,800 portable seats. ARENA FLOOR: 88 by 210 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 24,000 sq. ft. CONCESSIONS LESSEE: Leon Gillespie Catering. LOCAL PROMOTER: Bob Cummings. ICE SHOWS: "Ice Capades," "Holiday." CIRCUS: Polack. EXPOSITIONS: Home-Furniture, Flower, Auto, etc. MEMBER: IAAM. Will Rogers Memorial Auditorium and Coliseum, Ft. Worth

MANAGER: Emmett M. Race. COLISEUM SEATS: 10,147, plus 2,993 auditorium seats. ARENA FLOOR: 250 by 125 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Capades." CIRCUS: Shrine. EXPOSITIONS: Stock, Farm-Ranch. MEMBER: IAAM.

City Auditorium, Galveston
MANAGER: City Commission. PERMANENT SEATS: 3,600, plus 4,000 portable seats. ARENA FLOOR: 68 by 71 ft.

Sam Houston Coliseum, Houston
MANAGER: J. W. Goyen. PERMANENT SEATS: 9,000 plus 4,000 portable seats. ARENA FLOOR: 92 by 190 ft. ICE RINK. EXHIBIT SPACE: 130,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Cycles," "Holiday." CIRCUS: Shrine. EXPOSITIONS: Home, Do-It-Yourself, Flower, Scouts, Auto, Sports. MEMBER: IAAM. REMARKS: Air-conditioning, escalators.

Fair Park Coliseum, Lubbock
MANAGER: Fritz Lanham. PERMANENT SEATS: 4,400, plus 1,100 portable seats. ARENA FLOOR: 75 by 147 ft. EXHIBIT SPACE: 4,000 sq. ft.

Coliseum, Odessa
PERMANENT SEATS: 5,143.
Municipal Auditorium, San Angelo
MANAGER: C. E. Starkie. PERMANENT SEATS: 1,860. CONCESSIONS LESSEE: John Poole.

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Municipal Auditorium, San Antonio
MANAGER: Solomon Wolf. PERMANENT SEATS: 4,800, plus 1,200 portable seats. ARENA FLOOR: 79 by 89 ft. PERMANENT THEATER TYPE STAGE. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: Await & Await. LOCAL PROMOTERS: Several. CIRCUS: Polack Bros. EXHIBITIONS: Do-It-Yourself, Appliance, Antique, Auto, Dog, Etc. MEMBER: IAAM. REMARKS: Water, Gas, 220 & 110 Electric Outlets, Storage Space, Downtown location, Free parking.

Heart O' Texas Coliseum, Waco
MANAGER: Othel M. Neely. PERMANENT SEATS: 7,600, plus 4,400 portable seats. ARENA FLOOR: 125 by 270 ft. ICE SHOW: "Holiday," "Vogues." CIRCUS: Gil Gray, Shrine. EXPOSITIONS: Flower, Home, Rodeo & Fair. MEMBER: IAAM.

Memorial Auditorium, Wichita Falls
MANAGER: G. A. Mobley. PERMANENT SEATS: 3,148. CONCESSIONS: By building.

Virginia

Municipal Auditorium, Norfolk
MANAGER: E. M. French. PERMANENT SEATS: 3,400. ARENA FLOOR: 90 by 90 ft. CONCESSIONS LEASED. ICE SHOW: "Holiday." CIRCUS: Polack-Shrine. MEMBER: IAAM.

Richmond Arena, Richmond
MANAGER: John E. Raine. PERMANENT SEATS: 7,000. EXHIBIT SPACE: 60,000 sq. ft. MEMBER: IAAM.

Mosque, Richmond
SEATS: 4,676. PERMANENT THEATER-TYPE STAGE. ICE SHOW: "Vogues." CIRCUS: Polack.

Washington

Civic Auditorium, Seattle
MANAGER: Lawrence D. Wicklund. PERMANENT SEATS: 2,551, plus 3,500 portable seats. ARENA FLOOR: 140 by 160 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 16,000 sq. ft. CONCESSIONS LESSEE: Bold's Catering Service. LOCAL PROMOTER: Frank Hixon. ICE SHOW: "Ice Follies" & "Ice Capades." CIRCUS: Polack Bros. Shrine Circus. EXPOSITIONS: All types. MEMBER: IAAM.

Spokane Coliseum, Spokane
MANAGER: Benjamin C. Moore. SEATS: 8,500. ARENA FLOOR: 130 by 225 ft. ICE RINK. EXHIBIT SPACE: 44,000 sq. ft. CONCESSIONS: By building. LOCAL PROMOTION: mostly by building. ICE SHOW: "Cycles," "Follies." CIRCUS: Shrine. EXPOSITIONS: Home, Sports Industry, Air conditioning. MEMBER: IAAM, AMA.

Memorial Fieldhouse, College of Puget Sound, Tacoma

MANAGER: Ted Droethboom. PERMANENT SEATS: 3,200, plus 2,500 portable seats. ARENA FLOOR: 200 by 80 ft. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS: By manager. LOCAL PROMOTER: Thru manager. CIRCUS: Shrine. EXPOSITIONS: Home Show, Art Show, Auto Show, Fashion, Show, Science Fair, Boy Scout Exposition. MEMBER: IAAM

West Virginia

Municipal Auditorium, Charleston
MANAGER: Frank R. Wilson. PERMANENT SEATS: 3,517. ARENA FLOOR: 65 by 80 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LESSEE: Usher Service, Inc. LOCAL PROMOTER: Shrine Circus. EXPOSITIONS: Cooking Schools, etc.

Memorial Auditorium, Fayetteville
MANAGER: Robert H. Kent. PERMANENT SEATS: 3,106. ARENA FLOOR: 80 by 103 ft. LOCAL PROMOTER: Manager. ICE SHOW: "Vogues." EXPOSITIONS: Home, Auto. MEMBER: IAAM.

Memorial Field House, Huntington
MANAGER: Marvin A. Lewis. PERMANENT SEATS: 6,200, plus 1,500 portable seats. ARENA FLOOR: 100 by 200 ft. ICE RINK. EXHIBIT SPACE: 20,000 sq. ft. CONCESSIONS LESSEE: Jacobs Bros. Sportservice. LOCAL PROMOTER: Mike Lewis. ICE SHOW: "Holiday on Ice." CIRCUS: Polack Bros. EXPOSITIONS: Home, Horse Dog, Food and Style. MEMBER: IAAM.

Wisconsin

Mary E. Sawyer Auditorium, La Crosse
MANAGER: Joe Givens. MEMBER: IAAM.

Dane County Fairgrounds Arena, Madison
EXPOSITIONS: Sports, Travel, Home, Food.

Milwaukee Arena, Milwaukee
MANAGER: Elmer A. Krahn. SEATS: 12,500. ARENA FLOOR: 105 by 226 ft.

PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LEASED. ICE SHOWS: "Holiday," "Follies," "Hollywood." CIRCUS: Mamid-Morton. EXPOSITIONS: Home, Sports, MEMBER: IAAM.

Memorial Hall, Racine

MANAGER: William L. Peterson. PERMANENT SEATS: 1,700. ARENA FLOOR: 50 by 90 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. CIRCUS: Clyde Bros. MEMBER: IAAM.

Municipal Auditorium & Armory, Sheboygan

SEATS: 4,000. ARENA FLOOR: 89 by 97 ft. PERMANENT THEATER-TYPE STAGE. CONCESSIONS LEASED. LOCAL PROMOTER: August Stubler. EXPOSITIONS: Home, Sports.

Turner Hall, Watertown

MANAGER: Harley Lehmann. PERMANENT SEATS: 1,000. ARENA FLOOR: 75 by 125 ft. EXHIBIT SPACE. LOCAL PROMOTER: Howard Weibert. EXPOSITIONS: Home, Sports.

CANADA

Alberta

Calgary Coliseum, Calgary
MANAGER: M. E. Harnett.
Edmonton Gardens, Edmonton
MANAGER: James Paul. PERMANENT SEATS: 6,700.

British Columbia

Memorial Centre Arena, Cranbrook
MANAGER: R. L. DeArmond. PERMANENT SEATS: 1,200, plus 375 portable seats. ICE RINK. EXHIBIT SPACE: 15,200 sq. ft. CONCESSIONS LESSEE: Mrs. Proctor. ICE SHOW: Cranbrook Figure Skating Carnival. MEMBER: B. C. Arena Association.

Kelaina District Memorial Arena, Kelaina
MANAGER: Percy Downton. PERMANENT SEATS: 2,400, plus 1,000 portable seats. ARENA FLOOR: 80 by 190 ft. ICE RINK. EXHIBIT SPACE: 16,000 sq. ft. CONCESSIONS: By Arena. ICE SHOW: Local. EXPOSITIONS: Home Shows, Fall Fair, Car Show. MEMBER: B. C. Arena Association.

Kimberley Arena, Kimberley

MANAGER: William Heaton. PERMANENT SEATS: 2,200. ARENA FLOOR: 80 by 186 ft. ICE RINK. EXHIBIT SPACE: 14,880 sq. ft. CONCESSIONS LESSEE: None. LOCAL PROMOTER: None. EXPOSITIONS: Kinsmen Fall Fair & Exhibition, Agricultural & Trade. MEMBER: B. C. Arena Association.

Nanaimo Civic Arena, Nanaimo

MANAGER: Wm. S. Oliver. ARENA FLOOR: 80 by 180 feet. ICE RINK. EXHIBIT SPACE: 29,000 sq. ft. CONCESSIONS LESSEE: J. Warwick. LOCAL PROMOTER: W. S. Oliver. MEMBER: B. C. Arena Association.

Civic Center, Nelson

MANAGER: Jack Margan. PERMANENT SEATS: 625, plus 1,000 portable seats. ARENA FLOOR: 80 by 40 feet. ICE RINK. EXHIBIT SPACE: 33,525 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Fantasy." EXPOSITIONS: Home, Industry. MEMBER: BCAA.

Queen's Park Arena, New Westminster
MANAGER: W. J. Phillips. PERMANENT SEATS: 4,460, plus 1,200 portable seats. ARENA FLOOR: 180 by 80 feet.

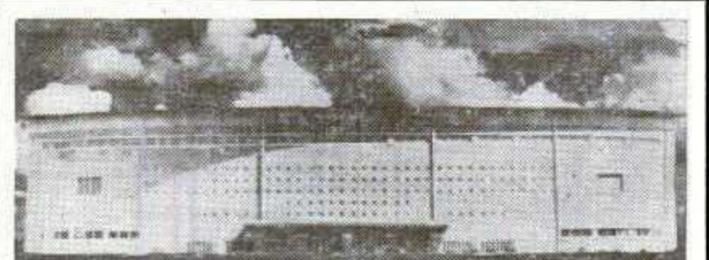
Memorial Arena, Penticton
MANAGER: F. G. Madden. PERMANENT SEATS: 2,412. ARENA FLOOR: 80 by 180 feet. CONCESSIONS: By building. EXPOSITIONS: Home. MEMBER: B.C.A.A.

Memorial Center, Trail
MANAGER: Reg. Stone. PERMANENT SEATS: 2,661, plus 1,000 portable seats. ARENA FLOOR: 200 by 85 feet. ICE RINK. CONCESSIONS: By building. ICE SHOW: Fantasy. EXPOSITION: Home. MEMBER WCAA, BCAA.

Exhibition Forum, Vancouver
MANAGER: David Dauphinee. PERMANENT SEATS: 5,000, plus 2,000 portable seats. ARENA FLOORS: 115 by 125 and 80 by 195 feet. ICE RINK. EXHIBIT SPACE: 29,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Cycles." CIRCUS: Polack-Shrine. EXPOSITIONS: Sports, Gift. MEMBER: BCAA, WCAA, IAAM.

Georgia Auditorium, Vancouver
MANAGER: Derek A. Inman. SEATS: 2,318. ARENA FLOOR: 150 by 170 feet. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 10,000 sq. ft. LOCAL PROMOTER: Famous Artists. Georgia Recreation. EXPOSITIONS: Motor, Fashion, etc. Air-conditioned.

Civic Arena, Vernon
MANAGER: H. W. Phillips. SEATS: 3,100. ARENA FLOOR: 80 by 180 feet. ICE RINK. EXHIBIT SPACE: 7,200 sq. ft. CONCESSIONS LEASED.



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Dodge City, Kansas

Memorial Arena, Victoria
 MANAGER: Joseph Dukowski. PERMANENT SEATS: 5,427, plus 2,000 portable seats. ARENA FLOOR: 85 by 200 ft. ICE RINK. EXHIBIT SPACE: 2,000 sq. ft. CONCESSIONS: By building. ICE SHOW: "Ice Cycles." MEMBER: IAAM.

Memorial Arena, Victoria
 MANAGER: J. Dukowski. PERMANENT SEATS: 5,427, plus 1,200 portable seats. ARENA FLOOR: 85 by 200 ft. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. CONCESSIONS: By Arena. LOCAL PROMOTER: J. Dukowski. ICE SHOW: "Ice Capades." CIRCUS: Ward-Bell. EXPOSITIONS: Sportsmens Show, Home Show, Products, Fair, Auto. MEMBER: B. C. Arena Association, Western Canada Arena Association, IAAM.

Red River Exhibition Arena, Winnipeg
 MANAGER: John Peterson. Opens Oct. 22-29.

Manitoba

Winnipeg Auditorium, Winnipeg
 MANAGER: J. W. McNeill. PERMANENT SEATS: 4,100. ARENA FLOOR: 100 by 150 ft. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. LOCAL PROMOTERS: Various. EXPOSITIONS: Sports, Home, Auto, etc. MEMBER: IAAM.

Winnipeg Auditorium, Winnipeg
 MANAGER: Ed. J. Parker. PERMANENT SEATS: 4,100. PERMANENT THEATER-TYPE STAGE. EXHIBIT SPACE: 15,000 sq. ft. CONCESSIONS LEASED. EXPOSITIONS: Builders, Sports. MEMBER: AMA, IAAM.

Ontario

Municipal Arena, Barrie
 MANAGER: W. H. Allsopp. SEATS: 4,000. ICE RINK. EXHIBIT SPACE: 14,000 sq. ft. CONCESSIONS LEASED. ICE SHOW: "Fantasy." EXPOSITIONS: Home, Motor, Rodeo. MEMBER: OAA.

Brampton Memorial Arena, Brampton
 MANAGER: J. C. Sutton. PERMANENT SEATS: 1,546, plus 200 portable seats. ARENA FLOOR: 195 by 85 feet. ICE RINK. EXHIBIT SPACE: 16,500 sq. ft. CONCESSIONS LESSEE: T. Wilson and J. Clevely. ICE SHOW: Brampton Club. EXPOSITIONS: Gladiola, Fall Fair, etc. MEMBER: Ontario Arenas Association.

Recreation Center, Burlington
 MANAGER: I. V. Lambert. PERMANENT SEATS: 1,200, plus 2,000 portable seats. ARENA FLOOR: 80 by 40 feet. EXHIBIT SPACE: 10,000 sq. ft. CONCESSIONS LEASED. LOCAL PROMOTER: Murray Anderson. MEMBER: OAA.

Brockville Memorial Civic Centre, Brockville
 MANAGER: Arch Miller. PERMANENT SEATS: 2,033, plus 1,000 portable seats. ARENA FLOOR: 190 by 90 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. CONCESSIONS LESSEE: Dominion Sportservice. LOCAL PROMOTER: Brockville Memorial Civic Centre. EXPOSITIONS: Trade Fair, Motor Show, Sports Show, Arts & Crafts Show, etc. MEMBER: Ontario Arenas Managers' Association. Manager's residence connected to Centre.

Corwall Community Arena, Cornwall
 MANAGER: R. Ray Miron. PERMANENT SEATS: 1,809, plus 500 portable seats. ARENA FLOOR: 180 by 80 ft. ICE RINK. EXHIBIT SPACE: 15,000 sq. ft. CONCESSIONS: Now up for bids. LOCAL PROMOTER: Manager. CIRCUS: Optimist Club. MEMBER: Ontario Arenas Association.

Dundas Arena, Dundas
 MANAGER: Frank Westoby. PERMANENT SEATS: 1,500, plus 1,500. ARENA FLOOR: 190 by 85 feet. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 8,000 sq. ft. CONCESSIONS: By building. ICE SHOW: "Fantasy." EXPOSITIONS: Motor, Trade. MEMBER: OAA.

Galt Arena Gardens, Galt
 MANAGER: A. E. Lamond. PERMANENT SEATS: 2,614, plus 600 portable seats. ARENA FLOOR: 185 by 85 ft. ICE RINK. EXHIBIT SPACE: 15,725 sq. ft. CONCESSIONS LESSEE: James Quinn. LOCAL PROMOTER: A. E. Lamond. ICE SHOW: Galt Skating Club. CIRCUS: Garden Bros.' MEMBER: Ontario Arenas Association.

Kingston Community Memorial Centre, Kingston
 MANAGER: Jas. B. McCormick. PERMANENT SEATS: 3,340. ARENA FLOOR: 200 by 90 ft. ICE RINK. EXHIBIT SPACE: 25,840 sq. ft. CONCESSIONS: Owned by Centre. LOCAL PROMOTION: By Management. ICE SHOW: Various. CIRCUS: Clyde Bros. (Shrine). EXPOSITIONS: Fall Agricultural Show, Springtime Exhibition. MEMBER: Ontario Arenas Association.

Kitchener Memorial Auditorium, Kitchener
 MANAGER: H. M. (Bob) Crosby. PERMANENT SEATS: 6,269, plus 1,250 portable seats. ARENA FLOOR: 190 by 85 ft. ICE RINK. EXHIBIT SPACE: 29,000 sq. ft. CONCESSIONS: Auditorium Owned & Operated. LOCAL PROMOTER: Building Manager. ICE SHOW: "Ice Capades." CIRCUS: Clyde Bros.' EXPOSITIONS: K. W. Exhibition. MEMBER: Ontario Arenas Association. REMARKS: Acoustically Perfect—Presented Operas, Broadway Musicals, Ballets, Symphonies.

Ontario Arena, London
 MANAGER: W. D. Jackson. ICE RINK. CONCESSIONS LESSEE: Owner. ICE SHOW: London Skating Club Carnival. MEMBER: Ontario Arenas Association.

Recreation Center, Naranda
 MANAGER: E. M. Orlick. PERMANENT SEATS: 2,500, plus 2,500 portable seats. ICE RINK. EXHIBIT SPACE: 50,000 sq. ft. CONCESSIONS LEASED. LOCAL PROMOTER: Manager.

Memorial Arena, Niagara Falls
 MANAGER: N. R. Tustin. PERMANENT SEATS: 3,052. ARENA FLOOR: 190 by 80 ft. ICE RINK. CONCESSIONS LEASED. ICE SHOW: "Fantasy." CIRCUS: Shrine.

Civic Auditorium, Owen Sound
 MANAGER: Ted Steadman. PERMANENT SEATS: 2,200, plus 300 portable seats. ARENA FLOOR: 80 by 185 ft. ICE RINK. EXHIBIT SPACE: 15,300 sq. ft. CONCESSIONS: By building.

Port Arthur Arena, Port Arthur
 MANAGER: Edgar Laprade. PERMANENT SEATS: 2,000, plus 1,500 portable seats. ARENA FLOOR: 85 by 185 ft. ICE RINK. CONCESSIONS LEASED. LOCAL PROMOTERS: Jay Lurve, Guy Perciante.

Sarnia Arena, Sarnia
 MANAGER: M. M. Philipott. SEATS: 2,400. ARENA FLOOR: 190 by 80 ft. ICE RINK. EXHIBIT SPACE: 15,000 sq. ft. CONCESSIONS: By building.

Memorial Community Building, Sault Ste. Marie
 MANAGER: H. W. J. Barnett. PERMANENT SEATS: 3,800, plus 1,000 portable seats. ARENA FLOOR: 200 by 85 ft. ICE RINK. EXHIBIT SPACE: 5,000 sq. ft. CONCESSIONS: By building. LOCAL PROMOTER: Manager. ICE SHOW: "Cycles." "Fantasy."

Memorial Community Centre, Smiths Falls
 MANAGER: G. W. Farbutt. PERMANENT SEATS: 2,000, plus 300 portable seats. ARENA FLOOR: 180 by 80 ft. ICE RINK. CONCESSIONS: By Building. LOCAL PROMOTER: Manager. EXPOSITIONS: Trade Fair. MEMBER: Ontario Arenas Association. REMARKS: Christmas Party, Fun Nights, Mammoth Sing Song.

Sudbury Arena, Sudbury
 MANAGER: George Panter. PERMANENT SEATS: 5,500, plus 1,000 portable seats. ARENA FLOOR: 196 by 85 ft. ICE RINK. EXHIBIT SPACE: 50,000 sq. ft. CONCESSIONS: By the Arena. LOCAL PROMOTER: George Panter. ICE SHOW: "Ice Capades." CIRCUS: Clyde Bros. (Shrine Circus). EXPOSITIONS: The Legion Sports Show and the Sudbury Exhibition. MEMBER: Ontario Arena Association.

Tillsonburg Memorial Arena, Tillsonburg
 MANAGER: Oscar H. Lee. PERMANENT SEATS: 1,600, plus 1,000 portable seats. ARENA FLOOR: 187 by 80 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 15,000 sq. ft. CONCESSIONS LESSEE: Norman Herries. LOCAL PROMOTER: Oscar H. Lee. ICE SHOW: Local Club. CIRCUS: Nat Lewis. EXPOSITIONS: Annual Fall Fair. MEMBER: Ontario Arenas Association.

Maple Leaf Gardens, Toronto
 MANAGER: H. F. Bolton. PERMANENT SEATS: 12,586, plus 1,200 portable seats. ARENA FLOOR: 200 by 85 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 35,000 sq. ft. ICE SHOW: "Ice Capades." "Ice Follies." CIRCUS: Hamid-Morton. MEMBER: Arena Managers Association.

Community Memorial Arena, Wallaceburg
 MANAGER: F. A. Mabey. PERMANENT SEATS: 1,200, plus 800 portable seats. ARENA FLOOR: 180 by 80 ft. PERMANENT THEATER-TYPE STAGE. ICE RINK. EXHIBIT SPACE: 14,000 sq. ft. CONCESSIONS: By building. LOCAL PROMOTER: Manager.

Welland-Crowland Arena, Welland
 MANAGER: W. J. Dahmer. PERMANENT SEATS: 2,400, plus 500 portable seats. ARENA FLOOR: 85 by 190 ft. ICE RINK. CONCESSIONS LEASED.

Community Arena, Woodstock
 MANAGER: J. J. Iannarelli. PERMANENT SEATS: 1,532, plus 1,000 portable seats. ARENA FLOOR: 179 by 79 ft. ICE RINK. CONCESSIONS LEASED.

Quebec

The Forum, Montreal
 PERMANENT SEATS: 1,300. ARENA FLOOR: 200 by 85 ft. ICE RINK. CONCESSIONS: By building. ICE SHOW: "Follies" and "Capades." CIRCUS: Hamid-Morton. MEMBER: AMA.

Colisee-Coliseum, Quebec City
 MANAGER: Emery Boucher. PERMANENT SEATS: 10,000, plus 2,000 portable seats. ARENA FLOOR: 200 by 85 ft. ICE RINK. EXHIBIT SPACE: 17,000 sq. ft. CIRCUS: Hamid-Morton. MEMBER: IAAM.

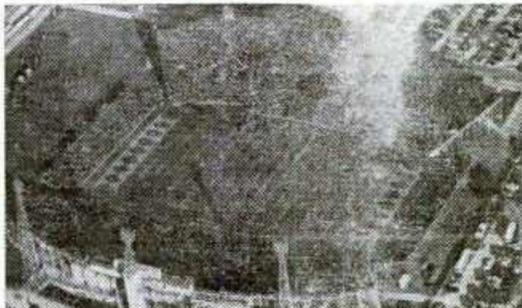
Palais Montcalm, Quebec City
 MANAGER: Theo. Genest. PERMANENT SEATS: 1,389. PERMANENT THEATER-TYPE STAGE. CONCESSIONS: By building. MEMBER: IAAM.

Hawaii

City Auditorium, Honolulu
 MANAGER: Al Karasick. PERMANENT SEATS: 9,500, plus 1,500 portable seats. EXHIBIT SPACE: 10,000 sq. ft. LOCAL PROMOTER: Manager.

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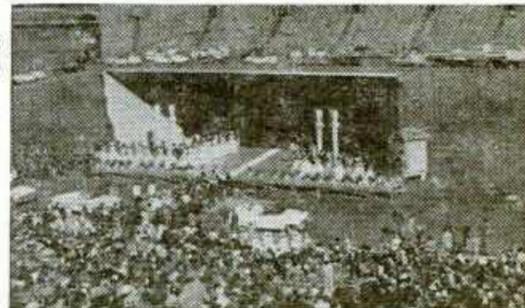
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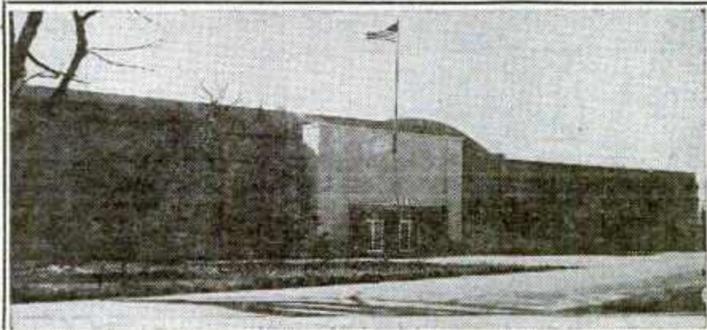
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Pomona Attracts 315,000 First 6 Days; 30,827 Off '54 Pace

Disneyland; Ringling Show Compete; Grandstand Water Revue Does Fair Biz

POMONA, Calif., Sept. 24.—The Los Angeles County Fair here pulled 315,444 during the first six of its 17 days and was pushing hard to make up a loss of 30,827 with ideal exposition weather in its favor.

The loss in patronage was without explanation. As in other cases in the area where attendance slumped, Disneyland in Anaheim, 30 miles away, got part of the blame. One point worthy of consideration in analyzing the reduction, with all days this year behind comparative ones in 1954, was that work on the San Bernardino Freeway between here and Los Angeles was on. Traffic was tied up for brief periods thru the day Monday thru Friday. However, there was no construction work underway on Saturday and Sunday. Tomorrow, the second Sunday of the three-weekend run, has been the largest day of the stand for the past several years.

Circus Hurts

The fair opened Friday (16), the day that the Ringling Bros. and

Barnum & Bailey Circus started the last three days of its seven-day stand over two weekends in Los Angeles, approximately 25 miles away. But Monday, Tuesday, and Wednesday of this week did not bounce up in attendance without this competition.

The fair, under the direction of C. B. Afflerbaugh, president and general manager, again offered many features. "The Art of Western Living," reproductions of modern living is a standout exhibit in the Fine Arts Hall. Last year the annual had a similar display that was a highlight of the event.

"Dancing Waters," is playing a return engagement in one of the

(Continued on page 92)

READING FANS SET RECORD —FOR BEER

READING, Pa., Sept. 24.—One of the business barometers for the Reading Fair showed a significant rise during last week's successful event. Well known for their beer capacity, the annual's customers downed a record 53,000 glasses sold at the fair's three stands on Friday (16).

Detroit Plans Paved Midway

DETROIT, Sept. 24.—The Michigan State Fair, as a continuation of the improvement program started this year, will blacktop most of its midway area and landscape the race track infield. Fair will also eliminate any burning of rubbish on the grounds next year. The improvements are designed to eliminate dust on the grounds.

ESE Gate Pars '54; Disaster Scare Fails

Elusive Hurricane, Polio Fear Hurt, But Success Still Marks Regional Event

SPRINGFIELD, Mass., Sept. 24.—Midway in its nine-day run, the Eastern States Exposition was drawing crowds about on a par with last year when the attendance totaled 412,465. This was notable since the fair is located in a disaster-conscious area of New England and was confronted with a hurricane scare during the first part of the week, in addition to a high rate of polio and resultant anxiety in several sections of the State.

The hurricane forecasts, featured in banner newspaper headlines thruout the area, cut into attendance on Monday and Tuesday (19-20) after a fine increase for the opening Saturday and Sunday (17-18). While Saturday was about even with the same day last year, some 26,000 more showed up on Sunday for a 78,360 one-day total. Monday dipped about 12,000 to 57,980. Tuesday was down about 5,000 to 22,585. Wednesday jumped sharply to 51,674 from 47,455 last year.

Another hurt factor in the operation of this year's event was a rash of food poisoning on Wednesday resulting in 14 hospitalizations, a possible death and banner headlines. Many of the main approaches to the area involve detours as the result of road and bridge washouts caused by the awesome flood of just a month ago.

In spite of all this there were sufficient signs for Jack Reynolds, fair manager, to predict a highly successful run with good weather prevailing thru the end. After Sunday's banner crowd, and the hurricane warnings which followed and grew in intensity with every passing hour, he had to exert every effort to keep the grounds from becoming a shambles as anxious exhibitors expressed a desire to tear down. Reynolds kept a constant check with the weather bureau in Washington. Only the possibility

(Continued on page 92)

240,819 Turnout Wins at Reading

READING, Pa., Sept. 24.—Ideal weather, improved working conditions in the area, and several successful package deals on ticket sales, combined to soar attendance at the eight-day Reading Fair to 240,819. This figure topped by 23 per cent the total for 1954, when for the second successive year cold and rain had seriously hurt the fair.

Attendance was ahead of 1954's on seven of the eight days of the event, which closed Sunday afternoon (18).

Comparison of attendance with last year's is as follows:

	1954	1955
Sunday (11)	46,512	48,476
Monday	8,436	15,139
Tuesday	42,246	43,656
Wednesday	3,509	15,513
Thursday	12,212	13,733
Friday	53,372	53,407
Saturday	22,247	19,871
Sunday	6,500	31,024
Total	195,034	240,819

The fair enjoyed eight days of clear and dry weather. A significant factor was the employment situation in Reading and in Berks County, which reported employment for below that of 1954.

John S. Giles, fair president, said response was very good to front gate ticket deals instituted this year. Ducats were offered thru a local grocery chain in hundred-ticket lots at reduced prices, and a ticket-transportation deal was worked out with the Reading Company railroad which also went over nicely, Giles said.

Biggest gate for the grandstand

Puyallup Runs 17,550 Ahead First 5 Days

Fight Telecast Cuts Into Gate; Grandstand Receipts Beat '54

PUYALLUP, Wash., Sept. 24.—During the first five of the nine-day run, the annual Western Washington Fair here was ahead of last year's comparative attendance figure by 17,550. The total of 228,433 included a 5,100 loss on Wednesday (21) when the Marciano-Moore closed circuit television fight is believed to have held down the celebration of Tacoma Day.

The marking of Tacoma Day was the only day in which the attendance this year has dipped under 1954. Despite this slackening in ticket selling, the increase during the period indicated that the fair will end tomorrow with a strong gross.

Weather, said Manager John McMurray, was good for this time of the year and aided greatly in the exposition getting off to a fine start. Rain on Tuesday afternoon caused the cancellation of the appearance of the Great Alzanas Trio, guy wire walking turn, for that day only. All of the other acts went on as scheduled.

Revenue Up

Increases in revenue were reflected in the hiked attendance figures. For the first two days the grandstand sales were up over last year by \$800 because of the added facilities. Vern Powell, a new food stand operator specializing for the first time in spare ribs, reported an opening day gross of \$1,100. Nettie Peterson served 13,000 meals at her Farmhouse restaurant and George Cicovich, also a veteran food concessionaire, estimated the first day's receipts up about \$700.

The annual followed its usual policy of a strong grandstand show with Cy Taillon returning this year to emcee the acts. The program includes, in addition to the Alzanas, Alfredo Landon and Midglets, Three Royal Rockets, the Marcellos, Roberto De Vasconcellos, Aida, Victor Julian and Pets, and the Four Kovacs. George

Prescott is again announcing the rodeo.

Douglas Midway

The midway, as usual, was under the direction of Earl Douglas of the Douglas Greater Shows with headquarters in nearby Kent. Harry Sussman and M. (Whitey) Monette had the novelties.

A feature of the exhibit department was a display of Australian hay and grain. Showing for the first time here, the display was under the personal supervision of W. D. Hardy, trade commissioner of the Australian government.

The Marciano-Moore fight drew large crowds in Tacoma, nine miles away. Bob Sconce, veteran publicity man, declared. Upon leaving that city for the fairgrounds late Wednesday, he reported patrons queued up for the fisticuffs.

Visitors to the fair included E. C. Vollmann, secretary-manager of the San Joaquin County Fair, Stockton; Paul T. Mannen, secretary-manager of the Southern California Exposition, Del Mar, and John Justin Jr., of Justin Boot Company, Fort Worth, a company which makes an annual award of hand-tooled boots to the leading rodeo performer here.

Parade Chief Chosen for Tallahassee

TALLAHASSEE, Fla., Sept. 24.—Tallahassee Police Chief Frank Stoutmaire, president of the North Florida Fair Association, announced this week the appointment of Roy Shuford as parade chairman of the 1955 fair. The annual will open its five-day run here on Tuesday, October 25.

Leon County Agent Lloyd Rhoden, as secretary, has successfully piloted each on the fairs since 1947. The 1954 edition drew a reported 52,000 attendance. The association secured title to a 142-acre site in 1950 and is now erecting the first permanent structure, a \$26,000 building, (60 by 200), being done co-operatively by the association and the Leon County Commission.

Gooding Amusement Company has the midway contract. A showing of "Dancing Waters" will take place afternoon and evening during the run. In addition to the customary educational and agricultural exhibits, such events as the Statewide corn contest for white and Negro 4-H clubs, with trips to national events sponsored by the

(Continued on page 92)

Calgary Plans 250G Addition To Pavilion

CALGARY, Alta., Sept. 24.—A 56-foot addition will be built to the Livestock Pavilion at the Calgary Exhibition and Stampede grounds. It will extend the whole length of the present building and is expected to cost more than \$250,000.

Also under consideration is enlargement of the present Administration Building, which will join it and the Livestock Pavilion together in one unit. This will give additional office space and other necessary accommodation.

The pavilion addition will be built on the north side of the present structure and will include stalls, a new judging ring, rest rooms, modernized wash racks and a livestock decontamination area. There will also be a new entrance to the present sales ring from the pavilion proper at the extreme southeastern corner of the building.

No official statement has been issued but it is believed plans to build a \$1,000,000 livestock building on the grounds has been shelved for the time being at least.

Idaho State Tabs 115,000 To Surpass '54 Turnouts

BLACKFOOT, Idaho, Sept. 24.—The Eastern Idaho State Fair brought its '55 run to a close here Saturday night (17) after playing to upward of 115,000 people, a slight increase over last year's count. Mrs. Ruth C. Hartkoph, secretary, said the increased attendance was made in the face of low potato prices, main crop in the area from which the fair draws its support.

Weather-wise the fair had no complaints. Only inclemency to mar the week's run came on Saturday evening when enough rain fell to cut turnouts and hurt grandstand receipts. Night attraction was a Barnes-Carruthers revue.

Spending Down

Altho spending in general was slightly down due to farm con-

ditions, Siebrand Bros. Carnival and Circus reported its gross takes were 6 per cent ahead of '54. Independent concessions also reported business ahead of last year.

Running horse races, the afternoon program on three days, were seen by good crowds. Bill McGaw's Tournament of Thrills, in for Friday and Saturday, was off about 10 per cent.

Commercial exhibits of all types ran ahead of last year with the machinery topping any previous fair. As a result of the popularity of the 4-H exhibits, the fair board is mapping plans for a construction of a new youth building which is scheduled to be completed by next year's fair. The '56 annual will be a Golden Anniversary and the run will be themed accordingly.

SHELBY RUNNING GOOD, GATE MARK PREDICTED

SHELBY, N. C., Sept. 24.—Clear skies and good crops combined this week to give the Cleveland County Fair a run which threatened to break attendance records. Dr. J. S. Dorton, manager, reported yesterday. It was pleasantly warm thruout the week and Children's Day yesterday attracted a huge, good-spending crowd.

Dorton said a fine cotton crop burst into bloom recently to encourage the local citizens in their recreational attitude. For this reason it appeared that the attendance record of more than 175,000, set several years ago, will probably be surpassed by closing time tomorrow by as much as 20 per cent.

On the midway the James E. Strates Shows have been enjoying a good week's business, it was reported.

Dorton reported being impressed with the Kochman Lucky Dogs presentation and predicted growing popularity for it once the patrons recognize its possibilities. The attraction was offered Thursday night (22) but interest was not high, he said, since most people

(Continued on page 92)

130,000-Plus Record At Barrington, Mass.

GREAT BARRINGTON, Mass., Sept. 24.—Being graced with near-perfect weather for its eight days and nights, the 114th annual Barrington Fair hit new highs for total attendance and pari-mutuel betting last week. The race handle totaled \$2,101,890, 20 per cent higher than last year's figure, and attendance surpassed the 1953 record of 130,000. Carroll reportedly was pleased with the results of the new policy of throwing the gates open free every evening.

The fair had easily its best year since Edward J. Carroll of Riverside Park, Agawam, bought out the association 15 years ago and paid off all claims. Saturday's (17) turnout of 18,342 persons was one of the biggest days in the fair's history. From Monday (12) thru Saturday there were nine races daily, with purses totaling \$50,000.

Only disappointing day in the week was Sunday (11) when rain hit both the morning and afternoon to ruin the usually big opening day. Buddy Wagner's Stunt Capades managed to get in two shows, altho turnouts were not large. It was strictly shirtsleeve weather the rest of the run, however.

Starting Monday, a sports show was offered as night grandstand attraction, a joint booking by Bill Shilling of New York and Al Martin of Boston. Acts included Sharkey the Seal, Bud Carrell and Rose, Chief White Cloud, the Maine Guides, Tuffy Truesdale and his alligators, Jack Redmond, and Karl Rhode's orchestra. This show ran thru Sunday night with Ward Beam's thrill show also booked in for closing day, matinee and night.

On hand during the week were Lt. Gov. Sumner C. Whittier, the Miss Rheingold contestants, and several political figures. A highlight of the week was the fourth annual 4-H Achievement Day banquet and awards at which 140 persons were present. Carroll gave out 23 awards and received one himself, a plaque for his service to area 4-H work.

Play during the week was at a high level at the midway directed by Jeff Harris, and there was a sizable portion of space renewals by commercial exhibitors.

Newspapers got the big share of advertising and promotion money but there was added emphasis on TV. Harry Storin again took charge of advertising, publicity and promotion as well as functioning in other capacities. Writers on hand included staffs from Sports Illustrated and Racing Form-Morning Telegraph.

OUT OF RED

Brandon Ex Nets \$10,921 On '55 Run

BRANDON, Man., Sept. 24.—A net profit of \$10,921 for the 1955 Provincial Exhibition of Manitoba was reported to the board of directors in an interim profit and loss statement presented by P. A. McPhail, managing director. It compares with a net loss of \$4,875 on 1954's rain-plagued run.

The board discussed the possibility of erecting, with government financial help, a \$50,000 4-H Club building, with a view to furthering junior club work in the province.

Receipts from all sources totaled \$127,537, compared with a gross take of \$110,342 last year, while expenditures for the year to mid-August were \$116,616, compared with \$115,217 for the 1954 fair.

Breakdown of the interim financial statement, which may be changed slightly before the annual statement is prepared, showed general revenues from grants, prize list advertising, rentals and sale revenue totaled \$20,803, an increase of \$4,000 over last year's figure of \$16,985.

Gate Net

Gate admissions showed a net profit of \$21,429, an increase of \$1,700 over last year's gate profits.

Net revenue from concessions was \$25,495, down slightly from \$27,231 in 1954. The trade fair, held in conjunction with the exhibition, showed a net profit of \$4,335, about \$4,000 lower than last year's \$8,240. The trade fair actually took in \$16,425, compared with \$10,899 last year, but expenses were up some \$10,000.

Grandstand attractions grossed \$32,327 in admissions and cost \$18,527 to put on, leaving a net profit of \$13,800, compared with last year's figure of \$5,635.

In the harness race section, revenue was \$1,191 and expenses \$4,156, leaving a net loss of \$2,964, compared with a loss of \$2,112 last year.

Prize money totaled \$21,443 and junior activities, including 4-H Club competitions, cost \$1,070. Grounds and building expenses totaled \$18,394 and administration costs were \$33,370.

Texas Assn. Meet Oct. 16 at Dallas

TYLER, Tex., Sept. 24.—Directors of the Texas Association of Fairs and Expositions will meet for a formal business session in Dallas October 16 at the Baker Hotel, Secretary Bob Burdoch announced.

President William Petmecky, Fredericksburg, set the meeting to coincide with the State Fair of Texas. It will conclude Sunday noon with a luncheon.

Petmecky will announce committee assignments for the 1956 convention which has been set for Dallas, February 3-4-5, at the Baker Hotel. Directors have been asked to submit program suggestions at the October 16 meeting, Petmecky said.

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WINTER FAIRS

Florida

Aradia—DeSota County Fair, Jan. 9-14. A. G. Erickson.
 Bartow—Bartow County Youth Show, Dec. 1-3. W. P. Hayman.
 Brooksville—Hernando County Fair, Nov. 9-12. Harry Brinkley.
 Clewiston—Sugarland Exposition, Jan. 24-28. Doug. Peary.
 Crestview—American Legion Harvest Fair, Oct. 3-8. J. D. Wingard.
 Dade City—Pasco Co. Fair Assn. March 7-10. H. A. Gruetzmacher, Box 248.
 DeFuniak Springs—Walton County Fair, Nov. 10-12. H. O. Harrison.
 De Land—Volusia County Fair, March 5-10. Lee Maxwell.
 Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
 Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
 Palm Springs—Suwannee River Fair & Livestock Show, Jan. 18-20. L. G. Cobb.
 Palm Springs—Suwannee River Youth Fair, Oct. 18-19. L. C. Cobb.
 Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.
 Fort Pierce—Indian River Area Youth Show, Jan. 30. M. B. Jordan.
 Inverness—Citrus County Fair, Nov. 7-11. Quentin Medlin.
 Jacksonville—Greater Jacksonville Ind. & Agri. Fair, Nov. 9-19. Ted Chapeau.
 Jacksonville—Greater Duval County Fair, Oct. 31-Nov. 5. Mrs. Dolly Young, 311 W. Bay St.
 Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
 Marianna—Jackson County Fair, Oct. 17-22. Reuben Mohs.
 Miami—S. E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price.
 Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
 Palatka—Putnam Co. Fair & Youth Show, Nov. 7-12. Hubert Maltby.
 Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
 Panama City—Bay County Fair, Oct. 17-22. D. C. Suggs.
 Pensacola—Pensacola Interstate Fair, Oct. 17-23. J. E. Frenkel.
 Plant City—Hillsborough Co. Jr. Agri. Fair, Dec. 1-3. D. A. Storms.
 Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
 Quincy—Gadsden Co. Tob. Festival & Fair, Oct. 13-15. Fred Brinkman.
 Sarasota—Sarasota Co. Fair, Jan. 23-28. Geo. W. Potter.
 Tallahassee—North Florida Fair, Oct. 25-29. Lloyd Rhoden.
 Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
 Webster—Sumter Breeder Show & Co. Fair, Oct. 31-Nov. 5. T. Noble Brown.
 West Palm Beach—Palm Beach Co. Expo, Jan. 20-29. Lamar Allen.
 Williston—Levy Co. Fair, March 20-25. O. C. Bellott, Mgr., Box 741.
 Winter Haven—Florida Citrus Expo, Feb. 13-18. Phillip Lucey.

ICE SHOW PACES TOPEKA GATE RECORD

Attendance Hits All-Time 492,000; Auto Races, Royal American Score

TOPEKA, Kan., Sept. 24.—Paced by bumper business given "Holiday on Ice," the Kansas Free Fair finished its nine-day run Sunday (18) with a new all-time attendance mark.

The total turnout was estimated at 492,000. The previous high, set last year, when the fair ran eight days, was 485,000.

"Holiday on Ice," presented in front of the grandstand, played to 38,000 in the last three nights. The stand was sold out and several thousand additional track seats also were sold on the first two of the icer's three nights. On the closing night, following an early evening sprinkle, the icer was presented before a 90 per cent capacity grandstand.

Patronage given "Holiday on Ice" was about equal that given a traditional grandstand revue the first six nights of the fair. Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, staged the revue.

Advance Helps

The icer's huge business was aided by the heavy showing of advance sale grandstand tickets. Some 18,000 of these ducats, good on two nights the revue was offered and on the icer's opener, had been sold. And the vast majority of the holders of these tickets held off using them until the ice show opened.

Stock car races offered matinee of opening day were presented to a sellout crowd. Big car racing staged Saturday was to a 90 per

cent stand. Both speed program's were presented by Al Sweeney's National Speedways Inc.

Grandstand receipts, both afternoon and night, for the fair's full run, hit a new high.

On the midway, the Royal American Shows also chalked up a new midway record. Rides and shows grossed 11 per cent more than the previous record established last year when the fair ran eight days and the carnival had an additional night, prevue night.

Receipts Near Record Mark At Saginaw

Grandstand Up 50%; Gooding Rides, Shows 15% Ahead

SAGINAW, Mich., Sept. 24.—Near record, if not record receipts, were registered by the Saginaw Fair, which closed its seven-day run Saturday (17).

Returns from a d v a n c e ticket sales were not all in this week, Clarence H. Hamden, fair secretary, said, adding, "what we receive from the tickets still out will determine whether we hit an all-time high."

The run was one of the most successful in history and far surpassed that of last year, when weather hurt the fair. Grandstand receipts were up about 50 per cent, the outside gate count by about 30 per cent and midway receipts by about 15 per cent. The Gooding Amusement Company was on the midway.

Fire, believed to have been caused by defective wiring in an exhibit, leveled the commercial exhibit building the day before the fair closed. Hamden said the fair's loss was covered by insurance.

Moose Jaw, Sask., Relocates Bldgs.

MOOSE JAW, Sask., Sept. 24.—Livestock barns at the Moose Jaw fairgrounds will be moved to a new site and a barn containing a show ring will be built. In all there will be eight barns on the grounds.

As part of the Moose Jaw Exhibition board's improvement plans, truck parking space and a trailer camp area will be provided for livestock exhibitors. More parking space for other visitors is also to be provided.

It is also planned to construct an administration building near the grandstand entrance and to provide a new exit from the grounds.

San Jose Tabs 236,396 Despite Area Rains

SAN JOSE, Calif., Sept. 24.—The Santa Clara County Fair closed its 11th annual seven-day run here Sunday (18) with a total attendance of 236,396, which was 470 more than in 1954. Rain in the vicinity of San Francisco, 60 miles away, was credited with cutting down the surplus.

The grandstand show featured Spike Jones and His Musical Insanities. With a schedule on only one show nightly Monday thru Friday and matinee and night shows on Saturday and Sunday, Jones pulled an average of 468 more patrons per performance than in 1954 when the vaude-type enter-

tainment featured the Wier Brothers. Last year the paid adult attendance for 13 performances was 15,186 at 50 cents and 1,222 child admissions at 25 cents.

The fair was up to its usual high standards with an outstanding flower show, commercial exhibits displays, fireworks and quarter horse racing. Table setting competitions at the International Booths appealed to a large number of fairgoers. Nationalities were honored almost every night with the staging of folk dances and songs on the main stage, a movable 90-ton vehicle made especially for the exhibition.

Video Helps

Russell E. Pettit, the secretary-manager, again highlighted topical events, with the local television station, KNTV, making its debut at the fair by covering the opening ceremony presided over by A. L. Christopher, the board of directors' president.

Sal Millian, of the fair's publicity department, dreamed up an educational feature as well as a gate-baiter in Carlotto La Cacomistle. The cacomistle, a carnivore of California and Mexico, was shipped to the city airport and unloaded under armed guard. The fact that the attraction was to appear at the fair had additional pulling power after newspaper readers and radio listeners were unable to find it in the dictionary, where it is not a common listing. Millan also announced that Carlotto was from Cancun, Mexico.

Millan handled the fair's publicity department with Neva Nelson and a staff of five photographers.

West Coast Shows played the midway for the 11th consecutive year.

Smethport Fair Rings the Bell

SMETHPORT, Pa., Sept. 24.—Favored by ideal weather, the second annual McKean County Fair here, August 4-10, was a resounding success, according to fair manager J. B. Beere and Russell Weston, president.

Harness racing was featured three afternoons, and Joie Chitwood's Hell Drivers, in for two days, did heavy grandstand business. Huge crowds attended closing Saturday night when the fair management offered a Buick sedan as gate prize. Thompson Bros.' Rides did capacity business on the midway.

Heavy patronage also marked the grandstand shows, booked by Al Martin. Making one-day appearances were Rudy Vallee, the Chordettes, TV's Zippy the Chimp and Al Bey's Clown Band. Martin also supplied the following acts: Bernie George, emcee; Shirley Hayward, acrobatics; Howard and Wanda Bell, balancing; Morrison Sisters, singers; Puppi and Puppi, novelty act; the Prince El Kigordo Lions; the Kimris, high act; 12 dancers of Gertrude Dolan and Johnny Mack, and Andy Thompson's band.

Fanchon-Marco Pact Fresno Grandstand

FRESNO, Calif., Sept. 24.—The outdoor theater and grandstand shows at the Fresno District Fair here for 10 days starting September 30 will be produced by Fanchon & Marco for the 15th consecutive year.

Tom Dodge, secretary-manager, said that the contract had been awarded to Russell A. Stapleton of the F&M office in Hollywood. Stapleton will personally supervise the production.

The outdoor theater show will be divided into two segments. Starting September 30 and closing October 4 will be Jill Adams, tap stylist; the Two Eris, balancing; the Sullivans, comedy cycle, and Les Marcellis, comedy acro. Opening October 5 and running until the close of the fair October 9 the free attraction will feature Denny and Cameron, dance team; Donna Kaye, acro contortion; Shirley Mills, vocalist, and Eddie Bartell, comic. The Westerners, strolling combo, will appear thruout the fair.

The grandstand circus, October 4-9, will present the Ramses, Egyptian acro; Landon's Midgents; the Alzanas, high wire; the Villenaves, cycle; Don McLennan's pony drill; Stephano Reppetto's lion act; Joe and Sally Novelle, dog act; Capt. Winston's seals; Lolita, wire act; the Tokayers, teeterboard; Celeste, high act; Donwally's unsupported ladder. Bartell will emcee and Jack Aronson will be musical director. Also appearing are three performing clowns not yet selected.

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Drought, Rain Hurts Hutchinson Turnouts

HUTCHINSON, Kan., Sept. 24.—The Kansas State Fair, which closed its six-day run Thursday (22), had more than its share of bad breaks.

First, it opened with the area in the throes of an extended and severe drought that disheartened farmers and merchants alike. And, then it caught rain—more rain in the final two days of its run than the area had been given in two months.

In spite of all of that, the fair finished with an attendance estimated at 370,000, down about 20 per cent from last year. And, attendance aside, the fair was one of the most successful ever held here. In the livestock divisions, entries were up sharply. More than 750 head of dairy cattle were entered, there were 305 head of beef cattle on exhibit, and for the first time swine entries overflowed their allotted space.

The farm machinery show, featuring the first major showing by International Harvester products here in five years, was bigger than in recent years. And, commercial exhibits and other competitive exhibits handled by Helen Willman, superintendent in charge, surpassed in quality those of recent years.

Virgil Miller, fair secretary, took the bad breaks of drought and weather in stride and pointed with pride to achievements in develop-

ing the livestock departments, commercial exhibits, farm machinery displays, etc.

He was particularly pleased with the appearance of the games concessions. Operated by Jack Ray Lindsey, the concessions presented attractive, permanent-type fronts. Rides were supplied by Brodbeck & Schrader and midway shows by Joe Sciortino. New was a Kiddieland, set apart from the main midway.

Grandstand receipts for the full run were down about 25 per cent, Miller said. A Barnes-Carruthers revue was in for each night of the fair. Matinee attractions included jalopy races, staged by Hamilton Attractions, this city, on Saturday, and they drew an excellent grandstand crowd. Stock cars, also staged by the Hamilton Attractions, drew a good crowd Sunday and a fair crowd Wednesday.

Hendricks Movieland Horse-capers, were in Monday as a kids' attraction. Big car races staged by Frank Winkley were run before a good crowd Tuesday and before a crowd Thursday that was rated good in view of the weather.

The heavy rain that broke the long drought hit Wednesday night but the fair succeeded in getting in the night's grandstand show. Rain again fell Thursday, with estimates placing the two-day rainfall at two inches.

Knoxville Pulls 177,900 for New All-Time Record

KNOXVILLE, Sept. 24.—A record attendance of 177,900 was registered by the Tennessee A. & I. Exposition, which Saturday (17) closed its six-day run. Previous record was 172,000 set in 1953.

Patronage for the show, presented three times daily in the open-air theater, was up from last year. Show booked thru Ernie Young, Chicago, was presented three times daily—at 5, 7 and 9 p.m., whereas in former years it was offered at 2 p.m., 7 p.m. and 9 p.m. New schedule was credited in part for greater attendance.

Gooding Amusement Company, on the midway for the second year, turned in a substantially higher gross for a new record in ride and show receipts.

Parade Chief

• Continued from page 90

fair management, 4-H fat barrow show and sale, 4-H breeder hog show and a similar program open to FFA members, will be held.

On the basis of an estimated 250,000 gate over the past eight years, the fair expects to draw another 55,000 to 60,000 this season.

Muskogee Ahead Of Drought-Hit '54

MUSKOGEE, Okla., Sept. 24.—With no drought conditions to contend with as it did last year, the Oklahoma State Fair thru Friday (23), sixth of its eight days, was running ahead of last year.

Midway receipts by the 20th Century Shows were up about 10 per cent, even tho all-day sprinkles and a heavy night rain Thursday (22) took a big cut out of the potential.

Big car auto races Sunday (18), staged by Frank Winkley, were held before a 20 per cent bigger turnout than last year. A rodeo

produced by the fair was presented Wednesday and Friday (21, 23) and accounted for grandstand crowds 10 and 15 per cent better respectively than last year.

A show booked in by Music Corporation of America for four night grandstand shows opened Wednesday to a 10 per cent better grandstand than on the corresponding night last year. The Thursday night grandstand show was washed out and the talent shifted indoors, appearing in the fair's night club. The MCA bill is headed by Ted Weems' orchestra and bangoist Eddy Peabody.

Per capita spending was up substantially from last year, with concessionaires generally reporting far better business.

ESE Gate Pars

• Continued from page 90

of heavy rain was predicted, but even this failed to materialize.

A new feature, the Festival of Floats, a parade presentation, was staged daily. Floats depicting the New England States and various commercial activities make for an eye-filling spectacle.

The Mummer's Four-Leaf Clover String Band from Philadelphia proved a somewhat different and highly popular attraction daily on the mall.

Les Paul and Mary Ford with Jim Eskew's Rodeo were featured nightly in the Coliseum. Business was reported good. Four days of auto racing on the paved raceway drew better than last year perhaps, in part, because the number of race days were curtailed. George A. Hamid attractions also appeared in front of the grandstand.

Jack Kochman's Hell Drivers, in for Sunday and Monday, did exceptionally well, holding up to former years with ease. Track events here, and as of now, are limited to attractions that can work on the hard-surface track. The Irish Horan group is due in tomorrow.

Coast-to-coast television publicity thru the medium of Steve Allen's "Tonight" show on NBC, which was aired from the Coliseum Saturday (17), got the fair off to a good start. Press and radio coverage of the event continues extensive with Amico J. Barone directing efforts on behalf of the exposition.

Prospects Bright For Jacksonville

JACKSONVILLE, Fla., Sept. 24.—Response has been good to recent kick-off of an advance sale of general admission and kiddie ride tickets for Greater Duval County Fair here, October 31-November 5, reports Mrs. Dolly Young, manager of the fair for the sponsoring American Legion Post 88.

The upcoming fair will be the fourth sponsored by the Legion, said Mrs. Young, who reported that the organization is putting much effort into the project and has set up a substantial budget in hopes of making the fair permanent. There will be a special event daily, headed by a county school children's day and a Chevrolet giveaway closing Saturday night. Most commercial exhibitors have re-signed for this year's fair, and indications are that farm product entries will be back in force.

Shelby Goes OK

• Continued from page 90

here have never seen a pari-mutuel ticket or dog racing. Proper promotion will undoubtedly remedy the situation, Dorton said.

On the independent midway is a "Dancing Waters" unit brought in under Strates auspices.

Outside of the secretary's office has been brightened with a working, 15-foot-high waterwheel which is nicely illuminated. Construction cost was only \$100.

Pomona Draws

• Continued from page 90

exhibit hall theaters. The attraction, priced at 50 cents for adults and 25 cents for children, was pulling "about the same as last year," Hans Hasslach, in charge here, said. Hasslach explained, however, that no figures were available but would be compiled following this weekend's business.

A new routine for "Waters" was being worked out and will probably be used during the coming week. This marks the first time that a complete new medley has been put into action.

Fight TV Pulls

Wednesday night, "Dancing Waters," shown on the hour, was dark for two hours to allow the closed circuit large screen televising of the Marciano-Moore fight. Not the promotion of the "Waters" organization, tickets went for \$4.40, which was on top of the 60 cents fair admission and parking. The event was well patronized but the picture went out in the seventh round with the ducat-holders missing the knockout in the ninth.

A new Mexican Village display debuted this year, giving the fairgoer added entertainment for the admission price. A free show is featured in an arcade of shops, most of them featuring Mexican merchandise and food.

The Duck Derby and the Barnyard Frolics that were here last year are back, and were drawing large crowds as free attractions. The former was designed by Dick Day, a former fair employee.

Pari-mutuel racing was featured each week-day afternoon. The evening show, which closes tonight, was Sam Howard's "Aqua Thrills Revue." Business for the show was fair. Tomorrow night and until the closing the Barnes-Carruthers "Fair Follies of 1955" will be the highlight. Fred Kressmann of the B-C office is personally supervising the segment.

Pat Treanor & Son again have the novelty concessions which they have had for more than a quarter of a century.

The fun zone is under the direction of Harry Illions for the fourth consecutive year. Frank W. Babcock United Shows equipment is in the zone with all of the portable rides.

Charter Miss. Fair

ASHLAND, Miss., Sept. 24.—Benton County Fair and Livestock Association, with principal office here, has obtained a charter from the secretary of state. It is a non-stock corporation.

HOCUS-POCUS

By BILL SACHS

PRINCE MENDES (John P.

Mendes Jr.) is critically ill at Veterans' Hospital, 408 First Avenue, New York. . . . Jack London,

who was one of the busiest magicians on the Borsht Belt in New York State the past season, is currently showing his pickpocket-magic wares in the Big Town. . . . Bobby Bell is showing his new turn at the Twin Coaches, Pittsburgh. Script was doctored by George Schindler,

magus-humorist, who heads up Showbiz Comedy Service, Brooklyn. Schindler is busying himself otherwise with club dates and weekend nitery engagements in the New York area. . . . Eleanor Schindler, who did a mental turn with George Schindler at the age of 10, last week announced her engagement to Stanley Gold, Brooklyn builder. Wedding is set for January. . . . Veteran booker-manager Anton Scibilia, on the shelf most of the summer with illness and a major operation, is back in harness handling theater dates for Willard and His Magic Extravaganza as well as the latter's midnight spooker, Dr. Graves' "Tombstone Frolics." Willard's chief assistant is Lee Richards. He also carries three girls and another male aide. . . . Magician Bill Sayers, who has spent the last three years in an iron lung, is anxious to obtain a copy of "Young's Lesson in Hypnotism." Bill's address is Goldwater Hospital, Resp. Unit, Ward C-12, Welfare Island, N. Y. . . . Charles Ruben, escape and cuff expert, posts from Los Angeles: "A magical friend here has received a letter from the country of Lebanon, in which certain startling claims re the alleged magic powers of a wonder worker are related. Unless someone is 'off' or exaggerating, the American magic societies ought to finance the wizard's trip to the United States to demonstrate his prowess. For example, it is claimed that he vanishes while held by a committee, reduces his height from normal to one foot, turns a

metal lion into a live one, etc. While my home State is Minnesota and not Missouri, I am most skeptical!"

JOHN J. McMANUS, well-known collector of magic who died in Brooklyn September 7, had made arrangements before his death for his collection of magic books and those of his friend, Dr. Morris Young, to pass to the Library of Congress. Dr. Young is carrying out the details. McManus was a member of both the Society of American Magicians and the International Brotherhood of Magicians. Another member of those two organizations to die recently in New York was Nate Kane. . . . Milbourne Christopher, who reports that he has just concluded the most successful summer season in his career, is now appearing five times weekly on the "Weather Magician" TV show on WABD, New York. He was a guest recently on "What's the Story?" TV panel show. Mil has just moved into a larger apartment at 333 Central Park West, New York 25. . . . Julius Sundman, of Finland, is slated to visit the States again this winter. Parent Assembly, SAM, New York, is negotiating with him for an appearance on its annual show. . . . Jay Marshall opens with the June Taylor Dancers' unit in Rochester, N. Y., October 5, for a six-week trek that will take them to Syracuse; Lansing, Mich.; Chicago (October 10-11), and thru the Midwest. Jay will emcee and present his own turn. Elsa and Waldo, novelty act, will also be with the show. Full-evening presentation will work auditoriums. . . . Dr. Carlo and His Cavalcade of Mystery, after winding up on Illinois dates, concluded the month's bookings in Washington last Saturday (24). . . . Mysterious Howard, owner of Howard's Fun Shop, Houston, posts that Cardini was a daily visitor at his shop recently while engaged at the swank Shamrock Hilton Hotel in that city.

BURLESQUE BITS

By UNO

Betty (Blue Eyes) Howard, fresh from an appearance at the Pearl City Club in Honolulu, Hawaii, opens at the Ford Plaza in St. Louis for four weeks accompanied by her drummer Wild Bill Lange. Tony Knight, comic and leader of the trio at Abe Neiman's King Cole Show Bar in Denver, recently got married to Margie Gillis, non-pro. Ricki Corvette followed Carol Le Claire into the New Follies, Los Angeles. Set to follow are Jennie Lee, then Texas Sheridan, October 7, and Tyramona, October 21. Mark Hendrix is now manager of Loew's State in Los Angeles. Billy (Zoot) Reed and Billie Bird are now at the Club Zomba, North Hollywood, Calif., while the York Club in L.A. has Taffy O'Neill, Jan Durell and Tom Melody. There were five minutes of dead radio time recently on the Bob Laurence show, "On the Town," heard locally in Philadelphia, while he was interviewing Princess Tara, the snake charming dancer. It seems one of Tara's pet snakes edged playfully to Laurence's side, and he froze until reassured it was harmless. Helen Renee, a Freddie O'Brien find from California, is making her debut in the East in a featured strip on the Hirst wheel.

Burlesque has taken another step forward as a result of an important decision handed down by Judge Milton Jacobs on Thursday (22) in a Newark, N. J., court case saying, in effect, that "while a strip tease might be vulgar, it was not illegal, since vulgarity was a matter of taste to be determined by the patrons of the theater." The defendants in this case were Lyn York, stripper, and Jesse Meyers, manager of the Empire Theater in Newark, charged with giving and allowing an indecent performance. Judge Jacobs dismissed the case because of ineffective evidence and lack of enough witnesses to prove that Miss York

had danced in the nude. The lawyers for the defendants were Henry Rubenson and Leo J. Berg, of Newark, and assisting them in the preparation of the brief was attorney Paul Weintraub of New York.

Irma, the Body, will appear in Philadelphia the week of September 18 and then go into the Hudson Theater in Union City, N. J., for the week of September 25. Irma has been named Miss High Octane of 1955 by the refueling crew of the Naval Air Station at Agana, Guam. . . . Geraldine (Sequin) Garner, recently titled Miss Bikini is preparing a \$250,000 suit against the promoters of the current International Bikini Bathing Beauty Pageant in Florida for usurping her royal crown by bestowing the title on what she calls "pretenders" to the throne. According to Miss Garner, she was awarded the title in a New York City contest for a three-year period, during which time she is under contract to promote Bikini swimsuits.

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Buck Flooded at New Bern, Stricken Fair Rescheduled

CLINTON, N. C., Sept. 24.—The O. C. Buck Shows rode out Hurricane Ione this week without bothering to set up for the fair at New Bern, and made it here Wednesday (21) with no physical damage worse than some wet motors. The fair was called off, however, and rescheduled for the first week in November, when the storm flooded the grounds and destroyed whatever canvas was up. Buck will return for the date.

Several living trailers of show personnel drew considerable water in their interiors, agent Roy Peugh reports, and the highest spot on the grounds was near the secretary's office where the water was "only a foot deep."

The Tri-County Fair was to open Monday (19), but due to storm warnings, exhibitors had been advised by Manager W. H. Godley not to bring their exhibits.

The Buck show came here from Salisbury and started to move in

on Sunday (18). Peugh and Owner Buck were on hand and it was decided not to unload, but to place the trucks on the midway as is. The spot was considered high enough by local people, who have experienced several hurricanes. House trailers and trucks were placed close together.

Some Headed to Town

It started to rain at noon, accompanied by high winds, and Peugh says it got very bad at 9 p.m. He left the grounds then with a carload of people who decided to stay in town, and it was the last vehicle off the lot. By 6 a.m. the winds were over 60 m.p.h. and tides were eight feet higher than normal.

"Water started to come into house trailers," Peugh reports, and into engines of trucks and equipment. Ride boys swam and waded for higher ground. The storm subsided the next day. Some ride boys and show people were able to get a rowboat, and took women and children out of the trucks and trailers over to a nearby house, where they climbed into a second floor window.

Mel Smith and Dick Tolman made three tries to get to the grounds by truck. Peugh also tried it by car, with coffee and food for the marooned folks. Smith and Tolman finally made it by wading thru the water up to their chests, to where the boys could meet them with a boat. Many folks had to abandon their trailers and seek higher ground, including Mr. and Mrs. Eddie Ryan, Eddie Forman of the Fly-o-Plane; Mr. and Mrs. Earl Myers, Side Show operators; Mr. and Mrs. Larry Marcassio, Mrs. Ida Sincely, and Mr. and Mrs. Stone.

San Jose Fair Yields OK \$\$ For Mike Krekos

SAN JOSE, Calif., Sept. 24.—The Mike Krekos West Coast Shows, two units, turned in "satisfactory" business here during the seven-day Santa Clara County Fair, which closed Sunday (18) with a total attendance of 236,396. The event beat the 1954 mark by 470 customers.

Krekos has played the local exposition for the 11 years it has been in existence. Following this date the units split, with one moving to Madera District Fair in Madera and the other going to Walnut Creek for a festival. Next week they will combine again for the Kern County Fair in Bakersfield.

The midway space used remained unchanged from 1954. The spot, located off the main promenade was about 1,750 feet long. Only the rides owned by the organization were used.

Season Okay

Krekos, back on the job following an illness, said that he had no complaint to make of business here or during the season. Last year the carnival was featured at the California State Fair in Sacramento. It was scheduled to go there again this year, first on a three-year contract, and then for a year. Later the second agreement was rescinded with the contract being let to another show.

In summing up business, Krekos declared that fairs this year had held up to expectations. However, he added, it is his opinion that still dates will have to be promoted if they are to be money-makers.

Stresses Promotion

"Advance publicity, queen contests and other features will have to become part of the regular routine for still dates," the veteran show owner continued. "There was a time when we played still dates and a few fairs. That is in reverse today. The still dates need to be bolstered. If they are, then from the show owner's point of view, they can become as profitable as fair contracts."

A show-within-a-show was held Thursday night (15) with \$1,100 being raised. It will be divided equally between the Pacific Coast Showmen's Association in Los Angeles and the Show Folks of America in San Francisco.

Krekos praised the work of Harry Myers, Eddie Hellwig, managers of the two units; Louis Leos, auditor for the organization; E. W. Coe and Bobby Cohn for moving and operating the units efficiently during his illness.

Storm Belts Hames Shows At Amarillo

AMARILLO, Tex., Sept. 24.—A severe windstorm, accompanied by a lashing rain, hit the Tri-State Fair here Tuesday (22) at about 6:30 p.m., causing minor injuries to about six persons and causing considerable damage on the Bill Hames midway.

Show and concession tents were slashed by the high winds, and a large amount of carnival merchandise was ruined by rain. A total of an inch and a half of rain fell in little more than an hour.

The winds and rain knocked out power and idled the fair for the night, with the fair re-opening Wednesday morning (21).

Heth Scores At Ga. Fair

CARTERSVILLE, Ga., Sept. 24.—L. J. Heth Shows trucked here this week from the Cobb County Fair, Marietta, Ga., where it racked up a new record ride and show gross and was re-contracted for the '56 fair. Joe J. Fontana, show's general agent, and County Agent J. H. Henderson negotiated next year's pact.

Heth organization had a strong line-up of 20 rides and 10 shows on the midway. Floyd Heth's new Dodgem bowed there and topped the rides, followed by the Round-up. Dick Palmer's revue, Nat Gray's minstrels and Speedy Palmer's Motordrome topped the backend in that order.

Mrs. Oscar Haas, the former Idah Delno, has returned to her home in Sedalia, Mo., after visiting her daughter's family in Hollywood.

AT LONG LAST!

Clear Weather At Chattanooga Ups ACA Play

CHATTANOOGA, Sept. 24.—For the first time in years, the Amusement Company of America this week was given rain-free weather at the Chattanooga-Hamilton County Interstate Fair and, as a result, the ACA's ride and show gross soared. Going into today, closing day of the six-day event, the ACA's gross was 42 per cent higher than last year to the corresponding point.

Games concessions shared in the excellent business. For the concessions, it was the biggest week of the year, according to Paul Olson, show manager. The Roller Coaster snared top money among the rides, with the Rotor second, and the Scooter third.

Roxanne's revue paced the shows. Johnny Brasons' Little Horses, operating behind a 10-cent admission price, continued to enjoy bumper business. It was estimated that the Brason unit would show to 60,000 for the full run.

Three Fems Lead Coast Queen Race

LOS ANGELES, Sept. 24.—With the Pacific Coast Showmen's Association contest to pick a "Outdoor Show Queen of the Golden West" going into high gear, three candidates were running neck-and-neck for first place. Vote-getting was also nearing its peak with any of the other eight likely to edge ahead into the top bracket.

In the top position this week were Flossie Fitzgerald, sponsored by Foley & Burk Combined Shows; June Sutton, Crafts 20 Big Shows, and May Snobar, Monte Young Shows.

While the PCSA committee, headed by M. J. Doolan, is keeping the number of votes secret until late November, the three named were listed as leaders. In second place and said to running almost even are Helen Graham, sponsored by the Dollan Kiddie Land in Oak Lawn, Ill., and Fay Proser, representing the PCSA Ladies' Auxiliary. Mary Bacigalupi, Bacigalupi Organ Company; Alice Miller, Margie Latiker, West Coast Shows; Ginny Lowry, Polack Bros. Circus, and Julie LeDoux, Cavalcade of the West Shows, are said to be pushing in a photo-finish manner to lead the group.

Several of the contestants are known to be holding back on turning in their votes. When the final check-up comes, the entire picture may be changed, a club representative declared.

Mom Wasserman Passes Away

CHICAGO, Sept. 24.—Funeral services were held here Wednesday (21) for Marion (Mom) Wasserman, wife of veteran concessionaire Sollie Wasserman, who died Sunday (18) following a long illness. Mrs. Wasserman was active in show club circles and was a member of the Ladies' Auxiliaries of the Showmen's League of America and the Greater Tampa Showmen's Association.

In addition to her husband, she leaves a daughter, Catherine; a sister, Catherine King, and a brother, John Hules. Interment was in Showmen's Rest in Woodlawn Cemetery.

Pomona Midway Up Despite Gate Loss

Ride, Show Takes Ahead of '54; Concession Business Spotty

POMONA, Calif., Sept. 24.—Business on the Harry A. Illions' "World's Fair Midway" at the Los Angeles County Fair is holding up well despite the exposition's loss of 30,827 patrons in the first six of the 17-day run, compared with the same period a year ago. The total for the period was 315,444 against 346,271 in 1954.

Illions, veteran park operator, has 14 permanent rides with the Frank W. Babcock United Shows, managed by Larry Ferris, supplying nine major and 24 kid rides. The moppet equipment is in two Kiddielands, one near the Mexican Village that made its permanent building debut this year.

All of the nine major rides are in the Fun Zone where Illions has such rides as Bozo, Rapids, Sky Wheel, Magic Carpet and other attractions. Also in this area is A. W. McAskill's new illusion attraction, Palace of Wonders. Babcock has one Kiddieland with 13 rides and another with 11. The show is operating four concessions for the first time in the two years that it has combined its devices with those installed.

Illions is using about 50 concessions this year, with Cecchini & Levaggi, Sun Valley operators, having 26. Steve Vaughn, who has the Pinky's stands with Joe Dauer, said that he had upped his space, at \$25 a foot, to three times that used a year ago.

Louis Cecchini, who is in charge of the stands for his firm, said that the stands were doing "all right." He added that some were up and some were down in revenue and no comparative totals had been compiled. Vaughn, who specializes in panda bear pitches, indicated that his take to this point had not been up to expectations.

The McAskill attraction was running less than \$100 behind the take for the same in 1954. And, the Rudy Illions' Skooter, one of

the top money rides in the past, was within \$50 of its comparative total.

No figures on the take of the Babcock rides were available. A source reported that revenue from the major and kid rides was lower than a year ago.

The Illions office staff includes William B. Davis, of New Liberty Park, Buffalo; Mrs. Dorothy Zimmer, Celeron Park, and Carl Rothfuss, certified accountant.

NEW SHOWS

ESE Okay For Show, Ride Units

SPRINGFIELD, Mass., Sept. 24.—The grouping of King Reid ride units at the Eastern States Exposition, which constitute the only designated midway fun zone at the major fair, were reportedly doing well despite hurricane and polio scares which kept attendance down on several days.

The attendance of children was down during the first half of the run and the ride units suffered as a result. Despite attendance that annually tops the 400,000 mark, the rides account for only nominal business both because of the lack of emphasis and the absence of night activity.

The units owned by Reid will probably be returned to his Vermont headquarters after the conclusion of the run here tomorrow. Many of the units presented here were booked in.

Several sizable shows were spotted thruout the grounds this year. Still holding out in the prime, main gate, location is "Dancing Waters," which first showed under canvas here a couple of years ago. The success it scored, altho abetted by the fact that there was no competition, helped start the water spectacle on the major carnival routes.

Other tented features included Aubrey L. Mayhew's Country Music Time, a folk presentation; Cunningham's Ice-A-Rama, and a presentation of antique automobiles. Another unit, which could perhaps qualify as a show, was the Berkshire Trout Farm's fishing tank.

Altho all of the show units were large they all lacked attractive, or even suitable fronts, relying only on banner or signs and a ticket box. If they had been placed side by side, and especially if colorful fronts were added, they would make a formidable display.

Dave Bloom had innumerable novelty stands spread thruout the grounds. Willie Lish handled one in a prime up-front location. Their early route covered Western Canada.

Season Okay For Ruback

STEPHENVILLE, Tex., Sept. 24.—Business this season for Alamo Exposition Shows has had its ups and downs, according to Jack Ruback, veteran owner-manager. In general, ride and show grosses have been satisfactory but some weeks were off due to drought, tighter money and weather, Ruback added.

Show was here this week for the first run of the Erath County Fair. Lack of rain in the area was disheartening to the rural population but Ruback expected to end up with a good week's business.

Krekos Show Raises \$1,100 For Coast Clubs

SAN JOSE, Calif., Sept. 24.—The Pacific Coast Showmen's Association and the Show Folks of America, San Francisco, will share equally in \$1,100 raised here Thursday night (15) at a shindig on the West Coast Show lots, Mike Krekos, general manager of the two units, said. The shows played the Santa Clara County Fair for the 11th consecutive year and closed the seven-day run Sunday night (18).

Sam Dolman was chairman of the event with Eddie Harris and Eddie Hellwig serving as co-chairmen. Harry Myers, manager of the shows, emceed the festivities that drew about 175 people, including representatives from the SFA in San Francisco and the PCSA in Los Angeles.

Marie Levitt was the honored guest of the evening, having been associated with the shows several years. Invited to the stage during the function were Louis Leos, WCS treasurer; Clara Andersen, PCSA Ladies' Auxiliary president; Charlotte Porter, SFA president; E. W. Coe, PCSA past president; Betty Coe, PCSA Auxiliary past president; Lillian Schue, PCSA Auxiliary past president; Harris, and Hellwig. Krekos is also a PCSA past president and an untiring worker for the Show Folks. Sam Landesman was chairman of the food committee with Marge Latiker co-chairman. Virgil Latiker handled the refreshments with Joe Wallace and Sam Lasky assisting. Six top acts appeared under the direction of Buster Odles, who has the Girl Show.

PAGE & FERRIS SHOWS

Want for BEAUFORT, N. C., FAIR, next week, with Big Pay Day at Cherry Point Marine Base and seven other good Fairs to follow.

CONCESSIONS: Eat and Drink Stands, Hankies, African Dip, Short Range, High Striker, Break the Dish, Will book Skillo, Razzle, Pin Store, Buckets and Swinger for rest of season. Want Penny Arcade. Exclusive on Custard, Monogrammed Hats, Diggers and Glass Pitch. Roland Page wants Agents for Skillo, Grind Stores and Pan Games. Prince and Ida Mae, contact. SHOWS: Monkey, Big Snake, Motordrome, Illusion, Colored Girl Show with own equipment, Life Show or any well-framed show that does not conflict. RIDES: Fly-o-Plane, Rock-o-Plane, Dark Ride, Scooter and any Kid Rides except Auto, Train and Water Boats. Want Foremen for Wheel and Chairplane, Second Men on all Rides who drive.

All replies to BILL PAGE

REIDSVILLE, N. C., FAIRGROUNDS.

P.S.: Want Free Act to join at Beaufort, N. C.

BAYOU STATE SHOWS

Want for NORTH LOUISIANA STATE FAIR, Ruston, La., Oct. 4-9; WINN PARISH FAIR AND STATE FOREST FESTIVAL, Winnfield, La., Oct. 11-15, and 3 More Louisiana Fairs to follow.

CONCESSIONS: Will place Custard, Pronto Pups, Foot Longs, Lemonade Shake, All Eats and Drinks open. Want Long or Short-Range Lead Gallery or any Concessions working for stock. ALSO PITCH AND GADGETS. SHOWS: Want Athletic, Motordrome, Big Snake, Side Show. Any Show 25% to office.

RIDES: Rock-o-Plane, Roll-o-Plane, Tilt, Caterpillar or any Ride not conflicting. Will make liberal proposition for Eli Wheel to dual with ours. HELP: Want Help in all departments. Mechanic with own tools, that can keep fleet of late model GMC trucks rolling.

We, close Christmas in the Bayous in Louisiana. Then 6 Florida Fairs starting January 10. ATTENTION, MEMPHIS, TENN., CONCESSIONAIRES—This is It!

Address PAUL H. MILLER or JACK O'HAVER
Wire or Phone—c/o Cotton Festival, Ville-Platte, La., Sept. 26-Oct. 2.
Then as per route.

CHEROKEE INDIAN FAIR, CHEROKEE, N. C.

WEEK OCT. 3-8

Followed by THE GREAT ELBERTON, GA., FAIR and a continuous route of Fairs until Armistice Week and all winter in Florida

CONCESSIONS: Can place legitimate Merchandise and Direct Sales Concessions of all kinds, Auction Sale, Derby, Bozo, etc. RIDES: Will place one or two major non-conflicting Rides for balance of season. Winter's work in Florida. Can place Foremen and Helpers for all Major Rides. Must be licensed semi drivers.

All wires to M. G. Stokes

BLUE GRASS SHOWS

Corinth, Miss., this week. No phone calls.

GEM CITY SHOWS INC.

FEATURING BIRD, CLEAN OUTDOOR AMUSEMENTS

WANT FOR ETOWAH COUNTY FAIR, ATTALIA, ALA., OCT. 3-8
With 6 Big Fairs following and a long season in Florida

CONCESSIONS: All types, including Derby, Jewelry, Water, String and Ball Games, African Dip, Scales, Candy Floss and any Concessions that work for stock. RIDE MEN: Foremen and Second Men that drive Semis. All winter's work with good pay. Apply now. Also want Man for Front Gate and Light Towers. SIDE SHOW ACTS: Annex Attraction, Freaks or any good Acts for balance of season for office-owned Side Show.

THOMAS D. HICKEY or SAM GRECO OR DON GRECO
Fair Grounds, Tuscaloosa, Ala. co Colonial Motel, Tuscaloosa, Ala.

CENTRAL AMUSEMENT COMPANY

WANTS FOR FIREMEN'S FAIR, JACKSON, N. C., SEPT. 26-OCT. 1,
AND BALANCE OF SEASON

Can place non-conflicting Rides and Shows. All Hanky Panks open. Want Free Act. Can place Man with Sound Car.

JACKSON, N. C., FAIR this week, followed by WINDSOR, N. C., FAIR, Oct. 3-8; CAROLINA YAM FESTIVAL, Tabor City, N. C., Oct. 10-15; MARION COUNTY FAIR, Marion, S. C., Oct. 17-22; then the GREAT LORIS FAIR, Loris, S. C., Oct. 24-29

FOR SALE—RIDES—FOR SALE

16-car portable Auto Scooter Ride, in fine shape, latest style; can be hauled on two large Semi Trailers. Can be seen in operation at Blytheville, Ark. (Fair) this week, then as per route. Will release Ride on or about November 1. Also Allan Herschell Kiddie Auto Ride, Smith & Smith Kiddie Airplane and Kiddie Octopus Ride. All three Rides in good condition and can be seen in operation on Show as per route.

Contact TIVOLI EXPOSITION SHOWS

Bastrop, La. (Fair), this week; Winnsboro, La. (Fair), Oct. 4-8.

UNITED EXPOSITION SHOWS

WANT FOR BALANCE OF SEASON

Will book Custard. Can place Agents for Clothes Pin, Skillo, Nails, Count Stores. Want Athletic Show Manager who has talent; Ring built on Trailer, good top. Will book Girl Show or Dick Parrish will place 2 more girls, husbands on Concessions. Can place Ride Help that drive. Lexington, Tenn., Fair, week Oct. 3; Paris, Tenn., Fair, week Oct. 10; both County Fairs, should be good. Followed by proven cotton towns in Arkansas. Wire or come on: C. A. VERNON, Mgr., Union City, Tenn., this week. P.S.: For Sale—18x36 Bingo, well flashed, or will turn over to reliable operator for balance of season.

CONEY ISLAND AMUSEMENTS

Can place for Gainesville, Ga., Fair now; followed by Sandersville and Douglas, Ga., Fair; also six fairs in Florida.

Operators for Snake Show and Fun House, also Girl Show Manager with girls. Can place any show with own equipment. Want Hanky Pank Concessions of all kinds. Especially want large Cookhouse and Bingo, Novelties, Jewelry, Photos, Glass Pitch. HELP: Foremen for Octopus, Merry-Go-Round and Tilt and all other Ride Men who drive. WANT MECHANIC WITH TOOLS. Long season, top salary.

CONEY ISLAND AMUSEMENTS

Gainesville, Ga., Fair now; then Sandersville and Douglas.

GIVE TO DAMON RUNYON CANCER FUND

WOM Wraps Up OK Week at Allentown

ALLENTOWN, Pa., Sept. 24.—Given good weather today, the World of Mirth will wrap up a fine week at the Great Allentown Fair, despite a dip in attendance on opening day Tuesday (20) as the result of hurricane warnings.

Altho the big wind failed to materialize, the warnings occasioned some anxious hours. Stalled for a while, owner Frank Bergen finally gave the word to go ahead with the equipment. Units were double-staked and wagons were spotted strategically to be used as anchors if the winds hit.

Bergen, who last week faced a polio epidemic in the drawing area of the Brockton (Mass.) Fair, shot about 15 cars of equipment in here in order to get an early start. Some units made it on Sunday and got in a day's work, altho most action was prohibited. It was estimated that 40,000 people milled around the grounds.

Prevue Good

The show caught an excellent Monday night prevue. A free gate on this night annually brings out a huge crowd. Virtually all of the show units were ready for the night play, Bergen said. In the past only a small part of the show equipment could be made ready in time because of the lengthy and difficult move from Brockton.

The front end, under the direction of Bernard (Bucky) Allen, was also enjoying a very fine week.

Carnival Routes

Continued from page 75

- Cherokee Am. Co.: Sedan, Kan.; Fredonia 4-9.
- Coleman Bros.: Middletown, Conn.
- Collins, Wm. T.: (Fair) Tulsa, Okla., 1-8.
- Coney Island Amusements: (Fair) Gainesville, Ga.; (Fair) Sandersville 3-8.
- Cote Am. Co.: (Fair) Vassar, Mich.
- Crafts Expo.: (Fair) Fresno, Calif., 29-Oct. 9.
- Crafts 20 Big: (Fair) Fresno, Calif., 29-Oct. 9.
- Cumberland Valley: (Fair) Dalton, Ga.; (Fair) Summerville 3-8.
- De Gaynor's Kiddieland: Racine, Wis., 27-Oct. 2.
- Dixie Am.: Hampton, Ark.; Verda, La., 4-7.
- Dixie Expo.: Gordo, Ala.
- Drago, No. 1: Kokomo, Ind.
- Drew, James H.: Murphy, N. C.; (Fair) McCormick, S. C., 3-8.
- Dudley, D. S.: (Fair) Post, Tex., 3-8.
- Dumont: Calhoun, Ga.
- Dyer's Greater: Clarendon, Ark.; Marianna 3-8.
- Eastern Am. Co.: (Fair) N. Waterford, Me., 29-Oct. 1.
- Evans United: Erie, Kan., 29-Oct. 1.
- Foley & Burk Combined: (Fair) Ventura, Calif., 5-8.
- Franklin, Don, No. 1: (Fair) Rosenberg, Tex., 28-Oct. 1; Angleton 4-8.
- Franklin, Don, No. 2: (Fair) New Braunfels, Tex.
- G. & B.: Grantsville, Md.
- Gem City: (Fair) Tuscaloosa, Ala.; (Fair) Attalia 3-8.
- Gentsch, J. A.: Meadville, Miss.
- Georgia Am. Co.: (Fair) Lavonia, Ga.
- Glades Am. Co.: Kenbridge, Va.
- Gladstone Expo.: (Fair) Clarksdale, Miss.; (Fair) Charleston 3-8.
- Gold Medal: Anderson, S. C.; Petersburg, Va., 3-8.
- Gooding Am. Co., No. 1: (Fair) Hamilton, O.
- Gooding Am. Co., No. 2: (Fair) Hillsdale, Mich.
- Gooding Am. Co., No. 3: (Fair) Atlanta, Ga.
- Gooding Am. Co., No. 4: Utica, O.
- Gooding Am. Co., No. 5: (Fair) Kenton, O.
- Gooding Am. Co., No. 6: (Fair) Auburn, Ind.
- Gooding Am. Co., No. 7: Mitchell, Ind.
- Gooding Am. Co., No. 8: (Fair) Carrollton, O.
- Gooding Am. Co., No. 9: (Fair) Paintsville, Ky.
- Greater Dixieland Expo.: (Fair) Jonesboro, La.; (Fair) Marksville 5-9.
- Hames, Bill: Lubbock, Tex.
- Hammond, Bob: McGregor, Tex.
- Happy Attrs.: Ashland, O.; Coshocton 3-8.
- Happyland: (Fair) Salline, Mich.
- Harrison Greater: Wallace, N. C.
- Hartscock Bros.: Centerville, Ia.
- Hartscock, Roy: Arbyrd, Mo.
- Heth, L. J.: Carrollton, Ga.; Covington 3-8.
- Hill's Greater: Pecos, Tex.
- Holly Am. Co.: (Fair) McDonough, Ga.; (Fair) Claxton 3-8.
- Hottle, Buff, No. 1: (Fair) Huntsville, Ala.; (Fair) Tupelo, Miss., 4-8.
- Hottle, Buff, No. 2: Lawrenceburg, Tenn.; Donaldsonville, La., 4-8.
- Hottle, Buff, No. 3: Oberlin, La.
- Hugo's Novelty Expo.: (Fair) Okmulgee, Okla., 26-29; (Fair) Chelsea 6-9.
- Ideal Rides: Indianapolis 30-Oct. 2; Rising Sun, Ind., 4-8.
- Imperial, No. 1: Union, Mo., 27-Oct. 1.
- Imperial, No. 2: Union, Mo., 27-Oct. 1.
- Isler Greater: Arkansas City, Kan., 27-Oct. 1; Ringling, Okla., 4-8.
- Johnny's United: (Fair) Jackson, Tenn.
- Kile, Floyd O.: (Fair) Russellville, Ark.
- King Bros.: Elkhart, Kan.
- Lane, Leo: (Fair) Wrightsville, Ga.; (Fair) Millen 3-8.
- Lone Star: (Fair) North Vernon, Ind.
- McKenna's Rides & Am.: (Fair) Lodi, Wis., 26-28; Clintonville 30-Oct. 2; (Fair) Chilton 7-9.
- Majestic Greater: (Fair) Harriman, Tenn.
- Manning, Ross: (Fair) Statesville, N. C.; (Fair) Shelby 3-8.
- Marion Greater: Manning, S. C.
- Marks, John H.: (Fair) Hickory, N. C.; (Fair) Fayetteville 3-8.

Bingo was out this year, after having run here last year.

Altho the removal of many trees and the paving of the entire fun area created considerable extra space for the shows, there still is not enough room for all of the equipment. A number of rides have been shipped to Trenton, N. J., where the New Jersey State Fair opens tomorrow.

Many other ride and show units will be shipped out of here tonight by tractor-trailer and low-boys in time to catch the afternoon play tomorrow at Trenton.

New Bern Flood

Continued from page 73

location, began to flood nonetheless. Previous storms had not flooded the midway area so the O. C. Buck Shows trucks were placed there, but not unloaded. By midnight, tho, the grounds were entirely covered with water.

A tent 300 by 50 was set up for chief exhibits, and booth were installed, and another, 150 by 50, was erected for livestock. Both were whipped to shreds by the storm, it was reported. Also ruined were two eating stands. The carnival suffered flooded house trailers and wet motors, but took off without difficulty on Wednesday (21) for Clinton, N. C.

Several of the show personnel were marooned at the grounds overnight, during which it rained in torrents and the wind was as strong as 60 mph. At Godley's office, one of the high spots, the water was a foot deep. The grounds were cut off from town and no help could be sent until the following day, when the storm and water level receded.

All of New Bern was stranded by flooded streets and roads, and there was no telephone service, electric lights, or drinking water to be had. The entire roadway along the main river road was flooded and travel was impossible.

- Metropolitan: Gadsden, Ala.
- Midway of Mirth: Harrisburg, Ark.
- Mighty Hoosier State: Aurora, Ind., 28-Oct. 1.
- Mighty Interstate: (Fair) Childersburg, Ala.; (Fair) Opelika 3-8.
- Miller, Ralph R.: Melville, La.
- Milliken Bros.: Marion, S. C.
- Moore's Modern: (Fair) Andrews, Tex.; (Fair) Seminole 3-8.
- Motor State: (Fair) Fulton, Miss.; (Fair) Burce 3-8.
- Mound City, No. 1: Charleston, Mo., 3-8. (season ends).
- Mound City, No. 2: Wardell, Mo.; Osceola, Ark., 4-8.
- Nolan Am. Co.: (Fair) Greenup, Ky., 28-Oct. 1; (Fair) Vanceburg 5-8.
- Page & Ferris: (Fair) Reidsville, N. C.; (Fair) Beaufort 3-8.
- Penn Premier: (Fair) Lexington, N. C.; (Fair) Union, S. C., 3-8.
- Powelson Greater: Coshocton, O.
- Prell's Broadway: (Fair) Rocky Mount, N. C.; (Fair) Frederick, Md., 3-8.
- Raines Am.: Danville, Ark.; Ringgold, La., 3-8.
- Raley Bros. Expo.: (Fair) King, N. C.; (Fair) Scotland 4-9.
- Reid, King, No. 1: Bloomsburg, Pa.
- Royal Expo.: (Fair) Kingstree, S. C.; (Fair) Orangeburg 3-8.
- Royal Midwest: (Fair) Hardinsburg, Ky., 29-Oct. 1.
- Rumble Greater: Lawrenceville, Ill. (season ends).
- Schafer's Just for Fun: (Fair) Longview, Tex.; (Fair) Center 3-8.
- Scott, Turner: Manning, S. C.
- Shan Bros.: Sweetwater, Tenn.
- Siebrand Bros.: (Fair) Albuquerque, N. M.
- Smith, Geo. Clyde: (Fair) Enfield, N. C.; (Fair) Littleton 3-8.
- Snapp Greater: Magnolia, Ark.
- Southern States: Monticello, Fla.
- Southern Valley: (Fair) Natchitoches, La.; (Fair) De Ridder 3-8.
- Star Am. Co.: (Fair) McGee, Ark.
- Stephens, C. A.: Conyers, Ga.
- Strates, James E.: (Fair) Greenville, S. C.; (Fair) Charlotte, N. C., 4-8.
- Sunset Am. Co.: (Fair) Hope, Ark.; (Fair) Caruthersville, Mo., 4-9.
- Thomas, Art B., No. 1: Yankton, S. D.
- Thomas Joyland: Kingwood, W. Va.
- Tidwell, T. J.: Lawton, Okla., 28-Oct. 1.
- Tinsley, Johnny T.: (Fair) Anniston, Ala.; (Fair) Griffin, Ga., 3-8.
- Tivoli Expo.: (Fair) Bastrop, La.; (Fair) Winnsboro 4-8.
- 20th Century: Waco, Tex., 1-8. (season ends).
- United Expo.: Union City, Tenn.
- United States: Asheville, N. C.; (Fair) East Bend 3-8.
- Victory Expo.: (Fair) Iowa Park, Tex.
- Virginia Greater: (Fair) Warrenton, N. C.; (Fair) Louisville 3-8.
- Volunteer: Linden, Tenn.; Trenton 3-8.
- Wallace Bros.: Kosciusko, Miss.; (Fair) Yazoo City 3-8.
- West Coast: Bakersfield, Calif.; (Fair) Delano 5-9.
- West Coast Expo.: (Fair) Bakersfield, Calif.
- Wilber's Wolverine: McMinnville, Tenn.
- Wilson Famous: Astoria, Ill., 29-Oct. 1.
- Wolfe Am. Co.: (Fair) Cheraw, S. C.; (Fair) York 3-8.
- World's Finest: (Fair) Kitchener, Ont.; (Fair) Simco, 2-8.
- World of Mirth: Trenton, N. J.

T.E.N.T.S

CONCESSION, CIRCUS, CARNIVAL
AMERICAN TENTS CORPORATION
America's Largest Builders of Fine Show Tents
201 E. Water St. Norfolk 10, Va.
Representative C. C. Mitchell
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\$1.00 EACH

Shipped Daily—F.O.B. Los Angeles
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RALPH R. MILLER CAN PLACE

Foreman for Smith & Smith Chairplane. All winter's work in Louisiana. Can use Help of all kinds. Man to take charge of Country Store Wheel. Have for sale 3 Le Roi 25 Kw. A.C. Light Plants, \$750.00 each. G.M. 45 Kw. Diesel on Semi-Trailer, \$3,000.00. Evans Bowling Alley, complete, \$100.00. Evans Big Six Wheel, like new, \$100.00. Several good Set Spindles, \$50.00 each. Cannot ship out of state; come get them. Melville, La., week Sept. 26; Simmsport, week Oct. 3.

CUSTARD FOR SALE

Dual machines—two flavors. Completely neozoned. Separate freezing unit for 60 gallons mix. Completely equipped to operate anywhere . . . \$2000.

CLAYTON HOLT

1023 Valley Street Hot Springs, Ark.
Phone: National 3-9621

Wanted-Agents-Wanted

For Buckets, Six Coils and Color Darts. Must throw stock and stay sober.

L. A. BOLENBARKER
c/o Byer Bros. Showers
Searcy, Ark.

CARNIVAL WANTED

FOR DUBLIN FREE FALL FAIR
SEPT. 29-OCT. 1, DUBLIN, TEX.
Contact ED KELLER
c/o Chamber of Commerce, Dublin, Tex.

Re-Elect

CURTIS HIXSON

MAYOR OF TAMPA, FLA.

Vote Absentee

Re-Elect

BOB JOHNSON

City Judge
Tampa, Florida
Vote Absentee

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round
Want Freaks and Novelty Acts. State salary and all particulars in first letter.

FOR SALE

Ferris Wheel and Trailer, \$1,800.00.
Tractor extra.
BOGLE SHOWS
Manhattan, Kans., now; Girard, Kans., Oct. 5-8.

WANT BLEACHER SEATS

Will buy or rent between 2,000 and 3,000. Write immediately.
JOHN MAINS
5929 Schaefer Dearborn, Mich.

JACK VINSON

Bingo Help for Huntsville, Ala., Fair. Also Bingo Help for Hanky Pank Agents for Childersburg, Ala., and all winter's work for right people. Those who have worked for me before, contact. Address: c/o Mighty Interstate Shows Huntsville, Ala., this week

ROSS MANNING SHOWS

SHELBY, N. C., COLORED FAIR, OCT. 3-8

HARTWELL, GA., WEEK OF OCT. 10-15

ATHENS, GA., WEEK OF OCT. 17-22

TRENTON, N. C., WEEK OF OCT. 24-29

MORGANTON, N. C., WEEK OF OCT. 31-NOV. 5

CONCESSIONS: Hankies of all kinds, Novelties. Woody McBride wants Cookhouse Help and Coke Bottle Agents. Want Short Range Gallery.

SHOWS: Can place Colored Shows for Shelby, Hawaiian and Minstrel; we have all equipment. Write or wire

ROSS MANNING

Fairgrounds, Statesville, N. C., or Tommy Carson, Vance Hotel, Statesville, N. C.

SCHAFFER'S JUST FOR FUN SHOWS

WANT FOR THE FOLLOWING FAIRS:

LONGVIEW, SEPT. 26-OCT. 1
CENTER, OCT. 3-8MACOGDOCHES, OCT. 10-15
GILMER, OCT. 17-22

(ALL TEXAS)

THESE ARE THE CREAM OF EAST TEXAS FAIRS

CONCESSIONS: Want Long Range, Short Range, Mug Outfit, High Striker, Ball Games, String Game, Coke Bottles, Hoop-La, Knife Rack, Age and Scales, Duck Pitch, Bumper, Balloon Darts, Pan Game, Mouse Game, Derby Racer, PITCHMEN AND DEMONSTRATORS, COME ON

SHOWS: Want Arcade, Wildlife, Big Dog and Little Horse, Monkey, Midget, Motor-drome or any good Grind Show.

WANT OUTSTANDING FREAK TO FEATURE IN SIDE SHOW, TOP SALARY. THIS SHOW WILL BE OUT LATE.

Contact: **W. A. SCHAFER**

Longview, Tex., this week; then per route.

Florence County Colored Fair, Oct. 3 thru 8**Sumter-Chester-Barnwell, County Colored Fairs following—With Big Legion Armistice Celebration following these fairs.**

All Hanky Panks open. Can use Diggers and Custard, Bingo; will sell Ex on these. Can also use two Skillos and Line-Up Shows; will consider Ex on these to right party. Limited amount of Mug Outfits. Reasonable rates on all Concessions.

Want any Rides not conflicting with Tilt, Octopus, Chair-o-Plane. Can use Wheel to Dual.

Colored Girl Shows, Animal, Wildlife, Ten-in-One, Monkey Show, Congo, White Usher, contact, Harry Stevens, contact in regards to concessions.

All replies to **W. E. HOBBS., St. George, S. C., this week****B. & H. AMUSEMENT CO.****3 County Fair--Kinston, N. C., next week;****Person Co. Fair--Roxboro, N. C., Oct. 10-15**

Can book all types of Concessions and Shows for these big fairs. Capable Ride Help can be placed, also Concession Agents.

All communications to

STEVE DECKER**BEAM'S ATTRACTIONS**
SNOW HILL, NORTH CAROLINA**JIMMIE CHANOS SHOWS**

Want for

VERONA, OHIO, FIREMEN'S CELEBRATION

October 4 to 8

WANT legitimate Concessions of all kinds, Popcorn, Floss, Candy Apples. WANT Bingo, Grab Joint, Mitt Camp. All replies to **JIMMIE CHANOS Greenville, Ohio****GREATER DUVAL COUNTY FAIR**

Jacksonville, Fla.—Oct. 31 thru Nov. 5

6—Days and Nights—6

RIDES—Scooter and Dark Ride.

SHOWS—Fun House (Harvey Wilson, answer)—Minstrel—Wild Life.

EXHIBITORS—Have space in main building for Pitchmen—Gadget Workers—Jewelry—Outright Sales.

CONCESSIONS—Arcade—Long Range—Short Range—6-Cats—Auction—Hanky Panks.

DOLLY YOUNG, Mgr.Greater Duval County Fair Assn., 311 W. Bay Street, Jacksonville, Fla.
Phones: Office, Elgin 6-7786—Night, Elgin 5-7621.**GREENUP, KY., FAIR, SEPT. 28-OCT. 1;****VANCEBURG, KY., FAIR, OCT. 5-8**

Want Concessions and Shows: Bingo, Age, Weight, Photos, Novelties, Apples, French Fries, Ball Games, High Striker, Basket Ball, Long and Short Range and Concessions of all kinds.

NOLAN AMUSEMENT CO.

GREENUP, KY., FAIR THIS WEEK

WANTED—A-1 AMUSEMENT—WANTED

RIDE HELP: Foreman for Ell #5 Wheel, Foreman for 8-Tub Octopus. Must drive and have license. Best of wages.

CONCESSIONS: Can place any non-conflicting Hanky Pank working for stock. Contact

JOHN HANSEN, Mgr.

East Prairie, Mo., Sept. 26-Oct. 1; New Madrid, Mo., Oct. 3-8.

NEW DEVELOPMENTS**Popcorn Warmer Offers Large Heating Capacity**

NEW YORK, Sept. 24.—A popcorn warmer that is said to provide over 13,000 cubic inches of heated storage space for popped corn is being sold here. The warmer is constructed of heavy-gauge steel finished in baked enamel and overlaid with quilted stainless steel. Named the "Showman," the unit is equipped with cash and utility drawers, fiberglass insulation and built-in casters for portability.

The well is heated by a Cromolux heater which is thermostatically controlled. A fan blows hot air into the well bottom and circulates it thru the corn in the well. The heater, thermostat, fan and drive motor are combined into one unit, which is said to be easily accessible and readily removable for service. The counter display area is lighted by a fluorescent tube. All parts of the warmer coming into contact with the corn are of stainless steel.—National Theatre Supply Company, 92 Gold Street, New York.

Simplified Steak Tenderizer

NEEDHAM HEIGHTS, Mass.—A steak tenderizer that develops cubes in the center of the meat, leaving one edge intact to keep the meat in a solid piece, has been developed. According to the maker, the unit is designed to produce steaks appetizing in appearance with a high degree of tenderness. Meat is passed thru the unit once, then turned over, given a quarter turn and passed thru again. Both motor and gear box are fully enclosed. Knives are easily removed for cleaning. The machine can be adjusted for depth of cut.—Needham Manufacturing Company, Inc., Cube Steak Machine Company Division, Needham Heights, Mass.

Automatic Burger Maker

WICHITA, Kan.—A conveyor griddle that processes 24 hamburgers every three minutes, then passes them thru a special beef broth to further enrich their flavor, is being manufactured here in Wichita. The elimination of the human factor, according to the manufacturer, insures uniform temperature and speed control during rush periods. Unit also handles frankfurters, minute steaks or similar type meats. Machine is 84 inches long, 14 inches high, 24 inches deep and operates on natural or bottled gas or electricity.—Floating Henryburger Systems, Box 936, Wichita, Kan.

Fry Cutter Has Flash

CHICAGO—A French fry cutter that produces a variety of fancy designs is being marketed here. Unit will turn out waffle-cuts, crinkle cuts, crinkle-chips and cubes. In addition to its use of potatoes, it can be adapted to vegetables and fruits. Blades and push out block of the all-metal machine are said to be easily removed for cleaning.—Kesco Manufacturing Company, 5814 Blackstone Avenue, Chicago 37.

Paper Cups With Slogans

EASTON, Pa.—Paper cups with a safety message imprinted on them are being sold here. Designs and slogans on the cups have been developed to give them a strong impact on users. They come in an assortment of 36 different safety message designs.—Dixie Cup Company, 24th Street and Dixie Avenue, Easton, Pa.

Whipped Fruit Drink

CHICAGO—A line of concentrated tropical-flavored fruit whip drinks is being marketed here for outdoor locations. Three flavors—orange, pineapple and tropical—are being offered. The first two are processed concentrates of the named fruits, which are mixed one part of flavoring with five parts of water and then mixed for a few seconds on a mixer. The finished

drink is frothy and light. The tropical whip is a blend of papaya, passion fruit, coconut and other flavors.—Tropical Fruit Products Company, 7456 North Western Avenue, Chicago, 45.

Infra-Red Broiler

NORTHBROOK, Ill.—An infra-red broiler is being marketed here that has two burners for its basic heating elements. The lower one heats the nickel alloy steel plate and the upper heats a double set of stainless steel radiants which in turn throw a barrage of infra-red rays. Manufacturer says these rays penetrate the meat deeply, broiling both sides while sealing in the juices. Three minutes is required to pre-heat the unit and a medium steak then broils in five minutes without being turned over. The stainless steel broiler is removable for cleaning. One unit, 14 inches wide by 25½ inches deep, fits on the back counter. The other, 24 inches wide, can be stacked for double capacity.—Anetsberger Brothers, Inc., 180 North Anets Drive, Northbrook, Ill.

Unit Makes Round Cubes

ALBERT LEA, Minn.—An ice cube maker that manufactures round-shaped cubes has been introduced here. The shape is said to minimize clumping and matting and the cubes fit any glass. Features are dry, stainless steel storage bins, low-cost installation, automatic operation, according to the manufacturer.—American Gas Machine Company, Queen Stove Works, Inc., 505 Front Street, Albert Lea, Minn.

Barrington OK, Harris Again Set for Midway

GREAT BARRINGTON, Mass., Sept. 24.—Excellent weather led to record attendance and excellent midway business at the Great Barrington Fair last week.

Midway operator Jeff Harris, who handled the fun zone for the second year booking rides and shows independently, said that he would again handle the amusement zone next year, having completed arrangements with Edward Carroll, fair operator.

The black top area installed this year by Harris will be enlarged next year. The hard surface proved worth its cost altho the weather offered no problems this year, Harris said.

A number of persons who made the event this year have been rebooked for 1956, Harris said.

The offer of free admission at night to boost crowds did not work out as well as expected, he added.

WANTED AGENTSFor Buckets
Alabama State Fair
Birmingham, Ala.
Contact
VICK PARR**FOR SALE**

B. S. Schiff 5-Car Kiddie Cadillac Ride. Used 2 months. With over 500' of track. Like new. Also 5 Baseball Games, 9 Ball 10¢ like Bullpen. Each 14' deep, about 3½' wide, 2 years old. Reasonable.

BURT SCHIFFER

943 Woodgate Ave., Eberon Sta., N. J., or call Long Branch 4-492W or Cloverdale 2-7558, Brooklyn, N. Y.

JON F. (DUTCH) SHAFERPromotional Director
Mills Bros. Circus
For your new Buick Roadmaster purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa.
Phones 9347 or 3-0003**PARAKEETS BABIES \$1.50**

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-Hour Service
Phone Elliott 9-4591**WELLS BIRD FARM**2143 South Myrtle Avenue
Monrovia, California**FOR SALE THE CONLEY BAREBACK HORSES**

The finest in show business. All trappings and a 32 ft. ring mat.

RIDING CONLEYS
Rt. 3, Batavia, Ohio**FOR SALE**9-Car Tilt-a-Whirl, \$3500.
Horse & Buggy Ride, \$700.
Cresley Fire Truck, \$1200.Penny Arcade Machines, \$500 takes all.
Mills 2½-Gallon Ice Cream Machine.
16-gauge 4x4 Wagner Steam Train,
3 coaches, \$2500.

Rides and other equipment can be seen in operation. Priced to sell.

FAIRYLAND AMUSEMENT PARK
3938 S. Harlem Lyons, Ill.
Lyons 3-3279**WILD LIFE SHOW FOR SALE**

40 cages of animals; new top this year, 24x50; 35-ft. panel front, recording system, loud speakers; all rigging, stands and equipment included. Will sell animals separately if desired. Address:

HARRY MORRISON
Can be seen in operation on the GEM CITY SHOWS, Tuscaloosa, Ala., this week; then per route. Permanent Address: Box 691, Butler, Pa.**AT LIBERTY AFTER OCTOBER 8**Adjuster with Concessions, including Hanky Panks. Contact **N. L. (WHITIE) DIXON**
F. C. Bogie Shows, Manhattan, Kan., week Sept. 26-Oct. 3; Girard, Kan., Oct. 5-8 season ends.**WANT AGENTS**

Six Cat, Pan Game, Roll Downs, Truck Driver, General Help. This week, New Braunfels, Texas; then as per route.

SAM WEINTROUB
Care Don Franklin Show #2
All Winter in Florida.**WANTED TO BUY**

Merry-Go-Round, #5 Ell Wheel, Kid Rides, Roll-a-Whirl, Distortion Mirrors, Merry Horses—and have for sale Park Shooting Gallery, 35 Kw. A.C. Light Plant, Waltzer Boomerang, Double Loop-o-Plane, Chair-o-Plane; sell or trade.

F. ALLEN
1400 Brewerton Rd., Syracuse, N. Y.
Phone 543000**ROBERT C. HAGGERTON**

I have an urgent message for you. It will benefit you to call me collect as soon as possible.

J. FOSTER LASHER
Elmhurst 1-4600
Providence, Rhode Island**JOE THOMPSON**has passed away
September 21, 1955.
Well-known Concessionaire with the Continental Shows.
Robert Thompson**MOUND CITY SHOWS #2**

Wants Grind Shows and Stock Concessions for Wardell, Mo., Cotton Festival, Sept. 26-Oct. 1, and American Legion Fall Festival, (Uptown) Osceola, Ark., Oct. 4-8. Contact

LEE BOSTWICK, Mgr.
Per Route

WANTED

FOR FESTIVAL OF THE HILLS
IRONTON, OHIO, MAIN STREETS
OCT. 11-15

Large Cookhouse, Grab Stands, Pronto Pups, French Fries, Waffles, Ice Cream, Frozen Custard, Photos, Engraved Jewelry, High-Striker. Also have limited amount of space for Legitimate Games. Address inquiries to

GOODING AMUSEMENT CO.
 1300 Norton Ave. Columbus, Ohio
 Telephone AXminster 9-1193

WANTED FOR BEST 4 FAIRS IN THE SOUTH

YORK, S. C. CHESTER, S. C. GREENVILLE, S. C. ANDERSON, S. C.
 OCT. 3-8 OCT. 10-15 OCT. 17-22 OCT. 24-29

THESE ARE BONA FIDE FAIRS—NO PROMOTIONS

CONCESSIONS—Long Range, Fish Pond, Hi Striker, Photos, French Fries. All Hanky Panks open. Place Mitt Camp. Good proposition for Cookhouse balance of season. All Eat and Drink stands open. Positively no X. WILL BOOK Ferris Wheel, set of Kiddie Rides on small percentage for these four fairs.

Two and three Kid Days at each fair. Don't miss these. SHOWS—Monkey Show, Wild Life, Ten-In-One, Colored Girl Shows or Minstrel with or without outfit.

CAN PLACE RIDE HELP FOR BALANCE OF SEASON
HARDY BRADY WANTS AGENTS
ALL REPLIES

Ben Wolfe, Mgr., Wolfe Amusement Co.
 Cheraw, S. C., all this week.

ALAMO EXPOSITION SHOWS
WANT—FOR FOUR MORE FAIRS—WANT

CORSICANA, TEXAS, FAIR, Sept. 26-Oct. 1; BAYTOWN, TEXAS, FAIR, Oct. 3-8; LIBERTY, TEXAS, FAIR, Oct. 10-15; SULPHUR, LOUISIANA, FAIR, Oct. 17-23—7 Days—Best Parish Fair in Louisiana.

SHOWS: Can place Colored Minstrel, have top and front; Side Show or any Show of merit if you have own equipment.

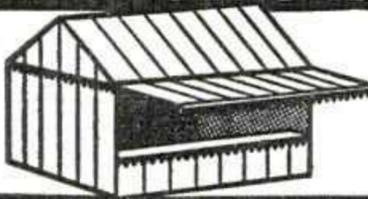
CONCESSIONS: Can place Merchandise Hanky Panks, Short Range Gallery, Afrlean Dip will do biz, Mug Outfit, Scales and Age, Penny Arcade, Glass Pitch, Duck Pitch, Cookhouse for balance of season. Also want Bear Pitch.

RIDES: Boat Ride, T-Train, Scrambler (Jimmy Byers, contact me). Can use Second Men on all Rides, must drive semi trucks.

CONCESSIONS CLOSING WITH THE SHOW WILL HAVE PREFERENCE FOR 1956 BOOKING AT THE BATTLE OF FLOWERS ON STREETS OF SAN ANTONIO, TEXAS, NEXT APRIL.

FAIR SECRETARIES: WE ARE NOW BOOKING FOR 1956 SEASON,
COME LOOK US OVER.
All contact: JACK RUBACK, Mgr.
 c/o Navarro Hotel, Corsicana, Tex.

ANCHOR TENTS



The Showman's Choice
 Finest Materials—40 Yrs. Experience.
 Recognized as the Tent House of
FIT—STYLE—AND QUALITY

Concessions—Show Tents—Ride Tops—
 Bingo—Merry-Go-Round—Cookhouse Tops

4 DAYS' SHIPMENT MOST SIZES,
 Phone 5-8195

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

Orangeburg, S. C., Colored Fair, October 3-5
Followed by Louisville, Ga., Fair

Want Shows, Pony Ride and Merchandise Concessions of all kinds, also Photos, Custard, Novelties and Jewelry.

All address Kingstree, S. C., this week; then as per route.

ROYAL EXPOSITION SHOWS

VIRGINIA GREATER SHOWS

WANT Girl Shows with two or more Girls, Minstrel Show Troupe, Unborn and Wild Life Shows. All Hanky Panks open.

Warrenton, N. C., Fair, this week; Louisburg, N. C., Fair follows.

WM. C. (BILL) MURRAY

TED LEWIS SHOWS

Want for All Winter in Florida Starting in Jacksonville, October 15

RIDES: Will book Major and Kiddie Rides not conflicting. CONCESSIONS: Jewelry, Bumper, Grocery Wheel, Dart Balloons, Duck Pond, Pitch-Till-You-Win, Glass Pitch, High Striker, Ball Games, 6-Cats, Bee Hive or any Hanky Panks. Want Ride Foremen for all Rides. Must have driver's license and handle semis. Following people contact at once: Rip's Cookhouse and Ed Blosser.

All replies, wire TED LEWIS
 Care King Reid Shows, Bloomsburg, Pa., until Oct. 1; then Fair Lawn, N. J.
 Phone: FA 4-0745 not later than Oct. 5.

TRI-COUNTY FAIR, NEXT WEEK

Wanted—Ball Games, Fish Pond, Duck Pond, Penny Pitch, Hoop-La, Glass Pitch, Bear Pitch, Grab, Pitch-Till-You-Win, Six Cats, Buckets, Swinger. Wanted—Girl Show, Colored Girl Show, Monkey Show, Wildlife. Chairplane Foreman, Spitfire Foreman, Whip Foreman, General Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All replies:

GEORGE CLYDE SMITH SHOWS
 Enfield, N. C., this week; Littleton, N. C., next week.

CLUB ACTIVITIES

Lone Star Show
Women's Club of Texas
 3105 Forest Avenue, Dallas

DALLAS, Sept. 24.—In the absence of the president and first vice-president, Bonny (5-Star General) Allard, second vice-president, presided at the Sunday (18) meeting. Secretary Grace Tinder and Treasurer Pearl Vaught assisted.

Plans for expansion of the clubrooms were submitted. Temporary expansion is planned due to the inclusion of men in the membership. Kathy Kearns, editor of the club newspaper, News and Views, reports the receipt of many news items.

Helen and Jordan Rees are again grandparents, their daughter, Ann, presenting them with a grandson. Charlene Kearns, daughter of Jack and Ketta Lindsey, had her daughter last month.

Millie Cepak is recuperating at home after a serious auto accident. She suffered a broken arm, ribs and neck but is on the mend. Renee Gordon is also on the mend.

Red and Kathy Kearns entertained Claire and Henry Barrett, of the Polack Circus. Billie and Jack Pannell were here for the funeral of Billie's mother and are now visiting Bobbie Peck McCough. Joe Murphy's niece, Dorothy Giacherio, was killed recently in an auto crash while en route to Chicago.

Business meetings are scheduled at 8 p.m. on Mondays. Donations to the Arthritis and Rheumatism Funds are being handled by Margaret Pugh.

Showmen's League of America
 54 W. Randolph St., Chicago

CHICAGO, Sept. 24. — Clubrooms are being redecorated and will be in shape for the first meeting of the fall season October 6.

Chairmen heading up convention committees are getting into swing and report all plans are progressing. Bernie Mendelson is handling the Cadillac giveaway program with the award to be made during the outdoor meetings.

Ladies' Auxiliary
 Hotel Sherman

First meeting of the fall is set for October 6 in the Jade Room of the Hotel Sherman. President Viola Parker will be on hand and refreshments will be served after the meeting.

Membership was saddened by the death this week of Marion (Mom) Wasserman, who passed away Sunday (18).

Mrs. L. M. Brumleve is vacationing in Northern Wisconsin. Viola Parker spent the summer in that State. Mae Taylor is back from her vacation during which she stopped off at Delavan, Wis., to visit Joe and Edith Streibich and the Ned Torti's.

Sick list includes Ann Belden, Alice Hill, Nora Ann Raines and Carmelita Horan. Lee Gluskin, relief chairman, handled the sick and relief functions all summer.

Phoebe Carsky, chairman, and Evelyn Hock, co-chairman of the Cancer Award drive, report good results. Carmelita Horan, chairman of the fall bazaar, is busy mapping plans.

American Legion Fair, Caruthersville, Mo., Oct. 4-9

CONCESSIONS—Can place Custard, A-1 Cookhouse and Grab that can operate in Missouri. Opening for Hats, Long Range, Ball Games, African Dip, Scales, Hi-Striker and Hanky Panks. Will book Fun House, Mechanical Show, Motordrome, Monkey Show or Animal Show. No ding shows. Single Ride Men without cars who have chauffeur licenses.

Hope, Arkansas, Fair this week; Caruthersville, Mo., next.

K. H. GARMAN

Heart of America Showmen's Club
 913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 24.—First meeting of the fall season will be held October 21, and the clubrooms will be renovated and open by September 30.

Tickets for the annual New Year's Eve banquet and ball are available from the secretary. Event will be held in the Tower Room of the Hotel Aladdin.

Current membership cards are ready and it is necessary to have a paid-up card to attend meetings.

McCORMICK, S. C., FAIR, OCT. 3 TO 8
SWAINSBORO, GA., FAIR, OCT. 10 TO 15

WILL PLACE Cookhouse for balance of season. WILL PLACE all legitimate Merchandise Concessions, Photos, Long and Short Range, High Striker, Ball Games, Novelties, Hats, Derby and all types of Hanky Panks. All address this week:

JAMES H. DREW SHOWS
 c/o WESTERN UNION, MURPHY, N. C. (No Phone Calls.)

FOR SALE
CHEAP FOR QUICK SALE

One two-abreast Allan Herschell Merry-Go-Round, one No. 5 Ell Ferris Wheel, one Roll-o-Plane, one Dipole Doodle, one Allan Herschell Kiddie Auto, one Kiddie Train (gasoline), one Kiddie Airplane, one complete Girl Show, one Horse Show complete, two thousand feet Ground Cable, three Tractors, six Semi Trailers, one Fuse Box, 12 Junction Boxes. Will sell all or any part; will take some paper to responsible party. Equipment can be seen at winter quarters, Tipton, Mich. Address all mail:

ROSCOE T. WADE, Gen. Del., Tipton, Mich.

GREENWOOD FAIR
 Oct. 3 to 8 incl., Greenwood, S. C.

PIEDMONT INTERSTATE FAIR
 Oct. 10 to 15 incl., Spartanburg, S. C.

ALL FAIRS UNTIL THANKSGIVING INCLUDING
THE GREATER JACKSONVILLE FAIR,
JACKSONVILLE, FLA.

CAN PLACE all legitimate Merchandise Games of Skill. Will locate all Eating and Drinking Stands.

WANT Caterpillar and Mule Drivers. Train Help, address Warren. Can place experienced Ride and Show Workingmen in all departments. This is a Union Show.

All Address
Cetlin & Wilson Shows
 This week, Richmond, Va., State Fair.

WANTED

For JENKINS COUNTY FAIR AND GOLDEN ANNIVERSARY CELEBRATION, Millen, Ga., Oct. 3-8; followed by OKEFENOKEE AGRICULTURE FAIR, Waycross, Ga., Oct. 10-15; EXCHANGE CLUB FIVE COUNTY FAIR, Brunswick, Ga., Oct. 17-22; PULASKI COUNTY FAIR, Hawkinsville, Ga., Oct. 24-29; PUTNAM COUNTY FAIR, Palatka, Fla.

Hanky Panks of all kinds, 6 Cats, Long and Short Range, Custard, Floss and Apples, Mug, African Dip, Novelties, Age and Weight. RIDES: Coasters, Octopus, Dark Ride, Tilt, Comet, Live Pony, Kiddie Rides except Pony Cart and Auto. Want Wheel to dual; Francis Purvis, contact Turner Scott. Let me know something for sure at once. SHOWS: Snake, Monkey, Wildlife, Mechanical, Glass House or any show capable of getting money. Want high-class Girl Show for Waycross and Brunswick. Want organized Minstrel Show for the finest framed show on the road. A-1 Ride Help, must drive semi. Fly-o-Plane Foreman. All address:

LEO LANE SHOWS
 WRIGHTSVILLE, GA., THEN AS PER ROUTE.

MIGHTY INTERSTATE SHOWS

Want for EAST ALABAMA FAIR, Opelika, Ala., followed by MITCHELL CO. FAIR, Camilla, Ga. All joining now will be given preference at our Florida dates. Positively all winter's work.

SHOWS: Any worth-while Grind Shows, small percentage. Girl Shows, Side Show, Motordrome with own equipment. Have good opening for Penny Arcade, Wildlife, Funhouse. CONCESSIONS: Open midway, all Concessions open, no exclusives. Hanky Panks of all kinds, all Eating and Drinking Stands. Want large up-to-date Cookhouse. Also Novelties, Jewelry, Hats, High Striker, Glass Pitches, Photos, Short Range, Long Range, Gadgets, Diggers, etc. RIDES: Want to book Rock-o-Plane, Spitfire, Octopus, Roll-o-plane, Roller Coaster, any Flat Rides not conflicting. Also want Kiddie Rides of all kinds. All who have booked with me before get in touch. RIDE HELP: Will pay top wages for sober, reliable Foremen for Merry-Go-Round, Chairplane; Second Men on all Rides. Want experienced Show Builder to join on wire. Joe Soret wants Agents for Buckets, Help for inside and outside, Six Cat. Also Help on Wheel. Replies to

H. B. ROSEN, TALLADEGA COUNTY FAIRGROUNDS, CHILDERSBURG, ALA.
 P.S.: Harvey Collins wants Dennis Ward and Clarence Davies to call him collect.

SUNSET AMUSEMENT CO.

FOR SALE

WANT

MOTOR STATE SHOWS

Bruce, Miss., Fair, Oct. 3-8; Brownsville, Tenn., Fair, Oct. 10-15; others to follow. Hanky Panks, all kinds. We book two of a kind only: Hi-Striker, Bingo, Grab or Cook House, Snow Cones, etc. Can place Snake or other Show. Want Man for Monkey Show, Second Men on Rides—must drive. No drunks or chasers wanted. You want law here. No phone calls. Carl Ansted, contact.

JOE FREDERICK, MGR.
 FULTON, MISS., FAIR, SEPT. 26-OCT. 1

TICKETS
 of every description
 Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
 Toledo 12, Ohio

STOCK TICKETS		SPECIAL PRINTED	
1 Roll \$ 1.50	Cash With Order. Prices	
5 Rolls 4.50	2,000 \$ 6.90
10 Rolls 8.25	4,000 7.80
25 Rolls 18.75	6,000 8.70
50 Rolls 24.00	8,000 9.60
100 Rolls 44.00	10,000 10.50
ROLLS 2,000 EACH		30,000 15.50
Double Coupons		100,000 35.00
Double Prices		500,000 133.00
No C.O.D. Orders		1,000,000 250.00
Size: Single Tkt., 1x2			

Double coupon, double price

MARKETS OPEN

**Banner Leaf
Crop Spreads
Spending \$\$**

RICHMOND, Va., Sept. 24.—An unexpectedly fine tobacco crop, best in the last three years, was trucked to market this week. Sales of the leaf will eventually benefit outdoor show business in that the money will be funnelled to farmers and workers thru-out the 10 Old Belt markets in Virginia and nine in North Carolina. Predictions of a mass volume of 170,000,000 pounds will place some \$85,000,000 in circulation from this source alone.

The markets opened Thursday (22) in Danville, South Boston, Clarksville, Chase City, South Hill, Lawrenceville, Martinsville, Brookneal, Petersburg, and Kenbridge. Sales were very good.

The crop in Virginia and North Carolina is rated by famers, warehousemen and buyers as excellent. This year's Flue-Cured Tobacco Stabilization Corporation support price will average 48.3 cents per pound. Crops in 1953 and 1954 suffered from droughts, and while last month's excessive rains did some damage, most of the crop was already in the barns.

**FOR SALE
Monkey Motor Drome**

Five Monkeys, Three Cars, Fifty Foot Front, 24 Foot Fruehauf Semi. Reason for selling, have had it for our fairs two years.

Ray S. Howard

Week September 26, Fair, Old Washington, Ohio; Week October 3, Fair, Coshocton, Ohio.

WANT AT ONCE

Ferris Wheel Foreman and Man on Long Range. Can use a few Hanky Panks for Perryville, Ark., Fair and cotton spot first in. Have for sale Tilt with transportation. Stored in Minn. \$3,750.00. It's a buy.

BURKHART SHOWS

Perryville, Ark., this week; Beebe, Ark., next.

**HALL AND LEONARD
SIDE SHOW**

Wants for Gooding State Fair route. Annex Attraction, no Sex; Mitt Camp, Glass Blower.

Contact Ward Hall

Atlanta, Georgia, now; then per route.

WANT

Girls for Girl Show. Judy Davis and others who know me, get in touch. Also need Geek. Bad Eye, contact or come on in.

EDDIE AMES

Majestic Greater Shows, Jasper, Ala., followed by Warner Robins, Ga.

GOLD MEDAL SHOWS

Want for Petersburg, Va., and 4 more Fairs to follow

CONCESSIONS: All kinds of Hanky Panks, Snow Cones, Chocolate Dip, Monogrammed Hats, Novelties, Scales and Age, etc. SHOWS—Can use all kinds of high class Grind Shows. Would like to hear from organized Minstrel Show. Have beautiful front for same.

HELP—Want Help on all rides. Also want Show Builder. Tom Finch, answer. Address

JOHNNY J. JONES, GOLD MEDAL SHOWS
Anderson, S. C., this week.

WANT FOR

YANCEYVILLE, N. C., TOBACCO FESTIVAL

WEEK OCTOBER 3

This is a money spot so don't let size of town fool you. Want Major Rides not conflicting. Shows of merit and strictly legitimate Concessions of all kinds. What have you? Wire this week:

BARNEY TASSEL SHOWS

VASS, N. C.

P.S.: Can use Ride Help and Second Men on all Rides. Charles Anderson can use a few Hanky Agents.

**LET AIRMAIL BRING
YOUR BILLBOARD FASTER!**

Each week the first Billboard copies off the press are rushed to service airmail subscriptions in all parts of the country—for delivery up to 48 hours faster than regular mail.

With airmail your Billboard is useful **SOONER** and **LONGER** at a minimum of extra cost.

TRY IT YOURSELF—SPECIAL 13-WEEK TRIAL

THE BILLBOARD, Circulation Dept.
2160 Patterson St., Cincinnati 22, O.

895

NEW SUBSCRIPTION. I enclose \$15 (\$2.50 basic price plus \$12.50 airmail postage deposit) Send copies via airmail for 13 weeks.

CURRENT SUBSCRIPTION. I enclose \$12.50 airmail postage deposit. Convert my subscription to airmail service for 13-week trial.

NAME _____

COMPANY OR STATION _____

ADDRESS _____

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**Henie Troupe
Off to Paris**

HELSINKI, Finland, Sept. 24.—Sonja Henie and her "Hollywood Ice Revue of 1955" opened here in the Ratsastus Hall on Friday (9) and will close Sunday (25). For this stand the Rastelli troupe, trampoline and clown numbers, was replaced by Du Marte & a novelty "flying skeletons" act.

Sonja and her company will jump to Paris to open at the Palais des Sports on Wednesday (28) for a run of 17 days.

Pat Purcell was a ringsider at the Marciano-Moore championship fight. Other show folks viewing the fisticuffs included Harry Batt, Pontchartrain Beach, New Orleans; Bud Sollenberger, World of Mirth treasurer; Henry Bowen, Whalom Park, Fitchburg, Mass.; Larry Stone, Paragon Park, Nantasket Beach, Mass., and John Collins, Lincoln Park, North Dartmouth, Mass.

Cookhouse operator Lou Kane unveiled a sparkling new unit at the Allentown (Pa.) Fair. It will be used to supplement the massive 200-seat glassed-in unit reserved for the biggest spots with the hungriest people. Lou's wife, Rae, and Son, Paul, were both on hand since the family homestead is located only a couple of miles from the grounds.

**N. Y. Rodeo
Advance Okay**

NEW YORK, Sept. 24. — The 30th annual World's Championship Rodeo will get under way Wednesday (28) in Madison Square Garden, and will run thru Sunday evening, October 16. Matinees will be on Wednesdays, Fridays, Saturdays and Sundays, and prices range from \$1.50 to \$6, same as last year. Kids will be half-priced at the Wednesday and Friday matinees. Advance sale is on a par with last year's.

Talent lineup is headed by Roy Rogers, supported by the Sons of the Pioneers, Pat Brady with Nellybelle, Byron Hendricks' dogs and mules, trick riders Virginia Hadley, Marilyn Clark, Nancy Sheppard and Kay Rittore, and clowns Buck LeGrand and Kajun Kid. Prize money will total more than \$102,230 and the production is managed by Frank Moore, with selection of contest stock being done by Everett Colburn.

**Scandinavian
Season Ending**

COPENHAGEN, Sept. 24.—Circus Schumann will end its all-summer indoor stand in its mid-town arena Monday (26), having played to full houses since end of June despite unusually warm weather. Matinees were given on Saturdays, Sundays and holidays, plus a number of extra matinees on Wednesdays.

The show will play 12-day indoor stands in Odense, September 29-October 10; Aarhus, October 12-24; and Aalborg, October 26-November 6, after which it will return to its Copenhagen quarters.

Circus Moreno, under canvas, ended its season on Sunday (18), on a Copenhagen lot. Most of the other Danish tent circuses will also fold before the end of this month.

Swedish circuses are attempting to prolong the season. Circus Scott is playing Oslo, Norway, but will soon return to Sweden and make a stand in the Lorenzberg Circus arena in Gothenburg.

Booking manager F. Loyd, of the Savoy Hotel, London, arrived in New York last week for a stay of several weeks during which he will seek acts. In New York for the Marciano-Moore fight were Frank McClosky and Art Concello, who met briefly with Ned Irish, of Madison Square Garden, but there was no announcement of the Garden's plans to produce its own circus next spring.



**When the gun
failed,
they used a
tablespoon**



HE LEARNED acting the hard way, barnstorming frontier towns, traveling by barge and stagecoach.

Once a Texan even suggested the troupe tour through Indian country, carrying their stage weapons for protection. Joe Jefferson declined. He later said he had shivered when he imagined himself facing a hostile Indian and armed only with a stage pistol whose tendency to misfire had several times "compelled our heavy villain to commit suicide with a tablespoon."

By the 1860's, Jefferson was America's favorite actor. When he came to town in his famous role of Rip Van Winkle (see picture), business stopped and schools closed, so that everyone could see him act.

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BACK TO SCHOOL Show Kids Get Learning Thru Correspondence

NEW YORK, Sept. 24.—For thousands of show business families the back-to-school part of the year has arrived, causing any one of a number of decisions to be made. Many families send their school-age children off the road to live with relatives. Some children are boarded out, some return home with their mothers while fathers continue on the road.

For a small percentage, but one which contains dozens of children, the solution has been to let the child travel while learning by correspondence. Beginning pupils with no reading or writing ability get along with no problems since entire courses, a 25-pound package, come complete with all necessary equipment and instructions for the home instructor.

The Calvert School in Baltimore, a 50-year-old institution, numbers dozens of show folk among its 8,000 current pupils. There are children of touring concessionaires, musicians, evangelists, circus performers and vaudeville people, in parades from kindergarten thru the ninth grade.

Credit Given Everywhere

Courses are accredited by the Department of Education of the State of Maryland, and the credits are accepted throughout the country. Calvert has 30 faculty members for home study courses and also operates a 400-pupil day school in Baltimore, where all its home study work is designed and pre-tested under classroom conditions. The faculty includes several retired teachers and school principals, who have a lifetime of experience with children of all ages.

Home instruction concentrates on the three R's with an emphasis on composition. Children may be enrolled at any time of the year and must start at the beginning of any course. The courses are planned for a school year of about nine months. They come with all necessary paper, books, pencils, crayons, paste, eraser, scissors, ruler and whatever else is required.

A child's mother usually acts as "teacher." A lesson manual is provided for "teacher" who forwards additional questions with her student's monthly test to the Calvert teacher in Baltimore.

Course fees for kindergarten are \$40, plus \$20 for any additional pupil enrolled. Grade school courses are slightly higher and pupils in foreign countries pay about 10 per cent more. Normally the parent should select the course that conforms to the child's placement in public school. If, however, the parent is uncertain, the school will aid in the decision if informed of the pupil's age, school grade previously completed, information about his work and class standing, and other pertinent information.



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United Adds Texas Sports Show to List

ST. PAUL, Sept. 24.—An eight-day Sports, Travel and Vacation Show, sponsored by the Houston Variety Club in Houston Coliseum, has been announced by Martin P. Kelly, managing director of United Sports Shows here, whose organization also presents sports annuals in Des Moines, Atlanta and Dallas.

The 1956 dates set by the Kelly organization are: Southwestern Sports, Boat and Vacation Show, Atlanta, March 3-10; the Houston show, March 17-24; Southwest Sports, Boat and Vacation Show, Dallas, March 31-April 8, and Iowa Sports, Boat and Vacation Show, Des Moines, April 13-18.

Bill Brown, former manager of the Texas Coastal Bend Tourist Association and associated with United in a part-time capacity for 15 years, is now a full-time member of the staff, managing the new Houston show and serving as production manager for the stage and tank presentations in all shows. His headquarters will be the Variety Club, Montague Hotel, Houston. Twelve circus and outdoor acts will be used in each show.

Kelly, one of the veterans in the sports and travel show field, reports exhibit space sales far in advance of any previous year, with greater boat and fishing tackle manufacturer enthusiasm than in any previous year. The Houston show's space is over 50 per cent sold. Travel exhibitors are showing increased interest in attracting the tourist trade, according to Kelly, whose early reservations include resorts from every section of the United States as well as several foreign countries.

Holiday on Ice Grosses \$75,000 At Lincoln, Neb.

LINCOLN, Neb., Sept. 24.—"Holiday on Ice" grossed \$75,000 in seven night performances at the recent Nebraska State Fair, Ed Schultz, fair secretary, announced this week.

The gross was more than double the \$35,000 take for a traditional grandstand show in as many nights here last year.

Schultz expressed himself as extremely well pleased with the business, pointing out that the grandstand was sold out five nights and had good crowds the other two nights.

Pageant Production Biz Claims Downey

ST. LOUIS, Sept. 24.—Jimmie Downey, of Jimmie Downey Enterprises, local talent office, is branching out into the production of pageants for commemorative celebrations.

Downey said that his office is now in the process of contracting such events and that he has obtained international connections for talent plus costumes, props, scenery and production and supervisory personnel for the presentation of shows. Hollywood directors, headed by Frank Gordon, have joined the office. Others on the staff are David Bailey, Sid Benson, L. M. Kranz, Jimmie Downey Jr., Jimmie Morton Downey and Kay Lane.

Fire Levels Saginaw Merchants' Building

SAGINAW, Mich., Sept. 24.—Fire Friday (16) destroyed the exhibit-filled Merchants' Building at the Saginaw Fair, but exhibitors and fair patrons escaped without serious injury.

Clarence H. Harnden, fair secretary, said the building was covered by fire insurance. He estimated replacement value of the structure at \$30,000.

Defective wiring by an exhibitor was cited as the probable cause of the fire.

NEWS NUGGETS

Mid-States Opens Drive At Cincinnati

CINCINNATI, Sept. 24.—Mid-States Sports, Vacation and Travel Show will be at the Cincinnati Gardens here January 27-February 5, and publicity got underway with press party for 150 at Director Bill Bain's trout club, Newark, O. Shows affiliated with the Cincinnati annual will be at Canton, Cleveland, Columbus, Fort Wayne, Indianapolis and St. Louis.

Denver Concessionaire Settles City Claim

DENVER—Lou Johancen, former concessionaire at City Auditorium, Red Rocks amphitheater and Denver Coliseum, and the city have settled up, with Johancen turning over \$13,000 worth of equipment to the city to meet an equal claim against him, he said. His contracts were canceled when the mayor learned he was in arrears on payments due for concessions at the city auditorium.

Bull Fighters' Show Folds in California

SAN FRANCISCO—Plans for touring the Portuguese Tourada, bullfight which opened at the Cow Palace here recently, have been abandoned, it is understood. SPCA objections reportedly were raised in cities where the show was to appear after completing the local stand.

Boxing Schedule Puts Locals in Limelight

RICHMOND, Calif.—Local "unknowns" have become drawing cards here as a Richmond insurance man continues promotion of boxing cards at Richmond Memorial Auditorium, with tickets scaled at \$2, \$1.50 and 75 cents. Success of the alternate-week event, which now is nearing its second anniversary, brought forth another promoter who stages events in the intervening weeks.

Open Alta. Arena

BLAIRMORE, Alta., Sept. 24.—A two-day celebration was held in Blairmore to mark Alberta's 50th anniversary as a province and to officially open Blairmore's new \$100,000 skating and curling arena.

Okay Ice Funds

TABER, Alta., Sept. 24.—A by-law authorizing the town of Taber to borrow \$65,000 for the installation of artificial ice in the Arena and to provide artificial ice for a curling rink was approved by the town council and will be presented to the ratepayers by way of a vote later.

Florida Tightens Driver Regulations

TALLAHASSEE, Fla., Sept. 24.—A bill tightening motorists' financial responsibilities has been passed by the Florida Legislature. Under

Craterville in Best Season; Bucks Army's Land Proposal

CACHE, Okla., Sept. 24.—The 4,500 acres of Craterville Park here are part of 20,000 acres of private land and 10,000 acres of wildlife refuge which the Army is seeking to add to its Fort Sill property nearby.

But Frank Rush Jr., operator of the park, said this week that the plan has much opposition and has not yet been finalized. He said that the park would be continued indefinitely.

The 1955 season has been the Rushes most successful in 35 years of park operation, he said. The spot is on the circuit with Dallas Fair Park, Oklahoma City's Springlake Park and New Orleans' Pontchartrain for booking free acts thru the Zemater office. Rush said that busi-

ness was a great deal better this year than last.

An annual Indian Pow-Wow was the Labor Day feature, and the weekend drew an estimated 32,000, equal to the Fourth of July business.

All rides and concessions except the cafeteria and pool will be open for another five weeks, and since the cotton crop looks good, Rush said good fall business is expected.

U. S. Auto Club Succeeds AAA In Race Field

INDIANAPOLIS, Sept. 24.—Organized to assume the functions of the American Automobile Association when the AAA withdraws from auto racing at the end of the year, the United States Auto Club was incorporated Friday (16) with the filing of the required papers with the office of the Indiana secretary of state.

A permanent committee of seven, of which Anton Hulman Jr., owner of the Indianapolis Motor Speedway, is a member, will guide the new organization. Other committee members are Judge George M. Ober, of Indianapolis, who will serve as a representative of the public; Tom Marchese, Milwaukee promoter; Bob Estes, Inglewood, Calif., car owner; Herb Porter, mechanic; Duane Carter, driver, and Col. Arthur W. Harrington, who is still chairman of the AAA contest board and a member of the Federation de l'Automobile Internationale.

6-Point Program

After stating that the new association will be interested in everything "that runs on rubber wheels," Judge Ober disclosed its six-point program:

1. Automotive competition and tests.
2. Assembling and distributing of data essential to users of motor vehicles.
3. Continued advancement of automotive engineering.
4. Support of moves for adequate highways.
5. Uniform motor vehicle laws.
6. Acceptance of affiliation by other organizations with like objectives.

the measure, uninsured drivers responsible for an accident who do not pay the damages would be liable to a three-year suspension of both their driving license and the automobile's license tag. The driver would also be required to pay up to \$10,000 for bodily injury or death of one person, \$20,000 for two or more and up to \$5,000 for property damage.

Wilson Wins On Off-Beat River Cruises

NEW YORK, Sept. 24.—Off-beat promotions on its river run have netted the Wilson Line good publicity recently, the most prominent being a two-page spread in The Sunday News entitled "Dixieland on the Hudson."

The excursion line has also held on its Hudson route an evening of opera, including the fourth act from "Carmen" by the New York Civic Opera group and a presentation by the Spanish Corps de Ballet. Also held have been New York and New Jersey finals of the National College Queen contest.

Tomorrow there will be a six-hour wrap-up cruise to close the season, featuring a Dixieland jazz session with three bands, topped by Max Kaminsky and His All-Stars.

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BEATTY SIDEWALLS BECAUSE OF WIND

Top Not Used in 3 Stands; Acts Out; Sunday Show Brings Business, Rain

EMPORIA, Kan., Sept. 24.—Winds and dust storms at Sioux Falls, S. D., forced the Clyde Beatty Circus to work without a top for three days, sidewalling the performances.

Playing Sioux Falls on Thursday (15) under auspices of the fair association, Beatty was up against 99-degree temperatures and then a 45-m.p.h. wind. All tops were up, but the big top began to tear in the storm and was lowered. Much effort made the show ready, however, and both shows were given. Each drew about 1,100 people. Roger Brown, president of the CFA, was a visitor.

At Cherokee, Ia., Friday (16), the winds continued and the top was not put up. The sidewalled show drew light attendance at both performances. Some aerial acts and the Hugo Zacchini cannon act were omitted here and in other sidewalled spots.

The Fort Dodge, Ia., stand on Saturday (17), final sidewall town, pulled a two-thirds and a near-full house for a good score. Kivamis was the auspices.

Beatty played on Sunday (18) at Council Bluffs, Ia., winning two near-capacity houses. Business was good altho weather was bad. Big top was back in service so rain

didn't interfere abnormally with the performance, but the circus was late moving off of the lot.

In St. Joseph, Mo., on Monday (19), with polio fund auspices, a late arrival held the afternoon to a quarter house at about 4 p.m. At night the show pulled a 90 per cent house.

Drought conditions around Emporia and a slow rail move on a branch line had little effect on the show, since the matinee was two-thirds filled and the night house was 90 per cent of capacity. Jaycees was the auspices.

ADD 4 ELEPHANTS TO MILLER HERDS

K-M Group Includes One African; Attendance Big at Sullivan, Ill.

PANA, Ill., Sept. 24.—Four infant elephants, one of them an African, were brought on the Al G. Kelly & Miller Bros.' Circus here Sunday (18). Co-owner D. R. Miller brought them from Savannah, Ga. They had been unloaded at Wilmington, N. C., along with others destined for Hagen Bros. Circus.

Miller had expected to buy only three, but added another Indian bull to the purchase. New ones were named Shirley, Minnie and Ione, while the African was named Colonel.

In recent stands, Kelly-Miller did best at Sullivan, Ill. The Friday (16) stand had a 90 per cent house in the afternoon, with

Storm Wrecks Danes' Canvas

COPENHAGEN, Denmark, Sept. 24.—Circus Miehé's big top and horse tent were picked up by a hurricane which ripped the canvas and smashed tent poles about two hours before time for the night show on Friday (2). Both tents were total wrecks and it was necessary to call off the night show.

Show was playing Fjerritslev, near Randers, and was able to procure a reserve big top in time to play its weekend schedule. Some of the 24 horses in the stable tent broke loose when the tent crashed, but were quickly rounded up and quartered in a near-by tavern stable. Damage was heavy.

HAGEN BUYS BULLS; TABS BANNER DAY

Expect Four Elephants This Week; Start Repainting Rolling Stock

NEWARK, O., Sept. 24.—Hagen Bros.' Circus scored the banner day of its season here Monday (19), with three shows being required to handle the crowds.

The show was expecting arrival of four baby elephants during the week. While he had ordered three, a later decision added one to the deal. Louis Reed, of the Ringling show, went to Wilmington, N. C., to select the bulls for Hagen. It was while he was in the area that Reed aided in the capture of another elephant at Charlotte, N. C.

Repainting of the Hagen equipment has been started and several trucks have been completed. Larry Garlton, of the Skating Carltons, is doing the paint job.

Toronto, O., (15) had three-quarter houses. In Cambridge, O., the elephants arrived late and missed the afternoon show, which had a one-quarter house. Night

business was half of capacity. The Saturday (17) in Zanesville turned out a pair of half houses.

Manager Bob Couls said that recent business had followed a general pattern of light afternoons and strong nights.

Art Concello, McCloskey Talk With Ned Irish

NEW YORK, Sept. 24.—Art Concello and Frank McClosky, both former general managers of Ringling Bros. and Barnum & Bailey Circus, met here this week with Ned Irish, manager of Madison Square Garden, but none would comment about the possibility they discussed or arrived at a deal by which the circus execs would put a new outfit into the Garden next spring.

Concello said he and McClosky were in New York for the heavy-weight championship fight at the Garden. He said he was returning to Sarasota. McClosky was reported on his way to Europe.

Elsewhere in the country there was a widespread report that Concello had nailed down the Garden contract, but this was circulated prior to the New York meeting.

Mills Changes Plans, Closes On October 1

JEFFERSON, O., Sept. 24.—Mills Bros' Circus will close its season at Chambersburg, Pa., on Saturday (1) and go into winter quarters at the county fairgrounds here Sunday (2). This is the second consecutive season in which the show closed early.

The tour will have run 24 weeks, with the show holding consistently to the territory outlined roughly as east of the Mississippi and north of the Ohio river.

Mileage for the season shows evidence of tight routing in well-populated areas. Counting a 300-mile home run, the circus will have traveled 6,184 miles in 1955. Last year's mileage in 24 weeks was just over 5,000.

The October 1 closing date this time precludes the route of Florida stands which the show reportedly had contracted earlier.

Gil Gray Sets Closing Date

WACO, Tex., Sept. 24.—The Gil Gray Circus, winding up a three-day stand here Saturday (24), has another month to go before ending its current season. The indoor aggregation will shutter after playing Dodge City, Kan., October 21-22.

Cristiani Show Planning Late Fall, Winter Dates

WICHITA FALLS, Tex., Sept. 24.—Bailey Bros. and Cristiani Circus is planning a long tour that may last into December and probably will include indoor dates in the Midwest.

Owner Lucio Cristiani and agent Bob Stevens were to meet here for a conference during the show's three-day stand.

Business has been good, the show reported. Long jumps have been made in quick time. The

Reed Directs Recapturing Of N. C. Bull

CHARLOTTE N. C., Sept. 24.—Louis Reed, dean of American elephant trainers, kicked off the hunt which captured a runaway elephant here Wednesday, 12 days after it had bolted from a truck that was to take it from an amusement park to a fair.

The young elephant, Vicki, is owned by Jack Partlow, of Airport Amusement Park here. After it first ran into marshlands, elephants on the Marks Shows were brought in as bait to help recapture it, but this proved unsuccessful. The Marks bulls are leased from King Bros. Circus.

Reed, who recently handled the training of more than a score of baby bulls for Ringling-Barnum, entered the hunt here when he came into the area to meet a ship bringing elephants for the Hagen and Kelly-Miller circuses.

He spotted the elephant's trail and led the chase until he became tired. Then a group led by a county police officer took over and finally captured the bull when it stopped in exhaustion.

show moved from Twin Falls, Idaho to Littleton, Colo., suburb of Denver, 750 miles in a day and a half without mishap. There was one day off for 650 miles between Littleton and Wichita Falls.

Because Flora Zacchini's cannon act has been out of the show since she fractured an arm, there is a possibility that Hugo Zacchini will bring his cannon act to this show after the closing of the Clyde Beatty Circus.

schools dismissed, and a 95 per cent house at night. Tuscola, Ill., on Thursday (15), had half and three-quarter houses.

Aerialist Frankie Lou Woods closed recently. Chief Eagleman and his family rejoined for the concert. Lee Crawford joined the K-M elephant department. Visitors included the Don Smiths, Talla Smith, and Eddie and Helene Hendricks.

Ringling-Barnum Weak In 2d Los Angeles Try

LOS ANGELES, Sept. 24.—Ringling Bros. and Barnum & Bailey Circus left the Los Angeles area early this week, with a record of light attendance for the second stand in the city. Business for the first stand and for the intervening days in the suburbs was light, in contrast to record takes of two years ago.

On Friday (16), the show drew one-quarter and one-half houses as it resumed its split-shift Los Angeles run. Saturday (17) brought about 5,500 afternoon customers and 5,800 evening ticket-buyers into the 9,700-seat big top.

Best business of the stand came on Sunday (18), when the afternoon brought out a three-quarter house of roughly 7,000 patrons. The Sunday night show was a light one-quarter, as anticipated for that time.

Heads for Texas

From here, the show was moving to San Bernardino, Calif.; Phoenix and Tucson, Ariz., and El Paso, Tex., this week.

Observers in Los Angeles said

Football Game Hits Business Of G. W. Cole

BRIDGEPORT, Ill., Sept. 24.—Football season moved in on the George W. Cole Circus here Friday (16). With schools in session in the afternoon, the performance pulled a one-quarter house. And with a high school football game played at night, the evening show drew another light turnout.

Waverly, Ill., Thursday (8), had a light afternoon, altho school was dismissed for the show. Night was three-quarters. Nokomis, a Saturday (10) stand, had a three-quarters afternoon house in the rain and a three-quarter night house in clear weather.

Neoga, Ill., Monday (12) had half and three-quarter houses, using Lions Club auspices. Martinsville, on Wednesday (14) had a light afternoon and three-quarters night.

the absence of advertising was pronounced. It was reported that there was very little radio or TV attention given the show and poor showings in the newspapers. At least one of the newspaper ads was overpowered by an adjacent "Ice Follies" ad. One observation was that the unusual layout made the Ringling ad seem to be a part of the icer's. Minimum use of outdoor advertising was apparent here. The show had no downtown ticket sale in Los Angeles this time in.

Meanwhile, plans to play at Ponchartrain Park in New Orleans have been dropped because the dates would conflict with Tom Packs' Shrine Circus there.

Prices Cut By Medrano

PARIS, Sept. 24.—Cirque Medrano opened its winter season on Friday (2), with several changes in policy, including cutting admission prices in half. Monday matinees have been discontinued but performances will be resumed on Tuesday nights, so there will be the same number of shows as last season but no day without a performance.

Hunt, Von, Beers-Barnes Lose Day to Hurricane

RICHMOND, Va., Sept. 24.—Three circuses in this area lost afternoon and night performances Monday (19), as Hurricane Ione headwinds and rains battered the area.

Hunt Bros. Circus, at Gloucester, Va., was in the storm's path and would have been hardest hit had the hurricane not turned back out to sea.

Von Bros., at Beaverdam, put up its center poles and planned to stay over until the next day. Subsequent stands, Crozet and Grottoes, were notified the show would

Va. Gives King Good Houses; Storm Misses

MARTINSVILLE, Va., Sept. 24.—King Bros. & Cole Bros. Circus played to several good houses during its tour of Virginia. At this city Monday (19), the show experienced high winds as a hurricane moved northward, but the storm was far enough away to cause no loss or damage.

South Boston, Va., Thursday (15), gave a light afternoon but a three-quarters to near-full house at night. Auspices was the rescue squad. Calliope and elephants paraded. Hunt Bros. was 25 miles away.

Lynchburg, Va., with Moose auspices, produced half and three-quarter houses.

Roanoke, the Saturday (17) stand was big, with two near-full houses on hand, according to the show's report. Exchange club was the auspices. Visitors included Joe Ennis, former biller, and Whitey Cressett, 93, resident of the Elks home at Bedford, and a circus trouper from 1881.

At Reidsville, N. C., Tuesday (20), the show had half and three-quarter houses with Jaycee auspices. Bulls and calliope paraded.

be a day late. Billed for Tuesday and Wednesday, they were played on Wednesday and Thursday. This was possible because the show's season ended at Grottoes.

Beers-Barnes Circus, at Louisa, Va., moved into Louisa Livestock Yards in order to shelter the animals.

Altho Hunt Bros. had much rain and some wind, the storm was lighter for Von and Beers-Barnes. Performances probably could have been given at night except that dramatized radio announcements generated concern.

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UNDER THE MARQUEE

By TOM PARKINSON

Bert and Corinne Dearo played the Endicott Johnson Field Day for Al Martin at Endicott, N. Y., Labor Day and an earlier fair for Klein's Attractions. . . . Tommie Randolph, R. G. White and Victor Raithek, took a side trip from the CHS convention at Jefferson City, Mo., to visit Mrs. Rosa Izett at Osage Beach, Mo. She was Rosa (Baby) Ray, rider with the Buffalo Bill Wild West Show.

On the King-Cole lot at Charlotte, N. C., were Si Rubens, whose Rogers Bros.' grandstand circus plays the fair there, and Johnny Fulghum, advance agent for the Marks carnival. . . . Wingly Saunders, former circus boss canvasser, and Dr. George D. Barrett, of the United States Society of Zoology, visited Rex Ingham at Ruffin, N. C. Saunter now has several semi-trailer walk-thru shows working street locations.

Sam Ward hopped from Chicago to Little Rock to start work on his Polack Bros.' Circus promotion there. . . . Rayford, the clown, worked the VFW national convention at Boston and clowned thru-out the Massachusetts State house for three hours. . . . Vin Carey, Baltimore magician, caught Hagen Bros. in straw houses at two Maryland stands.

Freddie Freeman, Ringling reporter, writes that the long Western jumps gave foreign acts a good, wide look at America. . . . Mrs. Williams joined the wardrobe department. . . . Tommy Upton showed movies of Beatty, Polack and Ringling shows. . . . Clayton Behee and George Chamberly had a narrow escape from injury when they collided doing the passing leap in the flying act. . . . Honka Caroli, John Ringling North and Amelia Adler celebrated birthdays. . . . Visitors included the Adolph Delbosqs and daughter, Klara; Mrs. Fay Chaney, who drove from Reno to say hello; Connie and Winnie Colleano, Bob Clarke, Jerry Vaughn, John Loomis, Arvel Allread, Sam Bochlich, Tom Lipton, Don Marcks, John Brott, Dave Cavagnero, Bob Johnson, Lem Behler, Gene Darnell, Don Frances, Jerry Booker and Dick Wareing. . . . Two bus loads of performers visited the Finnochios night club as guests of the owners. . . . Pete Cristiani, Tommy Cinstock and others of the Bailey-Cristiani show, and Cliff Daniels visited.

Among the showbiz patriarchs who caught the Ringling show at its Los Angeles stand were Bob Orth, George Knoll, Jake Posey and Alec Lowande.

Lee Stath, of the Flying Mari-les, appeared on "What's My Line," TV show, Sunday (10). Mary Atterbury Stath has completed a new wardrobe for use Saturday (17), when the act appears on "Big Top." The act is now completing its fair dates and readying for the fall route of the Hamid-Morton Circus.

Jim Stutz tells that his Hitler Car exhibit had its best day of the season at the LaSalle, Ill., celebra-

tion recently and that the fair at Oregon, Ill., was best of his fair dates. Joe Taggart, with his calliope and miniature circus, also made Oregon, and both went to Lena, Ill., where acts included Eddie and Helene Hendricks, Denver Harmon's Chimps and cartoonist Paul Burke.

Bob Printy, former show wrestler, caught Kelly-Miller at Wabash, Ind., and visited Mr. and Mrs. Ira Watts, with whom he trouped on the Sparks Circus in 1930 and 1931. Printy also visited Col. Harry Thomas on the show and several of the advance department.

Prince Ki Gor had his eight-cat wild animal act at the McKean County (Pa.) Fair and had the grandstand star, Rudy Vallee, in the steel arena for photographers. . . . Roy Barrett, clown, writes that he is with the Braly Great Southern unit. The two Braly-Olympic units closed on Saturday (17). On the Southern unit were Eugene Christy's lions and horses; Will Hill's dogs, ponies and elephants; Flying LaVals, Zoppe riding act, Alcidos, Faye and Andre, Bounding Raymonds, Barrett and Jack Harrison.

Karl King, circus bandmaster, played the Clay County Fair, Spencer, Ia., a date he has made almost annually since 1922. . . . Col. and Mrs. H. G. Coffey, Martinsville, Va., caught King-Cole at Winston-Salem. . . . Roger Towne, of Buffalo CFA, caught Ringling in New York, Toronto, Hamilton, Ont., and Norfolk, Neb., this season.

Don McCullough, manager of the late Fred J. Mack Circus, now is an assistant professor at Kansas State Teachers College, Emporia. . . . Gil and Lil Wilson visited Rex N. Ingham, Ruffin, N. C., before opening their school dates with their dog act. Milton Ingham caught Hunt Bros. in Virginia; he trouped with the show five years ago.

C. E. Duple, Jeffersonville, Ind., writes that Kelly-Morris will play Clarksville, Ind., September 28. . . . Calliope business has been good for Harry Shell, who has had his steamer at a string of fairs and special dates this summer. He tells about meeting J. W. Beggs, of the wagon-building family, at the Missouri State Fair.

Ringling billposters were guests at a patio party given by Mrs. Jean Brassil while they were in the Hollywood area. They included Henry Kober, Sidney Foote, Louis Sabo, Martin King and Car Manager John J. Brassil. Renee Whaun-see was another guest. Boss billposter Joe Bernstein is recuperating from an operation.

K. E. Simmons, of the Fresno, Calif., newspaper, caught Ringling and visited with Noyelles and Hilda Burkhardt, Walter Rairden, Freddie Freeman and Edna Antes. . . . Eddie (Lam Lam) Conliss is clowning streets and come-in for the Doctor Carlo magic unit, Cavalcade of Mystery, which closes September 24 in Washington. . . . Karl Cartwright caught King at Norfolk and expects to see Hunt at Suffolk, Va. . . . J. W. Hartigan

Jr., Morgantown, W. Va., visited Hagen Bros. in Uniontown, Pa.

Kitten Wendt, of the Aero-Stylites, reports that Gabby Wendt is recuperating after his fall and will be at home in Wausau, Wis., until five fractures of the pelvis heal. She and Douglas Fousheaux, formerly with Bill Atterbury, will work the act starting September 19 for Charles Zemater and continue for Orrin Davenport.

Jack Mills, of Mills Bros.' Circus, reports the show will close following the October 1 stand at Cham-

(Continued on page 105)

WANTED

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World's largest traveling indoor Hill-billy Circus. Men capable to cut. Drunks and limbsters, save your time. Working year round. Contracts with the world's largest recording company. If you want to make it, this is the spot.

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Would like to hear from Ray Salle, John Elmo, Jake Rosenheim, J. C. Admire. Wire or write, advise where you can be called. (No collects.)

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Hagen Bros. Buys Elephants; Reports Night Business Good

WASHINGTON, Pa., Sept. 24.—Hagen Bros.' Circus is buying three baby elephants. Louis Reed, dean of elephant trainers,

is selecting the new trio for Hagen at Wilmington, N. C. Circus Manager Bob Couls said no decision had been made yet as to what trainer would break the animals.

Couls said here that Hagen Bros. recently has played to poor afternoon business and good night business.

In Frederick, Md. (8), both houses were half filled. In Hanover, Pa., both were near-full. Owner Howard Suesz' indoor show, Clyde Bros., is scheduled to tour until late November.

At Alexandria, Va., members of the James E. Cooper Top of CFA entertained members of the Hagen Bros. show.

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RINKS & SKATERS

Skater to RSROA Head Story of Tom Boydston

DETROIT, Sept. 24.—Thomas S. Boydston, recently elected president of the Roller Skating Rink Operators' Association of America at the national convention at Toledo, is a native of Anadarko, Okla., where he was born October 28, 1903, of Scotch-Irish and colonial descent. He started rink skating after graduating from the sidewalk phase, in Eldorado, Kan., in 1916, where he was attending high school. He was busy skating and working at various rinks on the side, while working in the plumbing and heating business, until he became manager of a rink in 1925.

After working for three or four different rinks as floor or rink manager, he opened his own rink in Eldorado in 1933. For the next 10 years he was in the portable rink business, where he gained valuable experience in dealing with people of different communities.

Boydston in his early days was a trick skater, putting on exhibitions in Missouri, Kansas, Iowa, Nebraska and Oklahoma. Taking up the international style of skating, he started a program of teaching

which continues to the present. He holds a bronze medal for proficiency in skate dancing, and until recent years attended the professional conferences of the Society of Roller Skating Teachers of America.

In 1941 he attended the pro school at Natasket Beach, Mass.,



THOMAS S. BOYDSTON

and the following year joined the RSROA at the convention in Philadelphia. In 1944 he was elected fourth vice-president, served a couple of terms on the Board of Control, and was active ever since in the official family, including important service as chairman of the Professional-Amateur Relations Committee.

Boydston, who operates the Lincoln rink, Lincoln, Neb., has two children, Ronald and Helen, both now married, who were active amateur skaters, going thru State and regional eliminations to enter the national championships. His daughter met her husband, James Gleason, at the rink, where he was a competitive skater.

Boydston was a founder of the Midwestern chapter of the RSROA, serving as its chairman for two years, and has served as judge for skate competitions and for tests.

Several New Rinks Under Construction

NEW YORK, Sept. 24. — Consultant Pete Carver reported this week that the outdoor municipal ice skating rink in Oil City, Pa., for which he provided the design, will open within two weeks. Eight other Carver-consulted rinks are under construction, all but one being outdoor and operated by recreation or park commissions.

The municipal operation in Essex County, N. J., will have seating for 4,000 spectators. Other municipal rinks are to be in Long Beach, N. Y.; Philadelphia; Baltimore; Kansas City, Mo.; Topeka, Kan.; and Bergen County, N. J.; The Passaic County, N. J., rink will be privately owned. Floors will be a uniform 85 feet by 185 except for the indoor rink which will have a 200-foot-long surface.

Fire Destroys Ind. Skatery

PORTLAND, Ind., Sept. 24.—A fire which destroyed Portland Skating Rink Sunday (11) is under investigation by State fire inspectors and local officials.

The rink was one of two buildings leveled by the blaze. Presumed to have begun at 3 a.m., the fire was discovered an hour later. Damages were estimated at \$100,000.

Stratford Skaters Wind Up Season

STRATFORD, Conn., Sept. 24.—The Long Beach Skating Club here closed its competitive season recently by sending 10 skaters to enter seven different events to the national championship at Mineola Rink, Mineola, Long Island.

The rink is located at 55 Washington Parkway, Lordship section of Stratford, and is under ownership and management of Ernest Antignani.

Fall Operations Under Way at Conn. Skateries

HARTFORD, Conn., Sept. 24.—The Connecticut roller skating season is back in full operation, with rinks using extensive newspaper advertising to herald fall plans.

At nearby New Britain the Bowl-o-Rink held a grand opening party Friday night (9), with games and prizes highlighting the evening. Rink schedule calls for nightly sessions, except Tuesdays and Thursdays, and matinees from 2 to 5 on Saturdays and Sundays. The rink is available for private parties, at special rates, on Tuesdays and Thursdays. Junior dance classes start today, with adult dance class set for resumption October 3.

Newspaper ads enthuse: "We

carry a complete line of skates in all sizes and styles; also a complete stock of skating accessories. Use our convenient budget plan!"

Hartford Skating Palace is operating nightly, starting at 8, instead of previous seasons' 7:30. Co-Manager Irv Richland attributes increased lesson activity to later opening time. The Saturday-Sunday schedule remains the same, 2 to 5 p.m.

Richland was recently named to an amusement industry committee in charge of a benefit vaudeville show at Bushnell Memorial Auditorium, Hartford, with proceeds earmarked for victims of Connecticut flood disaster.

Names La Scola Pro

SAN ANTONIO, Sept. 17. — Ronald La Scola has been named new professional at the Midtown Rollerdom here. He comes here from the Rollerade, Toledo, O. La Scola replaces Pat Pattan.

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.
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We invite you to bring your skates to Curvecrest and see for yourself!

TEACHER

Penna Roller Rink

Needs full time Pro.

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ROADSHOW REP

The Sun Players will close their sixth season of tent operation in Iowa, October 1, after a season that was reported as "very good." The show is slated to open its season of circle stock October 17 at Olweira, Ia., working that territory until Christmas. After the holidays the show opens a circle operation in Kansas. The cast remains the same, including Carl Park, Maxine and Leo Lacy, Mike Lacy, Pattie and Bud Imig, Dave and Maureen Castle, Jack Gesterberger, Terry and Richard Mobley and Dot and Jess Sun. Recent visitors on the show have included Ray, Bernice and Mitzie Zarlinton; Mr. and Mrs. Glen Smith, Chuck and Mr. and Mrs. Bill Bowers, Verna and Linley Dennis; the Herbie Hugo family. Bud and Dianne Manley, Cliff Carl, Buddy Webster and Morrie Jones, all of the Tilton show; Gene Audrey Bradley, Mr. and Mrs. Francis Imig, Mrs. Margaret Swartz, Mr. and Mrs. Herbert Moe and Mr. and Mrs. Paul Kock. Owners Dot and Jess Sun see TV as an asset to the tent show business since it has tended to make the public more vaudeville-minded.

The Silas Green From New Orleans show is playing Mississippi to good business, according to reports from the attraction. The cast is now

composed of Dinah Scott as Silas, Snookum Nelson as Savannah, William Russell as Sas, Vicky and Charles, blues singers; Wee Willie, the "I Ain't Licing Man," and George Fields, in charge of the band and girls. John Robinson and Ronnie Johnson are in charge of canvas. Costumes are by John Morgan, and Mary Ann Carter is wardrobe mistress. In the line are Etta Mae, Delores, Mary, Edith, Gloria, Ruby and Shirley. Owned by W. P. Jones, the show is slated to move from Mississippi into Louisiana, Alabama, Georgia and Florida before closing some time in February, 1956. It moves on Ford trucks and a bus, 14 vehicles in all. . . . The 22 thespians from Hiram College aboard the Majestic Showboat, their presentations and their lives aboard the Majestic, the nation's sole floating theater, were the subjects of Bish Thompson's feature columns in The Evansville (Ind.) Press of August 18 and 19. Thompson was enthusiastic and humorous in his write-ups, and the columns undoubtedly were responsible for luring a considerable number of patrons to the Majestic who otherwise might have bypassed the attraction. John D. Finch, the old-time repster from Olney, Ill., mailed the columns in to the repertoire desk.

Drivin' 'Round the Drive-Ins

Louis Littlefair has been named manager of the Hi-Ho Drive-In Theater at Gainesville, Tex. for Frontier Theaters. He is also manager there of the State and Plaza theaters. . . . Burglars hit the Key City Drive-In at Abilene, Tex., for the second time within eight days and made off with \$131.70 in cash. Eight days earlier they got \$77.84. Both times the thieves tripped the lock on an outside door and pried

open an office door to get to the money. . . . High winds, reportedly in gusts up to 64 mph, blew down part of the hollow tile wing of the screen at the Mountaineer Drive-In at Mineral Wells, Tex. Winds also blew down most of the aluminum fence along the highway by the drive-in. . . . The Chief Drive-In has been opened by Clarence McNeil at Abilene. It was built at a cost of about \$100,000 and has a 500-car capacity. It has a screen 100 feet wide and a self service concession stand. . . . A wide screen has been installed at the Eagle Drive-In at Pecos, Tex., operated by Frontier Theaters. Boyd Scott is manager assisted by Al Cook. . . . Richard M. Landsman, general manager of Statewide Theaters, said that his four San Antonio drive-ins would continue operations despite picketing by members of the Projectionist Local 407. Being picketed are the Alamo, Rigby, South Loop 13 and Mission Drive-In. Landsman said the union seeks a contract renewal that would increase wages 10 per cent. He said the Statewide circuit pays operators \$2.66 per hour. Under this scale, he added, his operators average \$115 a week with overtime.

Airport Drive-In with a 400-car capacity has been opened at Robstown, Tex., by Roy and Gilbert Garza. The drive-in will feature Spanish language films. . . . Jack Needham is opening Bluff View Drive-In Brownwood, Tex. . . . A wide screen is being installed at the Bonham (Tex.) Drive-In. . . . J. G. Thornhill has opened the Eagle Drive-In, Seagraves, Tex. . . . S. J. Hodge, operator of the H&H Drive-In, Stamford, Tex., has installed a new wide screen and CinemaScope. Name of Hi-Park Drive-In, San Antonio, has been changed to Parkaire Drive-In. The drive-in parking area was paved, 40 by 80-foot curved Fibreglas screen was installed, as was new sound system and projection equipment, snack bar, rest rooms and twin ramps.

Candelier Drive-In, Bridgeport, Conn., erected at a cost of \$200,000, has been opened by the E. M. Loew circuit. It is said to be the first drive-in theater to be equipped with seats for walk-in patrons.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

★ SPECIAL SUMMER SALE ★
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NEW DREAMLAND ARENA
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- 1,400 pr. Shoe Skates, rental, Hyde Shoes, Chicago Skates, Men's and Ladies' . . . \$7.00 pr.
- 400 pr. Rental Shoe Skates, Men's and Ladies' . . . 5.00 pr.
- 1,800 pr. Clamp-on Skates . . . 2.50 up
- 7,100 Sets Cottrell plastic ball bearing reject wheels 1.50 set
- 600 sets Raybestos ball bearing reject wheels . . . 2.10 set
- 300 sets 87F reject wheels75 set
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OTHER MERCHANDISE
2 Gleba Grinders, deluxe
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22 Fire Extinguishers
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MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Wouldn't it be ideal if everyone could select his own Christmas gift? This thought, long echoed by customers, employees and friends of business firms everywhere, was the inspiration for a gift-giving plan. Maritz Sales Builders, St. Louis, seeking to eliminate the duplication of gifts given each year, decided to do something about it. They knew that businesses were spending money on gifts, many of which were undesirable or unappreciated. The Maritz novel Select-A-Gift Christmas Plan utilizes colorful gift folders from which the recipient selects his gift. M. S. B. takes over the handling of the entire problem, wrapping, mailing and record-keeping. This frees you from the time-consuming selection and other Christmas problems. Sample gift folders in five different price categories and complete information about the Select-A-Gift Christmas Plan are available. The firm assures that the recipient gets the gift he really wants and that the plan is presented in a warm, dignified manner to capture all the good will of gift-giving that is so vital at

Christmas time. Write the firm for full information.

A TV Hassock is being manufactured by Tee Jay Toy Company, New York, for the retail store trade. The Hassocks are made of high-grade plush with a plastic base which is easy to keep clean. A dog's head, also of plush, is on the front of the Hassock, making it ideal for children. The manufacturers believe that concessionaires playing fairs may find this item perfect for their stands and their better games. They are priced at \$36 a dozen and will flash up a store well. Manufactured by Tee Jay Toys, New York.

A set of stainless steel kitchen tools, with modern Formica handles, is being marketed by Parker-Gaines Company in Long Island City, N. Y. Retailing at \$11, it consists of pot fork, basting spoon, masher, spatula, turner, and ladle, with stylized rack for wall mounting.

Dealers can take a whirl at higher profits with the new Hi-Lo Spin. (Continued on page 105)

PIPES FOR PITCHMEN

By BILL BAKER

E. C. PARDEE . . . postals that while working paper in North Carolina he ran into his old friends, Frank Bruce and Marvin Kinner, who, like himself, were doing a fair amount of business. Pardee would like to read pipes from Steve McClain, Heavy Forkner, Clyde Forkner and Speed Mangrum.

ROY CAIN . . . the glasscutter man, reports that quite a conclave of sheet writers converged on Milwaukee a couple of weeks ago. Among those present at a shindig engineered by Joe Heinker were: Windy Bill Dee and his partner Greaseball Sweeny, Sonny Giss, Goose Schafner, Oscar Christian, Swede Kramer, Heck Scott, Louis Chase and George Tanker. When the boys weren't cutting up jackpots, they were either fishing, playing golf or stuffin' their faces with groceries and what-have-you.

DAN HAMILTON . . . Reports that Charles Levine and Jane Conners recently tied the matrimonial knot in Trinity Baptist Church, Pittston, Me. The Rev. George Tibbets performed the ceremony. Harry Goldberg served as best man and Mable Robinson was matron of honor. Among the many members of the sheet who showed up for the splicing were Stub McDonough, a friend of long standing. The bride and groom will spend a month at Butler's Motel, Backer Island, Me.

DUKE MORLEY PENS . . . "Have been traveling thru Oklahoma and Kansas and finally dropped into Texas where business has been okay when one can scare up the spots. They're getting harder and harder to find all the time. Visited Chic Denton's Osage Herb store in Dallas. I didn't get to see Chic but the place looks prosperous and, the report has it, that he's doing pretty well for himself. Visited the Bardex Show in Lufkin, Tex., and believe me, it looks like a young circus—a huge tent, 2,000 free seats and free admission—well painted and the tents in new condition. The show carries about 25 or 30 people and they appear to be doing a whale of a job. Doc Bartok, Sam B. Warren and Lem Simons are operating the show on strictly a business basis and it seems to pay off. A med show of this size is hard to believe unless you see it for yourself. They are going to Shreveport, La., after one more Texas

spot, and will make several Louisiana stands before heading back east. Saw Merrill Webster's show in Texarkana. They are doing well. Altho it is an open-air show and (Continued on page 104)

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25" BOY GIRL CLOWN

- Plastic face
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In Gross Lots . . . **\$7.80 dz.**

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IN GROSS LOTS ONLY
Min. order: 3 doz. at \$6 doz.
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22" CLOWN ★ 12" PLUSH BEAR
12" HI GRADE PLUSH SCOTTY DOG

F.O.B., N.Y.C., 25% Deposit, C.O.D. if not rated. FREE 32-pg. catalog.

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\$54.00 per gr.
10 Gross Lots
\$52.00 per gr.
\$6.00 sample doz.

RETRACTABLE BALL PENS CLOSEOUT
1st GRADE
10 GROSS LOTS ONLY
Sample Gross Order \$17.28 plus postage

Refills—4 1/4" Long
\$8.64 per gross • **\$50 per thousand**

MODERN PEN MFG. CO., INC.
395 Broadway, New York 13, N. Y.

Free . . . Enclose \$1 deducted 1st order. Refunded if not satisfied.

WHOLESALE 1956 CATALOG & Dealer Card

- General Merchandise
- Watches
- Appliances
- Jewelry
- Hardware
- Tools

WHOLESALE DISTRIBUTING
3324 W. Roosevelt Rd., Chicago 24, Ill.

BRONZE WESTERN SADDLE HORSES
Height and Dozen Price:

4 1/2 inch **\$3.60 per dozen**
10 1/2 inch **\$16.80 per dozen**

25% Deposit Required With Order.
F.O.B. Chicago. Wholesale Only.

COOK BROS. 916 S. Halsted St. Chicago 7, Ill.



IT'S CLOSE!

But if you ACT TODAY

. . . there is still time for you to make those Big Cash-With-Order Sales of Christmas Merchandise thru an ad in

The Billboard's CHRISTMAS MDSE. SPECIAL

Dated October 8

Final Forms Will Go To Press

THURSDAY, SEPTEMBER 29

So don't wait any longer . . . send complete copy instructions airmail special RIGHT AWAY! Or WIRE us to repeat your previous ad in this Big Annual Merchandise-Selling Issue.

Wire Today!

THE BILLBOARD PUBLISHING CO.
2160 Patterson St. Phone: DUnbar 1-6450 Cincinnati 22, Ohio

CEL-MAX SENSATIONS

Distinctive Jeweled Watch Set



High style at an Amazingly LOW Cost!

\$8.95

Smart fashion-designed watch in sparkling Rhinestone decorated case! Dependable, jeweled Swiss movement! Matching earrings, bracelet and necklace in assorted colors! It's NEW and going BIG! Cash in NOW! Order a sample (\$9.95)—see it and you'll SELL IT!

Knights



Handsomely Boxed 6-Pc. **WATCH SETS \$5.15**

Jew'd Swiss watch with sweep s. h. and ex. b.
• Gold plate cuff links
• Tie holder • Money clip • Collar holder!

Beautifully Boxed **Jewelry SETS \$9.60 DOZ**

Sparkling hand-set stones. Assorted colors and black cameo! Satin-lined gift boxes. Send \$1.00 for sample set and be convinced! 25% with order, balance C.O.D.

CEL-MAX, INC. IMPORTERS-EXPORTERS-DISTRIBUTORS

582 So. Main St. (Dept. 10), Memphis, Tenn.

NATIONAL DIRECTORY OF DISCOUNT DEALERS

Contains 2500 names and addresses from coast to coast. Price \$10 postpaid.

MAX SALTZMAN
7635 Hinds Ave., North Hollywood, Calif.

Ladies' 7-Jewel SWISS WATCH SETS



5 GORGEOUS PIECES

A Distinctive watch with modern band — completely rebuilt to look BRAND NEW... Guaranteed like new... High-style, matching necklace, bracelet and water pins, gold-plated... hand-set brilliant stones in asstd. colors. Send money order or certified check with order to avoid delay in shipment. Send \$8.95 for sample.

\$7.95

WEINMAN'S 182 So. Main St., Memphis, Tenn.

No Inventory! No Investment!

Your Own Merchandising Business!

Sell nationally advertised products right out of the brand-new

RAKE CATALOG
Biggest Price Advantage Ever!
Sensational Profits for You!

Catalogs are available in quantity for your own imprinting.

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708-M Sansom St. Phila. 6, Penna. MA 7-7428

Expansion Idents from \$4.00 Doz. up. Square, round or heart-shaped discs on 24" Chain with Spring Ribs, \$3.25 Doz., \$36.00 Gross. Bracelets with heart or heart and key, \$36.00 Gross. Bracelet with heart and wedding set, \$4.50 Doz.

Engagement Rings \$3.00 Doz.
Wedding Rings 1.63 Doz.

SEND FOR NEW 1955 CATALOG

For Engravers, Store and Fair Workers, Ring Demonstrators

25% deposit with all C.O.D. orders. Include postage with prepaid orders.

McBRIDE JEWELRY CO. 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

COMING EVENTS

Alabama
Phenix City—Thanksgiving Festival, Nov. 21-26. J. M. Chapman, Box 348.

Arkansas
England—Fall Festival, Oct. 17-22.
Little Rock—Ark. Livestock Show, Oct. 3-8. Clyde Byrd.

California
Chula Vista—Mounted Police Horse Show, Oct. 1-2.
Chula Vista—Fiesta de la Luna, Oct. 1-2.
Firebaugh—Cotton Carnival, Oct. 19-23.
Julian—Apple Days, Oct. 1-2.
Oakland—N. Calif. Electrical Bureau Show, Oct. 1-8.
Pittsburg—Columbus Day Celebration, Oct. 4-9.
San Francisco—Grand National Livestock Expo., Oct. 28-Nov. 5. Nye Wilson.
Ventura—Ventura Rodeo, Oct. 8-9.
Victorville—Elks Rodeo, Nov. 19-20.

District of Columbia
Washington—Food Show, Nov. 12-20. Saul Menick, Washington Food Show Corporation, 145 Kennedy St., N.W.

Florida
Bonifay—Holmes Co. Livestock Show, Oct. 8. D. P. Grant.
Chipley—West Fla. Dairy Show, Nov. 6. J. E. Davis.
Opa Locka—N. Dade County Home Progress Expo., Oct. 26-30. Joseph Behoff.
Live Oak—Suwannee Valley Hog Show, Oct. 17-22. Paul Crews.
Wauchula—Hardee Co. Cucumber Expo., Nov. 8-15. Addison Whitman.

Georgia
Atlanta—Do-It-Yourself Show, Sept. 24-29.
George Hoover, 6915 Red Sunset Blvd., S. Miami, Fla.
Waycross—Ga. Championship Rodeo, Sept. 30-Oct. 2.
Woodbury—Pimento Festival, Oct. 12.

Illinois
Chicago—International Dairy Show and Rodeo, October 7-16.
Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Ogilvie.
Mitchell—Persimmon Festival, Sept. 26-Oct. 1.
Peoria—Home Service Show, Oct. 5-9. Builders' Club.
South Bend—Antique Show, Oct. 17-20.

Indiana
La Fayette—Harvest Festival & Fair, Oct. 5-7. J. Jancowski.
Lafayette—Tippecanoe Co. Harvest Festival & Fair, Oct. 5-7. J. Jancowski.
North Vernon—Street Fair, Sept. 26-Oct. 1.

Iowa
Waterloo—National Dairy Cattle Congress, Oct. 1-8.

Louisiana
Amite—Amite Rodeo, Oct. 7-8.
Baton Rouge—Dixie Horse Show Jubilee & Livestock Show, Nov. 3-6. Mrs. Helen P. Cobb.
Crowley—Int'l. Rice Festival, Oct. 19-20. J. W. Barnett.
DeRidder—DeRidder Rodeo, Oct. 5-8.
Marksville—La. Livestock & Pasture Festival, Oct. 7-9. Kermit J. Ducote.
Opelousas—Yambilee, Inc., Oct. 4-6. Billy M. Smith.
Ville Platte—La. Cotton Festival, Oct. 1-2. D. M. Lafleur.
Winnfield—La. Forest Festival, Oct. 12-15. L. L. Brewton.

Maryland
Princess Anne—Princess Anne Livestock Show, Sept. 30-Oct. 1. Howard H. Anderson.

Massachusetts
Boston—Boston Garden Rodeo, Oct. 19-30.
Wichita—Jaycee Frontier Days, Sept. 22-25.

Michigan
Flint—Antique Show, Nov. 7-10.
Goodells—Thumb Dist. Flowing Match, Oct. 6. Irving R. Wyeth.
Grand Rapids—Antique Show, Nov. 14-17.
Ionia—Ionia Fat Stock Fair, Oct. 31-Nov. 2. Abram P. Snyder, Court House.

Missouri
Joplin—Joplin Jr. Beef Show, Oct. 10-11. Rufus D. Brown, 112 W. 4th St.
Kansas City—American Royal Livestock Show, Oct. 15-22. G. M. Woodard.
Wardell—Cotton Festival, Sept. 26-Oct. 1.

Nebraska
Omaha—Ak-Sar-Ben Livestock Show & Rodeo, Sept. 23-Oct. 2. J. J. Isaacson, 201 Patterson Bldg.
Omaha—Ak-Sar-Ben Rodeo, Sept. 23-Oct. 2.

New Jersey
Teaneck—Bergen County Industrial Exposition, Nov. 3-8.
Westfield—Town and Country Home Show, Oct. 11-16. Martin Wallberg Post, American Legion.

New York
Syracuse—Antique Show, Sept. 27-29.
Utica—Home Projects Show, Sept. 28-Oct. 2.

North Carolina
Charlotte—Charlotte Rodeo, Oct. 4-8.
Fembridge—Indian Fair, Oct. 10-15.
Raleigh—Raleigh Rodeo, Oct. 18-22.
Scotland Neck—Peanut Fair, Oct. 3-8.
Tabor City—Yam Festival, Oct. 10-15.

Ohio
Bradford—Pumpkin Show, Oct. 11-15. P. C. Meek, Box 66.
Ironton—Festival of the Hills, Oct. 12-15.
Toledo—Food Show, Sept. 25-Oct. 2. Sports Arena.
Utica—Homecoming, Sept. 29-Oct. 1. Stewart Anderson, 29 E. Fifth St., London, O.

Oregon
Portland—Expo. of Progress & Pacific Int'l Livestock Assn., Oct. 15-22. Jack Matlack, 402 Times Bldg.
Portland—KWG Kitchen Carnival, Oct. 1-8. Jack Matlack, 402 Times Bldg.

Pennsylvania
Philadelphia—Gift Show, Oct. 1-6. Donald C. Little, 200 Fifth Ave., New York.
Pittsburgh—Jr. Beef & Lamb Show, Oct. 18-20. C. L. McAdams.

South Dakota
Huron—Powwow Day, Oct. 1.
Sioux Falls—Viking Days, Oct. 7-9.
Yankton—Pancake Days, Oct. 6-8.

Tennessee
Nashville—Nashville Rodeo, Nov. 8-12.
Memphis—Memphis Rodeo, Sept. 23-30.

Somerville—Fayette Co. Livestock Show, Oct. 21. C. W. Stroup.

Texas
Arkansas Pass—Legion Celebration, Nov. 9-12. Jack Edwards.
Brownsville—Better Homes Exposition, Nov. 2-6. Pat O'Toole, Pleasure Pier, Galveston.
Corsicana—Livestock Show and Rodeo, Sept. 27-Oct. 1. R. W. Knight, Box 426.
Corsicana—Stock Show Rodeo, Sept. 28-Oct. 2.
Dallas—Tex. Futurity Horse Show, Oct. 29-30. Jim Bray, 4321 N. Central Expressway.
Galveston—Better Homes Exposition, Sept. 28-Oct. 2. Patrick J. O'Toole, Pleasure Pier.
Iowa Park—Texas-Oklahoma Fair & Southwestern Oil Exposition, Sept. 26-Oct. 1. T. Leo Moore.
San Antonio—Expo. of Modern Living, Sept. 25-29.
San Antonio—VFW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houston Bldg.
Tyler—Tex. Rode Festival, Oct. 21-23. Frank Bronaugh, Chamber of Commerce.
Waco—Heart of Tex. Fair Rodeo, Oct. 3-8.

Utah
Bingham—Galena Days, Sept. 26-Oct. 1.
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Pfeidsted, Kiesel Bldg.
Ogden—Ogden Livestock Show, Nov. 11-16. Rudy Van Kampen, 3720 Riverside Road.

Virginia
Richmond—Do It Yourself Hobby & Photo Show, Nov. 1-6. Henry S. Bradley, 301 E. Franklin St., Managing Dir.
Richmond—Antique Show, Oct. 25-27.
Richmond—Tobacco Festival, Oct. 5-9.
Richmond—Virginia Dahlia Show, Sept. 26-28.

West Virginia
Elkins—Mountain State Forest Festival, Oct. 6-8. Wood Crawford.
Kingwood—Buckwheat Festival, Sept. 29-Oct. 1.
Kingwood—Preston Co. Buckwheat Festival, Sept. 20-Oct. 1. Mrs. Ruth A. Deavers.

Wisconsin
Madison—Madison Food & Home Show, Dane Co. Fairgrounds Arena, Oct. 4-9. David A. Leber, 2634 Milwaukee St., Sec'y.
Seattle—Washington Jr. Poultry Expo., Oct. 4-5. John G. Wilson.

CANADA
Ontario
Toronto—Royal Winter Fair, Nov. 11-19.
Ottawa
Blytheswood (Leamington)—Int'l Plowing Match & Farm Machinery Demonstration, Oct. 11-14.
Ottawa—Winter Fair, Oct. 25-29.
St. Catharines—Niagara Grape & Vintage Festival, Oct. 1.
Quebec
Montreal—Food Show, Oct. 13-18.
Saskatchewan
Regina—Sask. Wheat Pool, Nov. 1-12.
Saskatoon—Dairy Cattle Show & Sale, Oct. 12.
Saskatoon—A. R. Swine Show & Sale, Oct. 14.

DIRECT FROM MANUFACTURER



12 new, fast-selling designs with each dozen. NEW NON-TARNISHABLE GOLD FINISH. Glamorous Hollywood Ensembles exquisitely designed. Highly polished GOLD color mountings aglow with sparkling brilliant, huge, lustrous imitation Pearls and Rhinestones.

24K GOLD PLATE. EACH SET GIFT BOXED, \$7.25 per doz. sets (boxed)

OTHER SENSATIONAL ITEMS
Pin and Earring Sets, \$4.50 per doz.
Necklace, Bracelet, Earring Sets in Gold Plate and Rhinestones, \$1.00, \$1.50, \$2.00 and \$3.00 each. 4-piece Pearl Sets with rhinestone clasps, \$1.00 and \$2.00 each. ALL SETS IN SATIN-LINED GIFT BOXES.

Miracle Prayer Crosses, \$4.25 per doz. Deluxe Prayer Crosses, \$8.00 and \$12.00 per doz. ALL IN GIFT BOXES.

Long Dangle Hollywood Style Earrings, \$3.00 per doz. Scatter Pins, \$3.00 per doz. pairs. Men's 3-Rhinestone Rings, \$2.75 per doz. in display tray. Men's Onyx Cameo Rings, \$2.75 per doz. in display tray. Ladies' Rhinestone Rings, \$2.75 per doz. in display tray. AND 100 OTHER FAST-SELLING JEWELRY ITEMS!

SEND FOR 48-PAGE ILLUSTRATED CATALOGUE.
25% deposit on all C.O.D.'s.

Packard Jewelry Co.
48 West 25th Street, New York, N. Y.

DAVY CROCKETT

NEWEST PLASTER STATUE



Height: 12 inches
Packed: 12 to carton.
Weight per carton: 24 lbs.

PRICE 35¢ each

Minimum Order 1 Carton. No less sold.

Send for FREE Catalog—State Business

WISCONSIN DELUXE CO.
1902 No. Third Street
Milwaukee 12, Wisconsin

P D Q—World's Greatest PHOTO BOOTH CAMERAS



Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

P D Q CAMERA CO.
1145 N. Cleveland Ave. Chicago 10, Ill.

JUST RECEIVED

New style imported repeating Cap Gun.

Gross \$8.00

Repeating Caps (100 shots per roll), gr.50

Caps shipped express only. 50% deposit with c.o.d. order.

KIPP BROTHERS

Wholesale Distributors Since 1880

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All Kinds—PULL TICKET GAMES

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Buy Direct From Manufacturers at Very, Very Reasonable Prices.

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Phone: WHEELING 340

MAKE MONEY SELLING TIES

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Outstanding line Regular, Square End, Reversible, Feather, Pleated, Fraternal, Knitted, Bow Ties, Tie & Kerchief Sets, Mufflers. Money Back Guarantee. We pay postage.

Special introductory Offer

Send Only \$1.00 for 2 Sample Ties. Write Today for FREE CATALOG. PHILIP'S NECKWEAR, Dept. 355, 20 W. 22nd St., New York 10, N. Y.

PIPES FOR PITCHMEN

Continued from page 103

not as large as the Bardex outfit, it is clean, neat and well painted. They are selling Tote Box and Oklahoma City Candy. They get a 10-cent admission for seats. Was sorry to hear of the passing of Dr. Billy Bean, with whom I worked many years ago. I am now wending my way east and will work Georgia and Florida this coming fall and winter. Would like to hear from the Ragan gals, Doc Benny Doss, Harry Kincheloc, Doc B. W. Ward, Fingers Harris, Doc Bill Boyce, Doc Johnny Vogy and any of the others."

CHARLES ROTHGEB . . . pens that Stub McDonough, of Gardiner, Me., has purchased Weeping Jack Cleary's extract plant which is located near Gardiner. Mac will leave the poultry sheet alone and carry on with his maps and plant. Weeping Jack is now the Eastern advertising and circulation manager for Dog World. Stub recently visited the Mills Bros.' Circus as he is an old-time cookhouse man. Neither one of them would mention the price to the sheet boys. "All wish Stub the very best of luck," says Charlie.

BIG AL WILSON . . . noted the following while he was holding forth at the recent Iowa State Fair: Marcia Hosberg and her sister, June Coffey, were on the front holding down a big corner location. The girls, as usual, appeared to be topping the street—Cowboy Williams in town and on the job—Frenchy Bordeau on the auction truck and knockin' 'em dead—George Haley pounding on graters and complaining that they were hard to turn—Ward on combs found the going a bit rough—Jean Gunn doing okay with flowers—George Hess with good flash was making a hit with a straight-out pitch, the one that the old-time pitchmen used—Bill Kehoe getting fair takes with tops—Jack Foster doing a rapid fire pitch with his glass cutter—The Allens knowing

just when to make the turn with a beautiful pen pitch—Shorty Hutchcraft doing a bit of okay with the Hall of Presidents and Ralph Redding snapping up the geedus with a pie crimper—Bill DuBoise and his wife were doing a bang-up job with rug braiders—Jack Anthony with coils and Jack Murphy with motor—Joe Blake roaming around and blaming the farmers for the poor business.

WE ARE GLAD TO SEE . . . that many of the old-time pitchmen and ex-pitchmen have come out of hiding and are beginning to reveal their whereabouts and doings. A recent note from ex-pitchman, Bishop W. Y. Rowe, tells us that he has been in the ministry for the past nine years and that he just recently conducted a tent revival at Erwin, N. C. Says Bishop, "I give all my friends in the pitch business a hearty welcome to come to our tent revival. I was sorry to learn of Billy Bean's death. He was an old pal of mine. We made many pitches together." He further says that he was pleased to hear that Heavy Forkener is on his way to full recovery and closes his letter with a request that E. C. Pardee come see him.

"MY OLD FRIEND . . . Sen. C. V. Ralston of leaf fame is hitting 'em hard and fast at the Petersburg, W. Va.," pens Jack (Bottles) Stover. "Mr. Alex Sims is also making the fair for the Progressive Farmer. Best of luck to Willie (The Kid) Dietrich, E. C. Pardee and George Stacey. Pipe in, you boys, who are making the tobacco markets. Senator Ralston reports that Cumberland, Md., was strictly a bloomer. He says that he's getting his equipment in shape for his winter spots. Best of luck to all the lads and lassies of the knights of the leaf and keister."

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only...

MAIL ON HAND AT CINCINNATI OFFICE

- Ackerman, A. (Clown)
Ackley, James W.
Adair, Robt.
Adams, Richard
Allen, Dan V.

- Nathan, Milton
Nichols, Ralph S.
Nielsen, Judy &
Noel, Donald & Mrs.

- Bennett, Mrs. Virginia
Boone, Virgil
Boudreau, A. A.
Black, Pauline Craig

UNDER THE MARQUEE

Continued from page 101

bersburg, Pa., and will again winter in Jefferson, O.

Walter B. Fox and George Flournoy attended the opening performance of Polack Bros. Shrine Circus, September 19 in Mobile, Ala., and reported an unusually strong show.

Frank J. Lee, San Antonio, is handling outdoor advertising there for Polack, a fiesta at four towns, and several indoor show acts.

Terrell Jacobs was closing with the World's Finest Shows last week. Spencer Stine plans to see Mills Bros., at Seat Pleasant, Md., September 28.

NBC radio show, "Monitor," carried pick-ups from the Ringling show on Sunday (11). J. C. Admire is back in custody of Cass County authorities, Logansport, Ind., after hospitalization and would like to hear from friends.

William G. Lundergan caught Mills, Hunt and Ring circuses in Massachusetts. Capt. Enrique DeMell (Mel Henry) is in Ward 7-W of the New Orleans Veterans Hospital recuperating from an accident in which a car hit him, fracturing a hip, leg, wrist and thumb.

Harry Dann is clowning with the Bailey-Cristiani Circus, which he joined in Alameda, Calif. Vern and Loretta Colbert visited Bailey-Cristiani in Burns, Ore.

From the Tommy Scott Show, clown Floyd (Rube) Arnold writes that business in Minnesota was off somewhat, altho Willmar and Montevideo had full houses. Local Indians appeared in the show at Pipeston. Fairmont was fair and Owatonna was light. Tommy Scott said the show will end its current season November 12 in Kansas and reopen January 8, 1956.

Polack Western news from Vancouver, B. C., is that Ernie Wiswell left for Florida to recuperate from a heart attack. Rudy Ducky is filling his place in the Ford act. Sing Lee Sings, formerly with Polack, in a "China Doll" revue at the Pacific National Exhibition. This year was the first in which all Polack acts crossed over into Canada. Louis Stern, managing director, was featured in a Vancouver Sunday Sun feature which also included photos of Ducky, Lou Jacobs, Charley Cheer and the baby elephant, Opal. Polack press chief Justus Edwards completed work on the PNE date and then vacationed three days at Victoria, B. C. Norman (Luke) Anderson, former owner of Wallace & Clark Circus, had his hippo and baby elephant on the PNE midway. He was laid up with an ulcer part of the run and joked that the long trek down from Fairbanks, Alaska, where he was with Ward-Bell, was responsible.

MERCHANDISE TOPICS

Continued from page 103

ner, a game designed for family amusement being marketed by Spinner Games, Inc., Bridgeport, Conn. Cylindrical in form and made of bright three-color plastic, the spinner consists of two units, with bottom unit encircled by three columns of numbers, each column carrying numbers zero to nine. Two of the columns spin separately while the third remains stationary to form seemingly endless number combinations. Setting the spinner in motion is a spring in a detachable top unit. Remove the top unit and the spinner may be played with the fingers. The manufacturer reports the item is catching on and invites inquiries and orders.

Spud Fluffer, distributed by Banner Development Company, Tacoma, Wash., is a new kitchen tool which is attractive and useful and lets you serve fluffy potatoes quickly with less fatigue. The Spud Fluffer is made of one continuous piece of wire, chrome plated, to form an artistic angle handle which lessens wrist tension. Simplicity of design offers maximum sanitation with unusual eye-appeal. It is eight inches high, weighs six ounces and makes an ideal gift. It retails for \$1 post-paid, including sales tax. Write for quantity prices.

Surprise Specialties, New York, calls attention to its new Tint-O-Clean which cleans and tints a carpet right on the floor in one simple application. Simply brush on; no further work is needed. Carpet dries to a beautiful color of red, green or blue. The firm claims that the product is needed in every home. It retails for \$2.

Ideal Toy Corporation, New York, has come up with a series of toys that talk-telephones, police cars, mechanical robots, animals and dolls. An ingenious recording mechanism permits the child to hear his favorite toy recite a 25-second message. One little doll recites a prayer, a realistic wall telephone has an operator's voice asking for the number and a police car has a radio communication set that calls cars. Another toy, called the newest mechanical doll in 1955, is Magic Lips, who moves her mouth into smiling, pouting and serious expressions which you press the back. Price lists are available on these as well as other toys by Ideal.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

- Alexander, Sam
Bar, Jack
Barfield, Willie (Coot)
Barth, Carl

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

- Allison, Jimmie
Baily, Mrs. M.
Barrett, Roy

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

- Freeman, Billy
Richardson, Betty
Adams, Mr. & Mrs.

RETAIL SELLERS!

- 22" BONNET DOLL
Silky Satin Material, Large Plastic Face, Wide Brim Bonnet, Poly Bag, Cotton Stuffed. \$9.60
22" "ALKY" DRUMMER BOY
Plush Trim, Satin Tofetta, Cotton Stuffed. \$11.00
24" PLUSH CLOWN MAJOR
Flash Colors, Plastic Face, Cotton Stuffed. \$14.50

TEE JAY TOYS, INC. 48 West 20th St. New York 11, N. Y.

DIRECT FROM MANUFACTURER Beautiful 24K gold plated bracelets. Many assorted styles on Link and Stretch Bands. Each stunning piece set with a variety of genuine rhinestones and colored sparkling jewels. SPECIAL INTRODUCTORY OFFER \$6.00 PER DOZEN (BOXED) OTHER SENSATIONAL ITEMS

Better Quality PRECISION RETRACTABLE BALL PENS and NEW POCKET PROTECTOR! Three different color pens in white plastic Pocket Protector. Retractable L-50 pens, in 10 colors \$18 gr.

Sterling Jewelers, Inc. Ever-popular 1 carat center stone PLUS 2 square cut side stms. DIAMONDS. May be had with white or red side stones. Fabulous. \$33 GROSS plus postage

TINSELED CHRISTMAS SIGNS Merry Christmas HAPPY NEW YEAR For Extra Christmas Money When You Need It!

NEW! 100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. MYRLO COMPANY Dept. B 2168 W. 25th Cleveland 13, Ohio

YOUR OWN BUSINESS In Time for the Big Xmas Rush With Our Newest, Biggest NAME BRAND MERCHANDISE

THE ORIGINAL "HIT" MINIATURE CANDID CAMERA

FITS IN POCKET OR PURSE— TAKES CLEAR, SHARP PICTURES

Sensational camera sells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel plated parts.

FREE wholesale CATALOG

Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, house wares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera

\$13.50 PER DOZ.

SAMPLE \$1.75

Film for "Hit" Camera Package of 6 rolls 60'

GEM Sales Co. 533 Woodward Detroit 26, Mich.

HEART DISC CLOVER NECKLACES

\$16.50 Gross and up

Miller Creations

Originators of the All-Aluminum Idents
7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS

Phone Waterfall 8-8855

DAY AND NIGHT SERVICE

FREE!

SEND FOR NEW 1955 CATALOG

1955 BUYERS' GUIDE

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG! AVAILABLE NOW

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

Gellman Bros.

119 N. FOURTH ST. MINNEAPOLIS, MINN.

FREE—Frisco Spindle Wheel—FREE

Write for complete details on how to obtain one of these combination Spindle Wheels and Bumper Game Free of charge

WE CARRY A COMPLETE LINE OF PHOTO IDENT—EXPANSION IDENT—IDENTS—RINGS—LOCKS—CLOSE-OUT MERCHANDISE, ETC.—SEND FOR YOUR FREE COPY OF OUR 1955 CATALOG LISTING THESE ITEMS. PLEASE STATE YOUR BUSINESS.

HAND POLISHED IDENT FROM \$7.50 PER GROSS AND UP. RINGS FROM \$5.30 PER GROSS AND UP.

FOR SAME DAY SERVICE THAT CAN'T BE BEAT. CALL

FRISCO PETE Franklin 2-2567, 226 S. Wells St., Chicago 6, Ill.

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1 Type or print your copy in this space

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies <input type="checkbox"/> Agents and Distributors <input type="checkbox"/> Animals, Birds, Pets <input type="checkbox"/> Business Opportunities <input type="checkbox"/> Costumes, Uniforms, Wardrobes <input type="checkbox"/> Food and Drink Concession Supplies <input type="checkbox"/> Formulas <input type="checkbox"/> For Sale—Secondhand Goods <input type="checkbox"/> For Sale—Secondhand Show Property <input type="checkbox"/> Help Wanted	<input type="checkbox"/> Instructions, Books, Cartoons <input type="checkbox"/> Magical Apparatus <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Musical Instruments, Accessories <input type="checkbox"/> Partners Wanted <input type="checkbox"/> Personals <input type="checkbox"/> Photo Supplies and Developing <input type="checkbox"/> Printing <input type="checkbox"/> Salesmen Wanted <input type="checkbox"/> Scenery, Banners <input type="checkbox"/> Tattooing Supplies <input type="checkbox"/> Wanted to Buy
--	--

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.

DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... issue.

I enclose remittance of \$.....

Name

Address

City State.....

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 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER
(unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining, Black Light Novelties. Send 10¢ for catalog. Balda Art Service, Oshkosh, Wis. oc8

INTRODUCTORY OFFER. (This ad only). **FIVE FOR THREE**
"Comedy Notebook" a complete gag file worth \$3.
"Comicollection" valued at \$2.
Order both and receive 2 free monologs. Five dollar value. \$3.
SHOW-BIZ COMEDY SERVICE (Dept. B35) 1413 E. 29 St. Brooklyn 29, N. Y.

23,000 PROFESSIONAL GAGS, ROUTINES, adlibs, doublets, 1,500 pages. For free comedy catalog write Robert Orben 73-11 Bell Boulevard Flushing 64, N. Y. JA21'56

AGENTS & DISTRIBUTORS

A BEST SELLER—WORLD'S FAMOUS French-Type Perfumes. Reproductions 5 costly fragrances that sell at \$10 to \$40. Individually Gold Boxed. \$1 Sellers. Costs you \$4 dozen. Mammoth Treasure Presentation Kit contains 3 Thrilling Fragrances in one Fabulous Gold Box. \$3 Sellers. Costs you \$8 dozen. Get Acquainted Special; \$1 brings samples of both prepaid. "Husk" O'Hara, 5732 North Kenmore, Chicago 40, Ill. oc29

AMAZING CLOSEOUTS

Tailored earrings, asst. gr. \$15.00
Stone earrings, asst. gr. 18.00
Stone & Tailored brooches, asst. gr. 16.50
Brazellets, round & link, asst. gr. 24.00
Tailored tieside sets, boxed, asst. gr. 3.50
Stone tieside sets, boxed, asst. gr. 4.50
Ropes, all-head, asst. dz. 2.00
Rope chain-lead, asst. dz. 2.00
Men's stone rings, asst. dz. 2.75
\$2160 rhinestone neck & earrings, boxed, asst. dz. 7.20
\$2164 rhinestone neck & earrings, boxed, asst. dz. 9.00
\$2256 3-piece pearl set, boxed, dz. 18.00
\$1202 3-piece rhinestone set, dz. 18.00
P-45 3-piece rhinestone set, dz. 30.00
C-3 3-piece rhinestone set, dz. 30.00
\$3052 3-piece rhinestone set, dz. 45.00
\$3670 3-piece rhinestone set, dz. 51.00

Try a sample dozen of any items listed above at reg. prices. 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS

124 Empire St. Prov., R. I.

AMERICAN FLAGS

Beautiful large 9x17 ft. U. S. Flags. New, wool, finest quality, with rope, snap hook. \$75.00 value. Only \$12.50 postpaid.

B & L SURPLUS Ogden, Utah oc-29

FOOTBALL

Buttons & Badges

PENNANTS SUN SHADES

RAIN WEAR MEGAPHONES

SEAT CUSHIONS

OTHER CONCESSION ITEMS

Send for free Catalog

Asco Enterprises, Incorporated
Winona, Minn.

ATTENTION, EXPERIENCED KOPEEFUN Supervisors and Demonstrators: 1955 Kopeefun entirely restyled with new pictures and cartoons in full color. It's a honey of a money maker. Excellent territories and top locations available. Write for sample, giving territory or store preference. Demonstration Manager, Embree Company, Attention 4, N. J. oc8

ATTENTION—HOSIERY; LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. oc1

BARGAINS—JOB LOTS, CLOSEOUTS, 2000 items. Save to 50%, clothing, hosiery, toys, toiletries, gifts, jewelry, Television, etc. Get acquainted. 25¢ brings wholesale catalog plus free \$1 merchandise certificate. Reliable Jobbing, 311-H North Desplaines, Chicago. ch-up

BE IN YOUR OWN BUSINESS—BUY wholesale, Big profits, Get Free nationally famous name brand merchandise catalog. Dept. LB, Normandy Distributing Corp., 133 Fifth Ave., New York City, N. Y. ch-oc8

CLOSING OUT—30 DOZ. BOTTLES SWISH Auto Polish at 30¢ ea. packed 12 to a case, labeled, ready to ship. First cash, buyer gets this bargain. The Swiss Co., Box 109, Mich. City, Ind.

DEMONSTRATORS! PITCHMEN! PROMOT- ers! Crewmanagers! Salespeople! Television-Radio Pitchmen! Tremendous potential! Rush \$1 for samples and various sales plans! Hurry!!! "Talking Toys" P. O. Box 892-B, Hollywood 28, Calif. no26

DUPONT NYLONS—1ST QUALITY, ALL sizes, exciting shades. \$9 dozen, sample box (3), \$2.50. Trans Stamps, 75 Tuers Ave., Jersey City, N. J.

EARRINGS—ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. oc1

NEW LOW PRICES—LIGHT REFLECTING Signs, Red hot and sensible 7"x11" illustrated color blended; 2000 varieties. 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. oc29

ONCE-IN-A-LIFETIME PROFIT OPPORTUN- ity. 600 dozen assorted Religious and State Plates, ranging in size from 7 inches to 10 inches. Offered as a closeout, subject to prior sale, at \$2.70 per dozen packed; 10¢ p.o.b. factory. Money order or certified check with order. Sanders Mfg. Co., 124 4th Ave., S., Nashville, Tenn. oc8

PERFUME—BE YOUR OWN DISTRIBUTOR. Sell stores, jobbers direct. World famous essences. Multi-Million dollar, highly advertised industry. Sample ounce, one dollar. Melody de Paris, 350 Lincoln Rd., Miami Beach, Fla. oc8

PREMIUMS, GIFTS, PRIZES—ALL nationally popular name brand items of Jewelry, Appliances, Housewares, Watches, Clocks, "Hi-Fi" Phonographs, etc. Send \$1 now, for big catalog and first order. Balen, Inc., 125 Fifth Ave., New York, N. Y. ch-10n

PREMIUMS, GIFTS, PRIZES—BIG PROFIT making wholesale catalog free! Write Dept. B, Jay Norris, 487 Broadway St., New York City, N. Y. ch-10n

REAL DIAMOND RINGS, SELL DIRECT. Make \$1000 a month's profit. No inventory. Experience unnecessary. Free catalog, details. Gleam-light, 111-P No. Columbus, Mount Vernon, N. Y. oc1

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings, 2.00 dz.
Pierced earrings on display, 1.50 dz.
Charm & Link Bracelets, asst. 2.50 dz.
Lord's Prayer Necklace, boxed, 3.00 dz.
Pin & Earrings, boxed, 4.50 dz.
Pearl Necklaces, 1.00 dz.
Children's Jewelry, boxed, asst. 3.00 dz.
Ropes, asst. dz. 2.00 dz.
Shorty Tie slides, carded, 1.95 dz.
Cufflinks, carded, 1.95 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO
1820 Westminster St. Providence, R. I.

THE WATCH THAT GOES EVERYWHERE. Earn big money now. Build future selling new exclusive novelty watch for everybody. Nationally advertised \$24.75 to \$35. Premiums, Incentive Awards, Gifts, Confidential prices. Franchise for users. Sample free plan. Franklin Watch, 360 Fifth Ave., N. Y. ch

VERY UNUSUAL HAND MADE IMPORTED gift item. Also unusual religious gift item. Will sell on sight. Free sample. Economy Distributing Co., 5622 1/2 Lankershim, N. Hollywood, Calif. oc1

WAGON JOBBERS, ROUTE MEN, DISTRIBUTORS. Make \$10,000 year and more with our (2) Great Wholesale Catalogs (64 and 300 pages) Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! Free Catalog. Contact General Wholesalers, Box 3058CH, San Francisco. oc-1p

\$3.65 PROFIT ON \$3.95 SALE, YET GIVES customer terrific profit. Noted sales specialist says: "Most outstanding deal seen in 18 years." Pitchman's dream! Have agents sell for you! Write, Maxson Products, Falls Church 42, Va. oc1

5,000 GROSS ASSORTED EARRINGS AND Neckties. While they last, \$7.80 per gross. Samuel Silverman & Co., 1820 Westminster St., Providence, R. I.

ANIMALS, BIRDS, PETS

A GRADE BABY ALLIGATORS, BABY Turtle, baby Iguanas, \$25; Snake Dens to suit your purpose. Rattle Snake, fixed Cobra, Python, Anacondas Boas, on hand Tegus, Iguanas, Monitors, Moccasins, Coyperheads, Russels Viper. Telegraph Ross Allen, Miami, Fla. Phone 3-4806.

ANIMALS-SPECIAL SALE—GIANT ANT- eaters, Cheetahs, Leopards, Chimpanzees, Monkeys, Orangutans, Mandrills, Baboons, Pythons. Write for complete list of low prices. Trefflich's 228 Fulton St., New York City.

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. inc

COMPLETE EXHIBIT. YOUNG CAGE broke, fully acclimated wild animals. Pair of White Deer with Doe Fawn. Pair of the following: Skunks, Woodchucks, Coyotes, Timber Wolves, Rhesus Monkeys, Pecarries, Wild Turkeys, one Peacock, three Pheasants, Red and Grey Fox, Bay Lynx, Puma, giant Turtle, Buffalo, Flamingo, Porcupine. Three five months old Black Bear Cubs, weight 35 lbs. each. Large den of Snakes, \$1,500 each. Or will sell them \$100 each. Bill Allen, Fredericktown, Mo.

ELEPHANTS

ELEPHANTS

ELEPHANTS

Five beautiful Indian female Elephants available for immediate shipment. All docile, can easily be led and trained. Good working material. 4 feet high. Price on request.

TREFFLICH'S
228 Fulton St., New York City

MEXICAN YOUNG TAME BURROS FOR boy to ride, \$50; Mexican Saddles special for Burros or ponies, \$25. Stamps for information. General Mercantile Co., Laredo, Tex.

SPECIAL THIS MONTH—BOBCATS, \$15 each; Pizmy Skunks, \$8; Raccoons, \$4; in quantity. Barred Owls, \$9; Screech Owls, \$5; Opussum with young, \$3.50; assorted small Turkeys, \$4 doz; giant land Tortoise; leather backs, Snappers, \$4 each. Parakeets, \$17 doz. Snake dens, Animals, Birds, Reptiles, all kinds. Free price list. Thompson Wild Animal Farm, Clewiston, Fla. oc1

BUSINESS OPPORTUNITIES

AMUSEMENT COMPANY, W. Cen. Florida. Install & service amusement machines. Loc. in 12. vacation, summer resort. Year round, amusement play-land, 1.6. bldg. for storage. Approx. 100 mach. on locations thruout the city. 50%-50% basis w/loc. owners. Ideal oppor. for 1 familiar w/machinery. Dept. #6761.

CARD ROOM, TAVERN, BILLIARDS, No. Cen. Calif. Nets \$9,500 per yr. Xint. loc. Seats 36. In top railroad trade city. Compl. equip. Priced to sell. Dept. #22357.

FREE BULLETINS ON ABOVE BUSINESS
Chas. Ford & Assoc.
6425 Hollywood Bl., Los Angeles, Calif.

77 Walton St., Atlanta, Ga.

DEMONSTRATORS, COUPON WORKERS— 4300 sets sold at Iowa State Fair; 2800 sets sold in one week Schlegel's Drug Stores, Davenport; 2300 sets sold in 3 days, Weises Dept. Store, Rockford Ill. 3 piece glamor package, face powder, perfume and rouge, cellophanded wrapped, tremendous appeal to women. Quality merchandise attractively packaged, \$18 per gross, Waterloo. Immediate shipment. Sample postpaid 35¢. U. S. Distributors, P.O. Box 521, Waterloo, Ia. oc1

FOR LEASE—KIDDELAND AND DRIVE- in property, storage buildings and cyclone fence enclosure, on Dixie highway near Chicago. Larkin, 3017 E. 78th St., Chicago.

HUGE PROFITS—PEARL COATING BABY Shoes and other articles; good demonstrating item. 3¢ stamp brings complete instructions. Box 521, Waterloo, Iowa. oc8

NEW 50'X100' PORTABLE SECTIONAL Maple Floor. Just constructed. Top workmanship and materials. Bob Hoffman, Municipal Airport, Route 3, Dubuque, Iowa.

PORTABLE SKATING RINK FLOOR, 114' thick maple floor, 40'x100'. Extra nice 75 pair shoe skates, floor sander, skate grinder, counters. All \$3,000. George Gibson, Anadarko, Okla. oc8

RECORD STORE WITH MAIL ORDER REC- ord Department. Selling due to partner trouble. Long established successful cash business in Negro, Hillbilly and Popular records. Will help finance. Fine living, and more, for right party or couple, white or colored. Mr. Morris, 913 N. Charles St., Baltimore 1, Md. Lexington 9-7575.

ROCKAWAYS' PLAYLAND OFFERS BUSI- ness opportunities; modern concession spaces available for Electric Penny Pitch, Bang-a-Basket Ball, Duck Pond, Handwriting Analysis, Fish Bowl, or other skill games and attractions not conflicting with existing concessions. These stores have game counter frontage on both 98th Street and the Midway, the central area of the Park. Interested parties address inquiries to Real Estate Dept., Rockaways' Playland, Ocean to Blvd., 97th to 98th St., Rockaway, New York City, N. Y. Give details, background, and references. Only reliable and experienced operators with sufficient means should apply. ch-1p

ROLLER SKATING RINK—SOUTHERN Wisconsin; modern building and equipment; all year business. Very profitable. H. E. Cox Co., 30 N. LaSalle, Chicago. oc1

START A MONEY MAKING BUSINESS AT home or earn money traveling. Copyright book tells how. \$1. Jack Scott, Box 889, Sweetwater, Tex. oc15

WHOLESALE, THOUSANDS ITEMS NATION- ally advertised, discounts from 30 to 80%. Giant catalog 50¢, refundable. Almc, 38 Fair St., Paterson, N. J.

\$200 WEEKLY CLEANING VENETIAN blinds. Start home, spare time. Build life time business. Revealing book free. Burt, 243-CH, Wichita 13, Kan. ch-1p

COSTUMES, UNIFORMS, WARDROBES

ATTRACTIVE CURTAINS, SKINNERS SAT- ins, \$x36, \$40. Costumes, Wigs, Clowns, Orchestra Coats, Trousers, Formal, Bally Strips. Wallace, 2453 N. Halsted, Chicago.

NEW BALLY CAPES, \$5; CLOWN BUN- dies, \$6; Girl Show, Bally Strip, Clown, Minstrel Costumes, Wigs, Tuxedos, Tails, Derbies, Top Hats, Rhinestones, Ostrich Plumes. Cheap. Free list. Leroy Carpenter, 10 Eldorado Pl., Weehawken, N. J.

FOOD AND DRINK CONCESSION SUPPLIES

HEALTHFUL, NATURAL BEER, MAKE your own, 4¢ quart. Simple method. recipe \$1. Sunken Hollow, Box 404, Pinellas Park, Fla.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA- mel Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. no26

COOKHOUSE FOR SALE—CHEAP, 12x30, complete, ready to operate. No reasonable offer refused. Write: Box 748 Dade City, Fla. Or phone 5047 Rid.

FOR SALE—AUTOMATIC ELECTRIC AP- plication Machines, Felt Letters, Crew and Jockey Hats, reasonable. S. Stouffer, Mount Morris, Ill.

G12 MINIATURE TRAIN, WHIP, PINTO Dry Boat, Airplane Ride. All A-1 condition. Very reasonable. Winter, 104-27 49th Ave., Corona, N. Y. Tel., DE 5-6054, or IL 7-3257. oc8

SALESMEN! CARNIVAL MEN! WAGON JOBBERS!

MEN'S WOMEN'S New Styles

BENRUS WALTHAM ELGIN GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

ASSORTMENT OF 10 for \$74.50

Choice Lot—Famous WATCHES, 6 for \$49

With Expansion Bands

Sell on sight at fabulous profits... They look BRAND NEW! Guaranteed like new! Send \$2.95 for sample and be convinced! Wholesale only. 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT

WEINMAN'S

182 S. Main St., Memphis, Tenn.

SALE OF ALL SALES UP TO 75%

ONE SAMPLE ORDER WILL CONVINCIVE YOU

\$7.50 Leather Billboards, boxed and tagged, \$10.00 per dozen; 24 pieces of Wallace Silver, boxed, \$250, \$29.95; Pearl & Rhinestone Set, \$140, \$3.95; Billfold, leather, \$6.00 per dozen; \$6.50 Alarm Clocks, \$1.00 each; long type Necklaces, \$3.75 per dozen; Jewel Watches, \$2.95 each; 3-piece Comb & Mirror Set, \$12.95—\$10.00 per dozen; \$6.95 3-piece Comb & Mirror Set, \$7.00 per dozen; Watch Chains, \$5.00 per dozen; \$11.75 Bulova Watch Bands, \$1.75 each; Ladies' Watch Band, \$1.50 each; Retractable Pens, \$1.75 per dozen; new waterproof 17-jewel Watch, steel case, \$8.90 each; new Elgin, rebuilt to look like \$100, each boxed and tagged, \$12.50 each; 50 factory-built Bulova, Gruen and Benrus, slightly used, guaranteed like new, \$8.50 each; Swiss made 17 and 21-jewel watches, \$5.50 each; Leather Bands, \$1.00 per dozen; English Sheffield Crown-Marked 9-Piece Steak Set, in velvet box, \$49.95—\$7.50 each; 8-piece Steak Set, stainless steel, \$1.25; 3-piece Carving Set, boxed and tagged \$7.95, \$9.00 each; man's new three Watch, 17 jewel, \$7.50 each; children's Hand Bag, \$3.00 per dozen; \$4.95 boxed Dolls, 96 each; Nylon Hair Brushes, \$6.00 per dozen. Money-back guarantee on all merchandise. Send check or 10% with order. C.O.D. We pay postage.

NATIONAL DISTRIBUTING CO.
Box 261, Ocean Drive, South Carolina

SAVE \$34 ON THIS SPECIAL DEAL...

BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES

10 Asst. with Yellow Exp. Band \$75

For men and women. New model cases and dials. Reconditioned and guaranteed like new.

Sample Watch, \$9.95
Sample Band, 95c

Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order).

Wholesale only. 25% with order, balance C.O.D.—5-day money-back guaranteed if not satisfied.

JOSEPH BROS.
S. E. Wabash Ave., Chicago 2, Ill.
"The Watch and Diamond House"

1000 PIECES OF SLUM ONLY \$6.75

NOVELTIES AT DEEP CUT PRICES

Child's Ident—Aluminum... Gr. 3.00
Adult Ident—Aluminum... Gr. 3.50
Eaton—R.W.B. & Bell... Gr. 15.75
Lash Whip—52 Inch... Gr. 15.40
Hawaiian leis... Gr. 1.40

25% deposit with order, bal. C.O.D. Send for FREE C-55 Carnival Catalog.

OPTICAN BROTHERS
SINCE 1909
300 W. NINTH ST., KANSAS CITY 6, MO.

Direct Source HAWAIIAN

TI PLANT LOG

Best Quality—Lowest Prices

ORCHIDS OF HAWAII, INC.
54 West 56th Street N. Y. C.
Tel.: JUDSON 6-8950

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd., South Bend 17, Indiana

BLEACHERS WOOD AND STEEL FOLDING
Chairs, Theater Chairs, Tables, Tents, Stadium Chairs, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

BUILD KIDDIE RIDES—TESTED PLANS;
Auto Airplane, Carrousel, 1100 Chair-plane, \$5 each; free 48 plan Circular, Brill, Box 875, Peoria, Ill.

ELI FERRIS WHEEL, KIDDIE FERRIS
Wheel, Kiddie Merry-Go-Round, Auto Ride, Kiddie Tub Ride, Mechanical Show, Concession Trailer, Carnival Equipment, Collins Rides, Kearney, Neb.

EVERLY FLY-O-PLANE RIDE—WITH OR
without transportation. Ten 1950 Dodgem cars; Girl Show built on 24 ft. Semi-trailer. Kiddie Hand Car Ride, King Amusement Co., Mt. Clemens, Mich. oc15

FILMS—\$5, 16MM., 35MM. WE TRADE,
buy and sell. Send for list. Bryant Supply Co., Emporia, Va. np

FOR SALE—PORTABLE SKATING RINK,
fully equipped; 70 pair Boot Skates; 100 pair Clampons; Anvils; good tent; 40x30, bargain \$3,000. George Worsham, Gallatinburg, Tenn. Phone 182J.

GIANT MOTORIZED CANNON, SHOOT
man over wheels. A-1 Condition. Will accept best offer. Gregg, 5039 West 132 St., Hawthorne, Calif.

INDIAN WAX HEAD—SITTING BULL'S
nephew, real hair, fine condition, rare specimen \$30. West's Curiosity Shop, 20 S. 2nd St., Philadelphia 5, Pa.

KID MAJOR RIDES, FOR SALE—SMITH &
Smith, Jeez Rides, 1000 W. 10th St., Train. Percell's Park, S. Williamsport, Pa.

LYNN CONCRESSION TRUCK, EXCELLENT
condition, Fluorescent lights, Aluminum Counters three sides. Presently a Candy Floss, Sno-Ball, Popcorn unit. Pictures available. Angelini, 13 Crestmont Ave., Trenton, N. J. Owen 5-5125

MANUFACTURER, REPAIR, TRADE ANY-
thing canvas. Any size, good or new tents. What do you have or want? Smith Tent, Auburn, N. Y. no12

NO. 5 ELI WHEEL, WOODEN SEATS, A
Frame, Steel Sill. All new cables, new engine, \$3800. 804 Jamaica Ave., Brooklyn, N. Y.

PORTABLE MAPLE FLOOR, 40x92, 1000.
200 Clamp Skates, \$1.75 pair. Complete public address system. Pat McGannon, Rt. 1, Tyler, Tex. Phone 44921.

RUSSIAN MOSKVITSCH AUTOMOBILE
From Russia. Entirely different show for a showman. Genuine. 1934 Buick, 1939 tent, 3 8x10 banners, painted; amplifying system, extra equipment, complete. Show all set to go, now. Joe Feiak, 510 E. 24 St., Minneapolis, Minn.

TRAINS—ALL SIZES, GAUGES, TYPES;
new, used, trade-ins. Photographs, details, \$1 bill (refundable), Miniature Trains, 33B Winthrop, Rehoboth, Mass. oc15

26 PASSENGER GMC BUS, NEW CHEVRO-
let. Block equipped for lunch and beverage. Waiting Penny Weight Scales route. Want Merry-Go-Round. Write Puckett, 311 7th. S. E. Rochester, Minn.

35 FT. ALUMINUM EXHIBIT TRAILER,
Long Range Shooting Gallery. Life size Bucking Horse. Smokey Wells, 1557 Rialto Ave., San Bernardino, Calif. oc8

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-
reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog. 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. oc1

BE A MAGICIAN! LARGE PROFESSIONAL
catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2, Ill. oc8

SUB MINIATURE RADIOPHONE FOR
mentalists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, Ohio oc1

VENTRILOQUIAL \$65 UP—PUNCH FIG-
ures, \$10. America's finest hand-carved wooden figures. Catalog 10¢. Spencer, 3240 Columbus, Minneapolis 7, Minn.

MISCELLANEOUS

COIN COLLECTOR'S MAGAZINE, LARGEST
published, 140 to 164 pages. Sample copy, 30¢. Numismatic Scrapbook Magazine, 7320 N. W. Milwaukee, Chicago 31, Ill.

SINGING LARIATS FOR CARNIVALS,
Rodeo, Side Shows and Circus. Write: H. Young, 6015 N. 5th St., Phila. 20, Pa. oc8

M. P. FILMS & ACCESSORIES

RCA PG201 16MM. MOVIE SOUND PRO-
jector, extra lamps, splicer reels, etc. Good condition. Sacrifice, \$125 cash. P. A. Pringle, Sagola, Mich.

16MM. SOUND FILMS—LOWEST RENTAL
rates in history; get our prices now. Rogers Films, Lombard, Ill. oc15

16MM. 5000 SOUND REELS, NEW LIST
Features, Westerns, War films. Excellent condition. Sell, rent. Roahon, 335 Fifth Ave., Pittsburgh 22, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS—DIRECT FROM IMPORTER;
save 50% and more; free trial. Lifetime guarantee. Trade accepted; free catalog. Write Accordion Outlet, Dept. 105 B, 2003 Chicago, Chicago 22, Ill. np

TEN MUSICAL BELLS, \$13; EIGHT BELLS
or Musical Skillets, \$8; Hand made Indian War Clubs or Shelltrays, \$1 up. C. Runyon, New Castle, Tex.

WURLITZER NICKEL PIANO, ORGAN,
Calliope, attachments. 33" wide, 52" long, 58" high. Can be played by hand. New pneumatics, rubber tubing. A 440 reconditioned. It really plays. \$450. Call or write: Ralph A. Kingsbury, 2526 N. 54 St., Wauwatosa 13, Wis. Piano Tuner-Technician.

PERSONAL

HAVE FUN, FOOL YOUR FRIENDS. WILL
send you 10 scenic N. Y. post cards and remain with N. Y. postmark for \$1. Letters remailed from N. Y., 25¢. Confidential. Personal Mailing Address, \$5 monthly. P. O. Box 95, Valley Stream, N. Y. oc1

JACKIE WITHERSPOON, WRITE BOX 301,
Essex Junction, Vt., love Dora.

L. D. HARRIS, EVERYTHING IS FINE
and hope to hear from you. Ruth.

LETTERS REMAILED, 25¢ EACH, STAMP
your letters, forwarding address, monthly rates. Elsie's Mail Service, 5375 N. 58th St., Milwaukee 16, Wis.

YOUR FUTURE REVEALED. SEND BIRTH-
date and 10¢ for trial reading. Grason's, 16-A Monkton, Md.

PHOTO SUPPLIES

DEVELOPING-PRINTING

DIRECT POSITIVE PHOTOGRAPHERS—
We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 North Cleveland Ave., Chicago 11, Ill. oc15

PHOTO BOOTH OUTFITS CHEAP—ALL
sizes; drop in and see them. Latest improvements, real bargain. PDQ Camera Co., 1161 North Cleveland Ave., Chicago 11, Ill. ch15

PRINTING

ALWAYS FASTEST SERVICE—QUALITY
Posters. Three colors, 14x22 Window Cards, \$8 hundred; larger, 17x25 size, \$12.50 hundred. Cards for all amusement occasions, many illustrated. Tribune Press, Dept. SO-55, Earl Park, Ind. oc29

GAGS! GAGS! GAGS! WRITE YOUR OWN
Newspaper Headline, 2 lines big, bold type on Front Page. Limit 21 letters or less each line. Each Headline, 3 copies, \$1. Blank headlines available. Max Wartell, 1628 Broadway, N. Y. 19

GUMMED BACK MOUNTS—ATTRACTIVE,
for 1 1/2x2, 2x3 1/2, 2 1/2x3 1/2, 3x4 and 3 1/2x4 pictures, per 100 \$1.25; per thousand \$8.50. International Sales Co., 414 B. E. Baltimore St., Baltimore Md. ch

100 8 1/2x11 LB. BOND LETTERHEADS,
100 6 1/2 Envelopes, \$2.50 prepaid. Other printing. Stanley Kooki Printing Co., 1506 Franklin, St. Louis 8, Mo. oc8

100 8 1/2x11 BOND LETTERHEADS, \$1; 6 1/2
Envelopes same price. 100 Business Cards, \$2.95 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. oc8

200 8 1/2x11 LETTERHEADS, 200 6 1/2
Envelopes, both for \$3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. oc22

1,000 EMBOSSED BUSINESS CARDS, \$2.95
postpaid. Maximum six lines, 2,000 Shipping Labels, \$3.75. John Peper, Box 832, Chattanooga, Tenn.

HELP WANTED

CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph,
no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are
charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

GIRL MUSICIANS—TOP BOOKINGS,
guaranteed steady try work, top salary. Please send photo. Musician, 1101 11th St., Port Huron, Mich.

MECHANIC FOR TRAVELING ARCADE—
Must understand all types of amusement machines. Salary? What you can deliver. Drunks and Flatlers not wanted. Write: Box C-292, c/o Billboard, Cincinnati 22, O. oc1

MUSICIANS WANTED—WHITE, BAND-
master-Arranger, hot Trumpet, Trombone, Clarinet, Tubas, Sax, Banjo, Drums, Piano or organized Orchestra or Band to play Dixie music. We offer a 52 week tour playing auditoriums and theaters. The Broadway Musical Minstrels, P. O. Box 1703, Detroit 31, Mich.

NEED MAN
of good character with some experience in magazine and business paper publishing promotion work. Our project is experimentation in a new kind of sales work. Traveling necessary. Can be highly lucrative with an excellent future for the right man.
BOX NO. C-298
c/o The Billboard, Cincinnati 22, Ohio

RINK ORGANIST—HAMMOND, EXPER-
lenced. Male or female; air conditioned rink. Steady work 52 weeks a year. Box C-296, c/o Billboard, Cincinnati 22, O.

TEAM FOR LEADS—MUST DOUBLE OR-
chestra and specialties. Long season. Circle stock. Lee Stewart, please contact. Don Null, c/o Roxie Players, 2015 W. 18th St., Sioux Falls, S. D. Phone 8-2511.

THE BROADWAY MUSICAL MINSTRELS,
P. O. Box 1703, Detroit 31, Michigan. We need Interlocutor, Black Face Comedians, Dancers, Singers, preferable Barberhop Quartet, or any talented person that can assume any of these roles, male or female for 52 weeks tour.

TRUMPET, DOUBLE VIOLIN PREFERRED.
Drummer double vibs preferred immediately. Society, Latin, Dixie Combo Shows. Locations, Orchestra Leader, Grooms Trailer Park, 1003 Ontario, Niles, Mich.

WANT MARIONETTE ACT—TO JOIN VA-
riety who have attempted it. As if compelled by transportation, only one town daily. If interested in salary contract, answer at once sending information, pictures, or brochures and salary desired. Reply to R. P. Crotscher, Box 84, Cherryvale, Kan.

WANTED—BARITONE, DOUBLING ALTO,
I own baritone. Search for winter, write: Ronnie Bartley, 1611 City National Bank Bldg., Omaha Neb.

SALESMEN WANTED

CALIFORNIA SWEET SMELLING BEADS—
Sensational sellers. Free particulars. Mission, 2238 BB, West Pico, Los Angeles, 6, Calif. oc8

OPPORTUNITY FOR MEN WHO CAN
move large quantities of merchandise. Exclusive designs and protected territories. In reply give experience, type of trade covered, territories and line you are handling. All replies held confidential. Box 821, The Billboard, Chicago, Ill. no5

\$300 FIRST WEEK OR MONEY BACK—
New Glo Ad Clock, unlike any in world. Electric Ad Clock Co., 616 Orleans, Chicago 10.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS,
\$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 130 West 83rd St., Los Angeles 3, Calif. oc1

WANTED TO BUY

WANTED—SMALL TENT SHOW, DOG AND
Pony preferred; January or February. Chamber of Commerce, Orlo Vista, Fla. P. O. Box 751.

WANTED—USED COIN SEPARATOR AND
used Coin Counter. Electric or hand operated. State condition and lowest price. Swatara Park, Middletown, Pa.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

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MISCELLANEOUS

HYPNOTIST—FOR STAGE PRIVATE
parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh1756

MUSICIANS

CONCERT CLARINET-SAX—DESIRES LO-
cation with orchestra, city or town band. Graduate with some experience as piano tuner-technician. Office experience. Typist. Full or part time in above or other work. Responsible, sober, good character. All offers appreciated and answered. Write Box C-289 c/o The Billboard, Cincinnati 22, O. oc8

DRUMMER, BARITONE, VOCALIST—PLAY
your style, experienced, age 27, neat, dependable. Tell me anywhere. Contact Jimmy Blake, c/o Erie 34 Club, Detroit Lakes, Minn. Phone 754. oc15

DUO AVAILABLE SEPTEMBER 26th FOR
location. Piano doubling organ, Drummer doubling vocals; work as duo, separate, or with combo. Well experienced, ages 27 and 30. Union, sober, dependable. Drummer's wife experienced. Write P. O. Box 32, Bronson, Mo. Phone 281-RI before 7:30 p.m. or 248 after 7:30 p.m. Ask for musician. oc1

HAMMOND ORGANISTS, OCT. 15, HOTEL,
lounge or club. Sweet styling, swing or classic. Aliter Delaney, 2512 Pleasant Ave., Minneapolis, Minn. oc8

ORGANIST, FEMALE, OWN HAMMOND
and Leslie speakers, double on piano; union; unlimited repertoire. Master's degree in music. Hotel, TV and radio experience; excellent wardrobe; will travel, have own transportation; prefer Southern hotel; present hotel job in 5th month. Box C-294 c/o The Billboard, Cincinnati 22, O. oc1

PIANO MAN AVAILABLE IMMEDIATELY,
will travel, neat, 21 years old, dependable. Oscar Carr, Rt. 2, Wilmer, Ala. Greenwood 7-1976.

PIANO MAN, COMBO OR TENOR BAND—
Read, fake, 18 yrs. experience. No pop. Do not sing. Location only. Vernon Korb, Fair Water, Wis.

PIANIST—DOUBLE RHYTHM OR LEAD
electric guitar, vocals. Read or fake, solo or small combos. On location preferred. Excellent wardrobe; will travel. Pleasantville, N. J. oc8

PIANO MAN AVAILABLE OCT. 15th FOR
small commercial unit. South only. Jimmy Moore, 512 S. Lawrence, Montgomery, Ala. Tel. 4-6533. oc1

TENOR AND CLARINET MAN—FOR MID-
west traveling orchestra. Contact Jess Gagg, 1612 N. Broadwell, Grand Island, Neb. oc15

TENOR SAXOPHONE, CLARINET, EXPER-
lenced Modern or Dixie, cut shows; prefer Florida or vicinity. Musician, 3463 Saint Augustine Rd., Jacksonville, Fla. oc8

WANTED IMMEDIATELY—GIRL TRUM-
pet, Sax, and Piano for traveling Combo. Road, fake. Contact: Lee Emscott, 62 Government St., Mobile, Ala. oc15

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE
jumping for parks, fairs, celebrations. Claude I. Shaffer 1041 S. Dennison, Indianapolis 21, Ind. oc15

CAPT. EARL McDONALD, THE HIGH DIV-
ing sensationist, demonstrates the stuff champions are made of. There is a hushed silence as second after second ticks off, waiting for the climax of this dangerous feat, which has wrecked and maimed the few who have attempted it. As if compelled by a great force, the crowd gazes, lingers intently, seemingly frozen to this lone figure, poised there high overhead. As they watch, his body sharply outlined in the sky by the red glow coming from the leaping flames from far below. Only a muffled cough or the sound of a sharply indrawn breath breaks the silence, while this Fox Movietone Feature and talent award winner is in the process of delivering a devastating load of thrill entertainment. The impact on nerves and emotions is terrific. Competitively priced, with large circus style posters for advertising. Capt. Earl McDonald, 456 Lamphier Pl., Warren, O. Tel. 4537 oc1

PAMAHASKA'S FAMOUS BIRD ACT—
Beautiful large white Cockatoos, Macaws; feature fire scene, battle. Presented by himself. 3504 N. Eighth St., Philadelphia 40, Pa.

VAUDEVILLE ARTISTS

FEMALE IMPERSONATION ACT—OPEN
for night club booking. Spanish dancing and exotic. Expensive wardrobe. Shots available. S. L. Burgess, 5 Dorino Place, Wyoming 15, O. oc15

VOCALISTS

AMBITIOUS, RELIABLE YOUNG MAN—
Seeks employment with good Western-Hillbilly or Pop band, as featured vocalist. Bass Fiddle, Rhythm Guitar or Comedian. Have lots of personality. Beautiful costumes. 9 years exp., with top notch bands. Doing live recordings, television, club work. Will send pictures and information. What can you offer a good man? Jimmy Franklin, 440 Antoinette, Detroit 2, Mich. oc1

ALL-WEATHER Plastic Pennants

Durable—Tough—Brilliant
48 assorted color—18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

A & A NOVELTY CO.
Cincinnati 36, Ohio

Pittsburg Master Painters Products

Formula with minimum impurities, outside ready mixed paint in oil, white, not a recipe.

Product: One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only; \$1.35 per gallon in ten-gallon lots or more. Less than 46-gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only; \$1.40 per gallon in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon.

Pittsburg Master Painters Products. Rubbed, concrete, porch and floor enamel. Battiship gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only; \$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon.

Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1" 2" and 3" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.15 per set. 25% deposit with order, balance C.O.D., F.O.B. Chicago.

COOK BROS. 916 S. Halsted Chicago, Ill.

LITTLE ATOM

World's Smallest Pistol

COMPLETE WITH RAMMAD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS

ACTUAL SIZE

Dealer's \$1200
Cost... \$1200

List... \$1.95 ea.

Actually shoots blanks with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, Write, wire or phone for quantity prices. Also write for '55 Catalog.

G & S Mfg. Co.
Dept. B-504-506 Deaderick NASHVILLE, TENNESSEE

HAWAIIAN "TI" PLANT LOG

Place the Log in Water and Watch the Green Leaves Grow.

PITCHMEN SOLD OVER 1,000,000 LAST YEAR!

Buy for 7¢, sell for 49¢ to 69¢ each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!

"T.I." logs grow—by themselves—into beautiful tropical plants. Flash, 15 plants \$17.50. Log—\$70.00 per 1,000. One-third deposit, balance C.O.D. Free sales aids. No spoilage. We ship fresh, perfect logs throughout U.S., Canada. Also other top pitch items. Write for full information.

SHERFY'S LTD
2126 BOYER SEATTLE, WASH.

Take the lines of least resistance with NAME BRANDS

THE HOUSE OF NAME BRANDS

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP.
145-B West 15th Street, New York 11, N. Y.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of

TOASTERS—Kitchen Utensils—ALUMINUMWARE—Iron—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glasses—ASSORTED NOVELTIES—Household Goods—Lamps.

72-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY
1116 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520
In Business in Chicago for 37 Years

SALESMEN WANTED

CALIFORNIA SWEET SMELLING BEADS—
Sensational sellers. Free particulars. Mission, 2238 BB, West Pico, Los Angeles, 6, Calif. oc8

OPPORTUNITY FOR MEN WHO CAN
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DRUMMER, BARITONE, VOCALIST—PLAY
your style, experienced, age 27, neat, dependable. Tell me anywhere. Contact Jimmy Blake, c/o Erie 34 Club, Detroit Lakes, Minn. Phone 754. oc15

DUO AVAILABLE SEPTEMBER 26th FOR
location. Piano doubling organ, Drummer doubling vocals; work as duo, separate, or with combo. Well experienced, ages 27 and 30. Union, sober, dependable. Drummer's wife experienced. Write P. O. Box 32, Bronson, Mo. Phone 281-RI before 7:30 p.m. or 248 after 7:30 p.m. Ask for musician. oc1

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Pool Game Demand Hikes; Mfrs. Gear for Big Output

CHICAGO, Sept. 24.—The trend to coin pool games seems to be well established, with five manufacturers here reporting increased production runs and one large supplier of parts for the games reporting a brisk business.

While some of the manufacturers are having difficulty securing cues,

snooker balls and other necessary parts, orders are on the upswing and production is geared to the increase in sales.

Brunswick-Balke-Collender, pool game parts suppliers, with sales headquarters in Chicago, is furnishing six manufacturers with billiard cloth, snooker balls, cues and billiard chalk.

Cites Windfall

Cal Weiskopf, divisional merchandise manager, said, "The coin-operated pool game trend has been a windfall to our business. The demand started two months ago and shows no sign of a let-up. We are in production around the clock."

Most of the firm's pool items are produced at its Muskegon, Mich., plant, while all sales are handled thru the Chicago office.

The snooker balls, Weiskopf

stated, are made of cast phenolic (plastic material) and are molded in a glass bulb. They are then put in an oven for a few days to harden.

Exhibit Supply plans to increase its pool game production 10 per cent in the next few weeks, according to Sam Lewis, president. Lewis said the firm is having little trouble filling orders because of its fast start in the pool game field.

Increases Shipments

Sam Stern, Williams Manufacturing Company vice-president, said the company is increasing its shipments of pool games, with a pick-up in demand for this type game in the past week. Stern said that suppliers are not making pool game parts in large enough quantities and termed the scramble for parts "a rat race."

(Continued on page 124)

Milwaukee Ops: \$\$ Up First 8 Months

MILWAUKEE, Sept. 24.—The first eight months of 1955 set a steady climb in coin machine collections and sales in the Milwaukee area, according to a survey made by The Billboard.

Operators and distributors in all three fields of the coin machine business—music, games and vending—reported this week that 1954 monthly marks had been topped from 5 to 30 per cent this year.

Operators reported that despite a record heat wave during the last two months, coin machine collections were affected only slightly and were still better than corresponding periods of '53 and '54. In addition, they said they were looking forward to one of the best fall seasons to ever hit this area.

Music Sets Pace

The biggest gains were reported in the juke box business, on both operator and distributor levels.

Distributors said that new equipment sales were from 15 to 30 per cent ahead of the corresponding period last year. Increases were credited to operator acceptance of new models and a general improvement in local business conditions.

Distributors expect the coming fall and winter months, especially with the introduction of new equipment by AMI and Seeburg and anticipated new models by Rock-Ola and Wurlitzer, to continue at the same improved pace.

Operators, while anticipating a boom season with the advent of cooler weather, are somewhat less enthusiastic about equipment buying. While admitting that their purchases have been larger this year, they seem agreed that their buying will slow down until they've had a chance to check all the new models.

In the games field, new equipment sales are barely holding their own, but used equipment sales are enjoying a healthy increase. Sam Hastings, head of Hastings Distributing Company, reported "a heavy demand for used late model games from all over the State." According to Hastings, one of the main reasons for the increase has resulted from operator diversification, which seems to be on the rise here.

He explained that operators who formerly specialized in music, or strictly game routes, are beginning to find it advisable to branch out and offer their customers "package" set-ups.

Operator credit ratings thruout Wisconsin appear unchanged, with approximately the same amount of paper outstanding as last year.

76 GROCERIES OPEN IN SEPT.

CHICAGO, Sept. 24.—For the third consecutive month, The Billboard presents a chart (elsewhere in this section) showing openings of new supermarkets across the nation as a special service to operators who are expanding their routes with these store locations.

Listed on the chart are the names and addresses of 76 supermarkets scheduled to open during September. Of the 76 reported, 9 are in New York, six in California, five each in Texas, North Dakota and Alabama. Of the total, 21 are being opened by the Piggly-Wiggly national chain.

Costs Hinder Op Progress In Washington

WASHINGTON, Sept. 24.—The coin machine business here is a buyers' market, with operators' net receipts cut by investment costs.

Gross receipts for the first eight months of this year were 15 per cent higher for Kwik Kafe, Washington vending machine operation, according to James Bowen, manager. Net receipts, however, were not as good per machine. To prevent net from shrinking further Bowen plans to diversify more and tighten controls—as well as seek better locations. Business is good due to personal solicitations and advertising.

Horace Biederman, owner of Biederman Amusements, juke box and amusement game operation, reports gross receipts improved for first eight months of the year over 1954. With costs rising fast, net is not so good as last year. To counteract the lower net Biederman will try some dime operations, but expects customer resistance. The operation now consists of 25 juke, 40 pinballs. New purchases, which compare with last year's, were

(Continued on page 130)

Flood Damage Big Set-Back For Conn. Ops

HARTFORD, Conn., Sept. 24.—Trade here has been on a steady trend for the past several years, with coin operators more concerned with gradual conversion of older equipment for new machines, rather than expansion of stops or increase in gross receipts.

"The biggest headache confronting the industry right now, which will probably extend thru the early part of 1956, is recovery from the flood waters that hit the Northern and Northwestern sections of the State," said Abe Fish, General Amusement Games Company, Hartford.

"If the floods hadn't come along I think that business would have continued steady, as it did in 1954 and the early part of this year. But the industry has been experiencing rising costs and stepped-up competition, and this has meant a reduction in amusement dollar spending."

Comment Typical

Fish's sentiment is typical of other Connecticut operators who are slowly providing their locations with newer games. Fish bought approximately 60 pieces thus far this year, approximately 20 per cent of his amusement game equipment, and will continue this process until all his locations have new games.

It is estimated that approximately one-third of Connecticut's 120 coin machine operators were hurt in the flood disaster. "Until we can help these men out, we can't even think of pushing our own business," contends Fish.

Lieberman Music To Host Bally Service Schools

CHICAGO, Sept. 24. — Bally Manufacturing Company will conduct operator service schools at the Lieberman Music Company's Minneapolis and Omaha headquarters early this month.

The Minneapolis school will be held October 4-5, with Harold Lieberman acting as host, and Bob Breither and Paul Calamari, Bally field engineers, conducting the school.

Breither and Calamari will also conduct the school at Omaha, October 11-12, where Jerry Harris will greet operators and servicemen.

Servicing tips and a complete breakdown of the mechanical and electrical features of the in-line pinball, Miami Beach, and the four Bally bowlers, ABC, Congress, Jumbo and King-Pin, are to be offered. Schools are held for operators and servicemen thruout the Minneapolis and Omaha areas.

Continental Has Extra Large 1c Coin Changer

CHICAGO, Sept. 24.—Development of a new model penny dispenser with a capacity of 4,000 pennies was announced by P. J. Jackson, owner of Continental Coin Devices, Inc., here.

Jackson said he brought out the new, larger 1-cent changer to meet demands of operators, whose vending machines capacities have been greatly increased.

The new model can be mounted in any automatic merchandiser where space is available. It is 4 inches wide, 7 inches long, and 27 inches high. Filled it weighs 40 pounds. The firm's other penny dispenser has a capacity of 350 1-cent pieces.

Jackson also announced he had moved to new quarters at 6748 Diversey Avenue, Chicago.

Capitol Shows Pan-O-Rama at Park-Sheraton

NEW YORK, Sept. 24.—Al Blendow, sales manager for Capitol Projectors, said that orders for 100 Pan-O-Rama motion picture viewers have been received, enough for about two months' production.

Capitol held a showing of the machine Tuesday thru Saturday (20-24) at the Board Room of the Park-Sheraton Hotel. Leo Willens, Sam Goldsmith and Blendow were on hand to greet operators.

Blendow said that pin-up subjects are available to operators at \$4.50 a subject in black and white and \$10 in color, while fights and comedies run \$2.50 a subject in black and white. Four subjects make up a show. Running time is from 60 to 90 seconds, depending on how fast the reel is set.

Blendow said that the Pan-O-Rama is the first coin-operated motion picture utilizing a direct screen.

2 Cig Operators Pool Routes for Efficiency

PORT CHESTER, N. Y., Sept. 24.—An unofficial merger of two of suburban New York's largest cigarette operators became a reality recently when the Cigarette Merchandising Service, Stamford, Conn., and the Modern Cigarette Service here combined their operations.

CMS, operating exclusively in Fairfield County, Connecticut, has an estimated 500 stops. MCS, operating exclusively in Westchester County, New York, has about 400 locations.

Ed Berest and James Cocoras will continue to head CMS. Sam Yolen remains as head of MCS. Headquarters for both firms will

be in the Port Chester offices and warehouse.

Efficient Servicing

Since the two territories involved are contiguous, and since the county line is an irregular one, it was felt that servicing could be performed more efficiently by disregarding the artificial barrier. In addition, moving the two operations to a central warehouse pares overhead for both firms.

Not involved in the unofficial merger is Yolen's Modern Tobacco Company, wholesale cigarette distribution firm. Despite the combined operation, the two firms maintain their separate identities.

Op Urges Mdse. Aid To Boost Candy \$\$

By BILL MASLOWE

CHICAGO, Sept. 24.—What can candy manufacturers do to improve their merchandising services to vending operators and thereby increase sales thru venders, a method of candy distribution constantly growing in importance?

This question, one of major importance to the operator, is one which operators have suggested three primary answers to in previous surveys: Candy manufacturers should place more emphasis on dime bars, direct part of their consumer advertising to the sale of bars thru venders and offer a better gross margin.

Most recently detailed answers were supplied by candy operator Herb Geiger, president of Geiger Automatic Sales, Milwaukee, in an exclusive interview which appears in the September issue of Vend, sister publication of The Billboard.

N. Y. Game Group Sets General Meet

NEW YORK, Sept. 24. — The Associated Amusement Machine Operators of New York holds a general membership meeting Thursday (29) at the Henry Hudson Hotel.

To be discussed will be ratification of a contract with the Coin Machine Employees' Union; the high cost of equipment and the annual dinner-dance, scheduled December 3 at the Waldorf-Astoria Hotel.

Geiger declared: Manufacturers should do away with premium offers entirely and try concentrating on establishing an over-all program treating jobbing and vending industries alike. "Manufacturers should slant part of their consumer advertising to the sale of bars thru venders, and offer a better gross margin."

In terms of merchandising help, candy bar makers have done little

(Continued on page 118)

Hamilton Token Vender Takes All Sizes, Shapes

NEW YORK, Sept. 24.—A token and change vender that can do about everything but direct passengers to the Times Square Shuttle has been developed by the Hamilton Scale Company, according to Howard Ailor, Hamilton executive and co-designer of the unit.

The machine can be made to vend tokens of any size, shape or thickness, at any amount up to \$2.50, and in any numbers. One unit, designed for the New York subway system, takes quarters and dispenses a 15-cent token and 10 cents change.

The machines will be leased or will sell from \$250 to \$1,000, depending on what job they are called upon to do. The simpler units will vend a token and give change.

However, some units will vend

any number of tokens up to \$2.10, and give the correct change. These units will take any combination of nickels, dimes or quarters.

The machine designed for the New York subway system is 8.5 inches by 8.5 inches by 26 inches. While the machines will be produced to order for transportation systems, Ailor said that the manufacture will still be a mass-production job.

He explained that while machines will be made for various type tokens and price combinations, most of the parts will be interchangeable, and assembly line work can be performed.

Ailor added that cabinets will be available in cold-rolled or stainless steel. An empty light will signal the unit is out of tokens.

Launch Op Showings Of Seeburg Models

CHICAGO, Sept. 24.—The J. P. Seeburg Corporation's new 100 and 200-selection phonograph models made their operator debuts last Saturday, Sunday and Monday, as Seeburg distributors throughout the country launched into their first week of formal showings.

According to distributors, the unveilings were the most successful ever held by their firms. They reported that operator enthusiasm and attendance hit new highs and were still climbing.

As expected, the bulk of the operator interest was centered around the new V-200 (The Billboard, September 17).

Nearly all of the distributors have already scheduled showings in additional cities throughout the next two weeks. Future showings have been skedded in distributor branch offices, hotels and even large operators' offices.

Following are on-the-spot reports of some of the showings held over the weekend:

Lynch-Zander Hold La., Miss. Showings

NEW ORLEANS—The Lynch & Zander Company, Seeburg distributors covering Louisiana and Southern Mississippi, launched the first of seven operator showings scheduled by the firm on Friday, September 16, in its main offices and showrooms.

According to J. H. Lynch and A. H. Lynch, partners, the new models pulled more operator enthusiasm and greater attendance than any previous Seeburg phonograph shown in the firm's history. Highlights of the showing was the 200-selection model, the partners reported, "Operators agree that the dual pricing arrangement will go a long way in speeding up the dime play move," they said.

Other showings, already under way or scheduled to get rolling next week, were in Jackson, Biloxi and Hattiesburg, Miss., and in Monroe, Alexandria and Baton Rouge, La.

Pull Record Crowd At Denver Unveiling

DENVER—Operator showings of the new Seeburg 100 and 200-selection phonographs got under way at the offices of the R. F. Jones Company here Sunday, pulling what has been estimated to be the largest crowd ever to attend a similar event in the firm's history.

Marshall R. Pack, head of the local office, said that operators from throughout Colorado and Wyoming thronged the showrooms and that enthusiasm was at a new high.

Because of the large territory covered by the Denver office, Pack said, additional showings have been scheduled. The first will begin tomorrow. (Continued on page 112)

Name 7 Outlets, Ship New TV-Juke Unit at Sentinel

EVANSTON, Ill., Sept. 24.—Sentinel Radio Corporation this week appointed seven distributors to handle its combination coin-operated television and juke box cabinet unit, "Select-O-Vision," and announced a new restyled model was being shipped.

At the same time, it was also reported that nine district managers and three regional managers had been named by the firm.

Shipments to the distributors are underway, according to Art Welch, sales promotion manager of the firm. Cragun Music, Ogden, and Coast Amusement, Portland, are already demonstrating the machines to music operators, he said.

Welch stated that the models being shipped were not the same models shown to music operators during the Music Operators of America convention in Chicago last March, but are new restyled units.

Unit Streamlined

He said that changes, which include a general streamlining effect

and new selector mechanism panel made to accommodate any multi-selection wall box, were incorporated in the model per operator requests during the showing.

"The new Select-O-Vision model was tested in the field for some time," Welch said, "with the result that not only did the television set bring in new dollars, but boosted juke box collections as well."

He explained that operators found that when the television was on a pay-as-you-see basis, customers were reluctant to pick television over juke box music except for special events such as major fights, football games. As a result, juke box collections began to climb.

Remote Equipment

The new Select-O-Vision unit is also equipped to be used with remote wall box equipment. Thus, Welch explained, operators have found that they can use as many wall boxes as they desire in a location, all hooked up with the

(Continued on page 129)

Dime Play Is Selling Job, Says Vermont Op

CHESTER, Vt., Sept. 24.—A music operator here has the answer to 10-cent play, and it must be the right one, for all of his 45-r.p.m. machines are now completely on dime play. "It's a selling job all around," according to Bill Arrison, veteran Vermont operator. "First you must sell yourself, then you have to sell the locations, and third, it is important that you educate the help at the locations."

Arrison pointed out that the brunt of the protests on all levels of rising prices has been borne by the employees. He has made a special point, after convincing the store owner of the merits of dime play, to take time out and talk with the help. It has paid off, as his record shows. Arrison feels that a location that isn't any good at a nickel won't be any good at a dime and figures the only thing to do in such a case is to forget it.

He figures he can earn \$2 dur-

ing peak hours, whereas with a nickel, the best he could do was 90 cents. He also thinks operators should not be afraid to put in extended play records. Arrison says he has boosted his business considerably by this method, since many of the more mature patrons like to play the older records.

OK for Kids

Refuting the argument that teen-agers won't go for a 10-cent play, he points out that the kids used to pay 35 cents for their records and now they ante up 89 cents to a dollar. He thinks there is less mark-up in dime play and that the kids won't object if the operator sticks to his guns.

"You're going to get plenty of opposition for the first week dime play goes in," said Arrison. "But if you stay with it, you'll find the opposition will disappear within a couple of weeks."

PHONO HISTORY IN NEWSWEEK

CHICAGO, Sept. 24.—An article sketching the history of the automatic phonograph, its trials and triumphs from the days of inventor Thomas Alva Edison to today's multi-million dollar industry, highlighted the Arts section of Newsweek magazine last week.

The article summarized Roland Gelatt's new book, "The Fabulous Phonograph." It stressed the early years of the phonograph business, when awed crowds listened via ear tubes to the boom of John Philip Sousa's Marine Band playing "Semper Fidelis," or to John Y. Atlee whistling "The Mocking Bird."

Roland Gelatt is New York editor of High Fidelity magazine.

Neb. Ops Talk Dime Play, PR At Sept. Meet

GRAND ISLAND, Neb., Sept. 24.—Dime play and a proposed State-wide public relations program highlighted business meetings of the two-day quarterly meeting of the Nebraska Automatic Phonograph Operators' Association, Inc., held at the Yancey Hotel.

The meeting, hailed a "huge success" by secretary-treasurer Howard N. Ellis, was attended by 38 operators and servicemen, excluding a large showing of wives.

It was disclosed at the meeting that altho over 90 per cent of locations in Omaha have so far switched to a dime, there are a large number of operators in outlying areas which have not yet converted. In nearly 100 per cent of the locations where conversions (Continued on page 115)

78 RPM Disks Still Big \$, Say Disk Mfrs.

OAKLAND, Calif., Sept. 24.—"Any and all talk regarding record manufacturers discontinuing their 78 r.p.m. disk production is completely in error," said George A. Miller, president and general business manager of the Music Operators of America, in answer to letters and wires received from operators.

Miller said that MOA had contacted all major recording companies and not one said they planned to discontinue their 78 r.p.m. production. In fact, the (Continued on page 115)

Coven Adds To Juke Box Speaker Line

CHICAGO, Sept. 24.—Coven Music Corporation announced this week that it was beginning production on a new ceiling and corner speaker, designed similarly to its wall speaker already on the market.

According to Ben Coven, head of the firm, the eight-inch ceiling speaker will list at under \$9, while the corner speaker, to be equipped with a completely enclosed baffle, will list at under \$15.

The speakers are to be available in seven standard colors: Red, grey, black, green, white, coco and beige. Other colors will be available at a slight additional charge.

The new speakers will be available with optional individual volume controls.

AMI Distribs Gear For Op Showings

GRAND RAPIDS, Mich., Sept. 24.—The new AMI Model G phonograph lines will go on display beginning tomorrow (25), launching what is expected to be a full two-week operator showings schedule.

According to officials at the AMI plant, all distributors have been supplied with a complete line of equipment, including models of all three phonographs—40, 80 and 120-selections—as well as samples of all eight available colors.

While the majority of the distributors have skedded their showings to begin tomorrow, some have announced that they plan to wait until Monday or Tuesday, and a few have indicated that they will show the new models during the week of October 2.

Showing Underway

Some of the firms to get showings underway tomorrow are Automatic Phonograph Distributing Company, Chicago; Sheldon Sales, Inc., Syracuse, and Buffalo; Southern Automatic Music Company, Cincinnati, Indianapolis and Louisville; State Music Distributors, Dallas; Miller-Newmark Distributing Company, Detroit; R. Warnke Company, Houston and San Antonio; Southern Amusement Company, Memphis; Wallace Distributing Company, Mineral Wells, Tex., and Dixie Coin Machine Company, New Orleans.

Distributors scheduled to begin showings Monday are Central Dis-

tributors, St. Louis, and the Badger Sales Company, Los Angeles. Paster Distributing Company, Milwaukee, will hold its showing October 2-3, and Lieberman Music Company, Omaha, will begin October 10.

Bow Hi-Fi Unit At AMI Plant For Home Mkt.

GRAND RAPIDS, Mich., Sept. 24.—AMI, Inc., a major juke box manufacturer, is reported to be preparing to enter the home high-fidelity market.

During a distributors meeting at the factory here last week, the firm reportedly unveiled a complete line of home market high-fidelity equipment. Units ranged from floor consoles, complete with record mechanism, record storage space and speakers to table models with separate record mechanisms and speakers.

All of the units feature AMI's multi-horn high-fidelity sound system, the same used in its automatic phonographs.

Plans for distribution were not disclosed.

GRANDDADDY CHARM

1896 Collection Tops 1955 Takes

By SAM ABBOTT

SAN JACINTO, Calif., Sept. 24.—A profitable coin-operated music route without a single juke box is headed by Fred and Charles Ferrett, who, in the rear of their local Pioneer TX & Music store, have in working condition a collection of antique music machines dating back to 1896.

And the equipment has been placed on location from the Pacific shoreline to Las Vegas and never without good returns.

Recently, the Ferretts set up a display of three old-timers at the Farmers Fair of Riverside County in nearby Hemet to test mass appeal. The take from the fair was about \$75 for four days, despite mechanical troubles.

50-50 Split

However, in some respects the antique operation is as modern as a multi-selection juke box route. The machines are set for straight dime play and the usual commission is 50-50 with location owners.

At the Farmers Fair, the brothers displayed their equipment in a regular concession type tent on the fair's main promenade. Displayed were a Mills Violano Virtuoso, a J. P. Seeburg electric upright, and a National Piano, with eight selections.

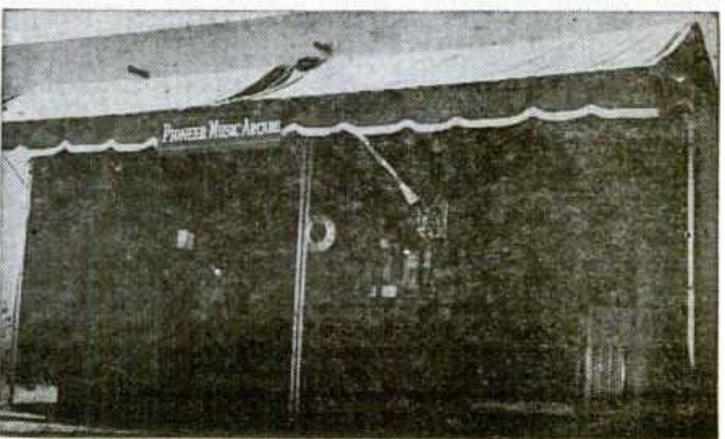
Fred Ferrett points out that the Mills Virtuoso was once designated by the U. S. Government as one of the "Eight Greatest Inventions," compared with the steam turbine principle of power transmission, modern system of light generation and distribution, and the Cyrus McCormick harvesting equipment. Henry K. Sandell, of Sweden, is credited with the invention of the machine in 1878.

Programming

The Virtuoso at the fair was well programmed despite its antiquity. A 10-piece dance roll included such tunes as "Because of You," "Yearning" and "I Ain't Got Nobody."

The Seeburg upright dates back to the early 1920's. Xylophone blocks, placed vertically across the front of the instrument, are shown thru a glass front which replaced the wooden section where ordinarily sheet music would be placed.

The National Piano also dates back to the early 20's, with the latest music rolls available for the machine issued in 1935. For a dime, customers have their choice of eight tunes, which include such well known ditties as "Rancho Grande," "Coofus," "Springtime in (Continued on page 115)



Gangway for the





You'll see it soon . . . with its galaxy of great new features that will gain a new goal for you—more play from more people in more places. Soon you'll be saying "Gangway for the 'G' " as you roll these new AMI-Fidelity boxes into locations that now have old-fashioned loud speaker music . . . locations that have been waiting for true high fidelity.

**WHAT'S NEW IN THE "G"? GLANCE AT THESE—
A Mere Sampling Of The Features That
Make The "G" Great**

- NEW "Wide-Screen" High Frequency Horn
- NEW Bi-Color cabinets
- NEW compact profile
- NEW wider, lower grille
- NEW metalized backdrop and side trims
- NEW treatment of turntable covering
- NEW improved identification of selections
- NEW interior trim

—and, of course . . . Genuine High Fidelity, achieved by AMI's Multi-Horns.

You know...your locations know...
the public knows—
THERE'S NO HI-FI LIKE AMI-FI!



AMI Incorporated

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

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1. England—building the BAL-AMI Juke Box

● LAUNCH OP SHOWINGS OF NEW SEEBURG LINE.

200 Selection model lists at \$1,195; restyled 100 sports \$1,095 price tag. This year's preview showing to run from three to five days. (Page 76, The Billboard, September 24.)

● MOA TO AIR WEEKLY SHOW ON ABC.

Music Operators of America will present its own weekly radio show, "National Juke Box" over ABC starting October 15 from 9:35 to 10 p.m. Featured will be top regional juke box disks of the week. (Page 11, The Billboard, September 24.)

● JUKE BOX BUSINESS ON MARK FOR HOT COMPETITIVE RACE.

Entire juke box industry—manufacturers, distributors and operators—faces what is shaping up to be the hottest competitive race the industry has ever known, a race in which the entire record business shares a sizable stake. (Page 1, The Billboard, September 24.)

● ECONOMIC INDICATIONS POINT TO YEARS OF PROSPERITY.

Officials of associations believe vending industry should show a continuous steady increase as full employment prevails. (Pages 70 and 71, The Billboard, September 24.)

● VENDING OPERATORS ANTICIPATE BIG FALL BOOM.

Across the nation, automatic merchandising operators expect best fall in history. Basis of optimism was placement of more venders in established and new outlets this year, and national employment at all-time peak. (Pages 70 and 71, The Billboard, September 24.)

● CHICAGO MFRS., DISTRIBUTOR SALES UP FOR '55. OUTLOOK BRIGHT.

A substantial increase over 1954 in sales on amusement games this year was reported by Chicago coin machine manufacturers and distributors. Current move to low-priced coin pool games. (Page 71, The Billboard, September 24.)

LAUNCH SEEBURG SHOWING

• Continued from page 109

morrow (25) at the Hilton Hotel in Albuquerque, N. M., and the second on October 2, in Billings, Mont.

Special guests at the unveiling here were Jack Cross, field engineer of Seeburg, who assisted the Jones staff explain the new features in both models, and Ralph Sheffield and Steve Kordek, of the Genco Manufacturing Company.

Jones' staffers assisting Pack greet operators were Ralph Perin, Les Shoemaker, John Santomaso, Wayne Waggoner and Dick Marshall.

Enthusiasm Soars At Steibel Showing

LOUISVILLE—Operators, servicemen and guests jammed the offices and showrooms of the S. L. Steibel Company here last Sunday and Monday for the unveiling of the new Seeburg phonograph line.

Walter Waldman, president, said that attendance reached a new all-time high. He added that operator enthusiasm over the 200-selection machine was overwhelming.

Among the operators who attended the two-day event were C. W. Butler, Mr. and Mrs. Phil Branson, Robert Williams, J. M. Morre, Bernard Berman, Raymond Freeman, William Hunley, Raymond Pace, Mr. and Mrs. Leotha Robinson, Frank Miller, Robert Clayton, Lucian Miller, Orthnal Cadel, Mr. and Mrs. Melvin Zurschmiede, Mrs. Ann O'Koon, William Fitz and Lewis Bogie.

J. B. Whittaker, Gilbert Jones, R. R. Richardson, Minor Burks, Ralph Bube, William Richardson, Wolf Berman, Flournoy English, Robert Berman, W. P. Walters, Bill House and Joe Snyder.

In addition to the operators, 43 servicemen were present.

Staff members hosting the event were Walter Waldman, Paul Ritter, Leonard Dearmond, Clarence McNeil, Bernard Carrico, Clarence Dearmond and Dick Phillips.

Okla. Ops Throng Dickson Showing

OKLAHOMA CITY — Approximately 125 music operators and their guests, representing three States, thronged the Civic Room of the Biltmore Hotel here Sunday (18) for Dickson Distributing Company's showing of the new Seeburg phonograph models.

Boyd C. Dickson, president of the firm, said that operator enthusiasm for the new models hit a new high and that the showing represented the largest ever held by Dickson Distributing.

Guest speaker for the event was Bill Hill, of the Miller-Jackson Company, local distributor of Columbia records. Hill talked to operators about the EP record situation, its progress to date, its future in the record industry.

In addition to Oklahoma operators, guests from Texas and Arkansas also dropped in for the unveiling. Among the out-of-State operators were Rudy Kimbell and Haskell Dill, of Amarillo, Tex.; Mr. and Mrs. Vernon Moore, of Pampa, Tex.; H. J. White, of Fort Smith, Ark.; Gene Meese, of Rogers, Ark., and Jack Williams, of Fayetteville, Ark.

300 Texans Attend San Antonio Show

SAN ANTONIO — Nearly 300 Texas music operators and their guests flocked to S. H. Lynch & Company's showing of the new Seeburg 100 and 200-selection phonographs here Sunday.

B. J. Nicol, manager of the San Antonio office, also announced that additional showings would be held in El Paso and in Corpus Christi.

On hand to greet guests were Nicol, A. C. Schwartz, assistant manager; Bill Carr and Louis Fountain, service engineers; Bill Beatty and Miss Dora Garcia.

Operator reaction to the new models was reported to be the best ever received at a showing by the firm.

300 Ops Attend Boston Showing

BOSTON, Sept. 24.—An enthusiastic reception was given the first showing in the East of the new Seeburg 200-selection coin-operated phonograph by operators as Trimount Automatic Sales Corporation began its four-day open house here Tuesday (20) at the plant on Waltham Street. About 300 operators attended.

Host at the buffet luncheon was President Dave Bond, assisted by sales chief Irwin Margold, credit manager Ralph English and David Risken from the sales force. Risken was on his way to Manchester, N. H., where Trimount is holding a dinner meeting at the Curtis Hotel for operators in the Northern territory. A similar meeting was held Wednesday (21) at the Crown Hotel, Providence, and one is slated for Tuesday (27) at the Ivy House, West Springfield. Irwin Margold will be in charge of these showings.

Among viewers were Dave Baker, president of the Massachusetts Music Operators' Association; Jerry Flatto, Boston Record Distributors; Arthur Sturgis, Automatic Music, Jamaica Plain; Ralph Lackey, Karel Music, Roxbury; Charles Ford, Boston; V. J. Wolakowski, Medford; Bob Rome, Automatic Music Service, Boston; Lou Margerer, National Venders, Inc., Boston, and Kenny Chiorse, K&H Music, Brockton.

Also, Al Dolins, Pioneer Music, Hyannis, and his wife; Stephen Piclock, Worcester; Martin Oliver, Portland, Me.; Bill Spiller, Massachusetts Vending, Boston, and Bill Arrison, Chester, Vt.

W. B. Music Hosts Ops in 3 Cities

KANSAS CITY, Mo.—The W. B. Music Company's staff this week hosted music operators in three cities for formal showings of the new Seeburg line.

Showings were held at the firm's offices and showrooms on Monday and Tuesday, at the Allis Hotel in Wichita, Kan., on Wednesday, and at the Colonial Hotel in Springfield, Mo., on Thursday.

Over 100 operators and their guests attended the two-day showing here. On hand to assist W. B. staffers were Tom Herrick and Reed Whitney, of Seeburg, Chicago, and William Betz, of W. B. Distributors, St. Louis.

Over 650 at L. A. Seeburg Unveiling

LOS ANGELES—Over 650 music operators and their guests attended opening day (19) festivities at the showing of the new Seeburg phonograph models at Minthorne Music Company.

Hank Tronick, general manager of the firm, reported both attendance and enthusiasm of operators was far beyond expectations, and the sales response thus far had been most gratifying.

The company displayed both the V-200 and the 100-J, music operators were most enthusiastic over the new 200-selection machine. By far, the most important feature of the new machine, according to operator reaction, was the provision for extended-play records and a non-changeable 10-cent coin mechanism.

Present at the showing were Jean and Dolores Minthorne, president and vice-president of the firm; Dan Donahue, regional representative for the J. P. Seeburg Company; Jack LaRue, Seeburg sales engineer; general manager Hank Tronick and executive staffers Ed Wisler, Wayne Davis, George Mahlum, Nick Lanzisero and Robert Weber.

Many recording stars attended the opening day showing, among them Art Mooney, Tony Travis, the Mulchays, Jim Brown, the Penguins and the Colts. Open house was held thruout the week.

Tronick reported similar reaction to the showing of the new models

at the Minthorne Music Company showrooms in Phoenix, Ariz., September 18. Approximately 200 operators attended there, with Col. John Reese, sales manager for Minthorne, helming the event.

Bow Seeburg Line To 600 in Frisco

SAN FRANCISCO—Music operators, their servicemen and some of their better location owners, approximately 600 in all, turned out for the unveiling of the new Seeburg 100 and 200-selection phonographs at the main offices and showrooms of the R. F. Jones Company here Sunday (18).

At times the crowds were so large that Jones' staffers had to request visitors to eat and view the new models in shifts. Reaction to the new V-200 exceeded anything ever shown by the firm to date, officials said.

A second and third showing have been scheduled by the San Francisco staffers in Fresno, in Reno, Nev., and in Sacramento during the next three weeks. The Fresno open house will be held at the Hacienda beginning September 26, the Sacramento showing will be held at the Capitol Inn the week of October 3, and at the Mapes Hotel in Reno during the week of October 10.

Hosts for the event here this week were C. N. McMurdie, John A. Ruggiero, K. R. Moynihan, C. R. Klein, F. C. Robertson, W. K. Laurie, C. J. Lawson, M. G. Banta, Norm West, Ray Sargis and Jack Heaston. Seeburg representative on hand to assist the Jones' personnel was D. J. Donohue, district manager. Mrs. Henrietta Godinez and Mrs. Doris Kibzoff acted as hostesses.

Atlas Hosts Crowd Near 1,000 in Chi

CHICAGO—The largest crowd ever drawn to a new phonograph unveiling at Atlas Music Company was chalking up here this week as the firm hosted nearly 1,000 guests, of which approximately 300 were operator-owners, during its five-day open house.

Before the close of the Seeburg V-200 and 100-J showing yesterday, operators from every part of the State, some 30 odd cities, and from sections of Indiana and Wisconsin had signed the guest register.

Owners Eddie and Morrie Ginsberg reported that enthusiasm and acceptance of the new models also has surpassed past records.

The V-200, the center of attraction, was displayed in three different rooms—several models were available for mechanical inspection in the service department, another in a special showroom set aside for highlighting the "Format Memory Unit," and still another was placed in the main showroom, simulating actual location installment.

100 View Seeburg In Salt Lake City

SALT LAKE CITY—Over 100 enthusiastic operators and their guests converged on the R. F. Jones Company's offices here this week for the unveiling of the new Seeburg phonograph line.

From all reports, the showing was one of the most successful in the firm's history. Operator enthusiasm was recorded at an all-time high, especially for the 200-selection model.

Hosts at the event included F. A. Thompson, Bryant Feveryer, Bruce Craig, Vern Johnson, Dorothy Leonard and Florence McCormick.

Additional showings scheduled by the Salt Lake office will be held in Boise, Idaho, and Billings, Mont., within the next 10 days.

Omaha, Des Moines Showings by Atlas

DES MOINES—Operator showings of the new Seeburg line in two cities this week kept Atlas Music Company personnel burning

IF YOU MISSED READING THE SEPTEMBER 24 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

A CONTINUING STORY OF



Leadership in Action

the midnight oil. Both showings were rated as the most successful in the firm's history.

The first event was held in Omaha Monday and Tuesday. Nearly 70 operators were drawn to the Hill Hotel for the formal unveilings. Operator reaction was "sensational," declared Phil Moss, head of the Des Moines office.

The Des Moines showing got underway here Thursday and wound up today. Approximately 100 operators attended.

Special guests at the Des Moines showing were Peggy King, Columbia recording artist, and disk jockey Don Bell, KRNT-TV.

160 Ops Attend Seattle Unveiling

SEATTLE—Music operators in the Seattle area had their first opportunity to see the new Seeburg 100 and 200-selection phonographs Sunday (18) at the office and showrooms of the R. F. Jones Company.

Approximately 160 attended, hosted by Mr. and Mrs. R. F. Jones, Pres Struve, branch manager; Robert Benjamin, Less Bradford, Sherman Arps and Jim Lowe.

Pull Record Crowd At Nashville Fete

NASHVILLE—The S. L. Stiebel Company pulled the wraps from the new Seeburg phonographs here Sunday and Monday before the largest crowd of operators and servicemen ever hosted by the firm.

Greeting operators were branch Manager George Happell, Calvin Everhart and Clarence McGowan. Happell declared that operator reaction to the new models was "terrific." He said that sales made during the showing solidly supported this opinion.

Among the operators attending the two-day event were Fred Cofer, Hoyt Clark, Jimmy Pearson, Ridley Parkerson, Leroy Goodall, R. M. Proctor, R. M. Proctor, Jr., Bob Hayes, Hershell Revlett, Allen Northern, Frank Swarz, Condon Graham, Joe Bunch, E. H. Griggs, Mr. and Mrs. William Farmer, J. H. Jarrell and Floyd Womack.

Dale Logan, Tracy Gargis, Dwain Pererman, Bob Stier, King Turner, Nathan Wall, J. S. Sturkie, Ray Whitworth, J. M. Cartwright, Tommy Tomlinson, N. M. Burns, Sonny Sanderson, Jimmy Henson, Finner Carver, Al Evetts, Harry Manning, William Cowgill, Ernest Tucker, Mrs. Anella Bradley, Frank Walker, Nolin Hayes, Gene Hill and Austin Jones.

Reed Whitney, district manager of Seeburg, was on hand to assist the Stiebel staffers greet guests.

Memphis Distrib Bows New Seeburg

MEMPHIS—The unveiling of the new Seeburg line got underway here Sunday (18) with one of the largest operator crowds ever drawn to a new phonograph showing by the Sammons-Pemington Company.

Firm officials stated that operator reaction to the new 200-selection machine was better than ever. Operators paid special attention to the new dual pricing system and the "Format Memory Unit," they reported.

On hand to greet operators and their guests were George Sammons, president; Cotton Pennington, Lee Sammons and Anna Jeanne Stevens Gunnar Gabrielson, Seeburg district manager, was on hand during one day of the showing.

Wis., Mich. Ops Pack Milw. Outlet

MILWAUKEE—The most successful new model showing ever held by the S. L. London Music

Company was staged here this week as the firm introduced the new Seeburg 100 and 200-selection machines.

A steady flow of operators from all over Wisconsin and Upper Michigan poured into the offices and showrooms. According to Sam London, head of the firm, the number of coinmen attending the showing this week far exceeded the marks set at previous unveilings.

Operator reaction to the new models was gratifying, London said. He added that attention centered mainly around the V-200 model, with operators talking about its expected aid in going to dime play.

On hand to greet operators and guests Sunday, September 18, were Sam London, Perry London, Nate Victor, Connie McCrae, Robert Dunlap, Seeburg district manager, and Freeman Woodhull, factory service engineer.

250 Rochester Ops Jam Sheraton Hotel

ROCHESTER, N. Y.—Approximately 25 music operators and their guests filled the Victorian Room of the Sheraton Hotel here last Sunday for the Davis Distributing Corporation's unveiling of the new Seeburg 100-J and V-200.

Special guests on hand at the event included Alan Dale, Coral records artist; local disk jockey Robert E. Moulder, and Seeburg factory engineer Theodore Rogalski.

Among the operators and guests attending were Mr. and Mrs. Charles Winters, Mr. and Mrs. Jack Golas, Dave Solomon, Carl S. Schact, Herbert Robinson, James Saggis, Jack Driscoll, Charles Houper, Paul Lauther, Ange Diponzio, Mr. and Mrs. Fred Cilano, Mr. and Mrs. William Panter, Eddy Meath and Art Cook.

Jack Decker, Mr. and Mrs. Ray Argyros, Mr. and Mrs. Art Green, Carl Bapp, Sam Frank, Harry Betteridge, Louis Ferrara, Bruce Daley, Ralph Denby, Bob Baxter, Don Trumbull, Mr. and Mrs. Don Sullivan, Frank Alaimo, Mr. and Mrs. Angelo Panepinto, Mr. and Mrs. Epstein, Carl Piccareto, John Jeworski and Mr. and Mrs. Lindy Nardone.

Hosts for the event were Steve Ssvarek, Fred Tiraccine and Larry Gordon.

150 Attend Oregon Seeburg Showing

PORTLAND, Ore.—Dean McMurdie, manager here for the Portland branch of the R. F. Jones Company, said the firm's showing of the new Seeburg line drew some 150 persons.

McMurdie said operator response was very enthusiastic.

Among those from out of town signing the guest book were: Doritha Hansen and Numa Arnold, Sunset Amusement Company, Salem; John Shearman and Harold Rouse, Johnny's Amusement Company, Tillamook; Cliff Walker and Bob Dorfer, Yaquina Amusement Company, Newport; C. C. Matheny, Bend; Earl Hewitt, Bay Amusement Company, Coos Bay.

Nels Cheney, George Durrang and Earl Busch, Sunset Automatic Music Company, Coos Bay; Jack Burton, Burton & Biller, Elgin; Glendon Dotson, Eugene; B. A. Gann, Eugene; R. R. Schroth, Hermiston; Lewis Romer, Lowell; W. L. Marrs, Redmond; W. C. Smith, Smith Vending Company, Prineville; Glenn Lewis and his crew of servicemen, and Mrs. Fred Davis, of Ferguson Enterprises, Salem.

Portlanders included: Mr. and Mrs. Willie Eichmeyer, Alert Coin Machine Company; John Griebel and Ben Barnica, B & J Amusement Company; LeRoy Conner; Bob Maloy; Mr. and Mrs. Bob Fitzpatrick; Don Eby, Melody Amusements, Inc.; Milt Halperin, Pacific Music Company; Mr. and Mrs. Roy Gatto, Softone Music Service; Phyllis Fredrickson, Harold Thurber Company.

J. W. Welch and Harry Quinn, J. W. Welch Music Company; William Campbell and Bob Earl, Ace Amusement Company; Mr. and Mrs. Wes Woolley and Fred Eberly, Columbia Amusement Company; Bud Albersson, Percy Drake Company; Rollin L. Freeman,

Freeman Music Company; Don Main, General Amusement Company, and Tom O'Toole, Interstate Music Company.

Hosts for the showing were C. McMurdie, assistant manager Merle Jourdahl, John Detwiler, maintenance manager.

Record Crowd View Seeburg in Toledo

TOLEDO—Music Systems, Inc., unveiled the new Seeburg phonograph line at its showrooms here Sunday (8) to one of the largest operator crowds ever to attend a new model showing held by the firm.

Operator reaction to the new 200-selection model was very enthusiastic.

Hosts for the event were Keith Healey, office manager, and Frank Martin, sales manager.

Conn. Ops Swamp Atlantic in Hartford

HARTFORD, Conn., Sept. 24.—Music operators from all parts of Connecticut gathered at the Hartford office of the Atlantic-New York Corporation Tuesday (20) to view the new Seeburg V-200 and the new Seeburg 100-play boxes.

They were greeted by Mac Perl-

man and his staff of Al Stelaccio, Larry Fentiman, Antonio Musolino, Dick Fentinan, Sal Speno and Kay Wagner. Guests included Meyer C. Parkoff, president of the Atlantic New York Corporation; D. Broderick, Columbia Records; R. Colucci, the Record Shop, and Gene Goldberg, Leslie Distributors.

Operators included Isadore Resnick, Resnick Music Company; James Tolisano, Superior Music Company; Joseph Daniels, George Rode, Rode Music Company; Abe Fish, General Amusement Company; Henry Kozolowsky, Hank's Music Center, and Duke Moore, World Manufacturing Company.

Also, John Angelico, A. C. Music Company; P. J. Montano, Acme Music Company; Lyeius Montano, State Amusement Company; Joe Freidman, Crystal Amusement Company; Nick Maniero, Crystal Amusement Company; Ben Nemerow, James V. Fitzpatrick and John Colucci, Mattatuck Amusement Company, and Martin Rosa, Byron Athenian, Frank Marks, Alex Krampovitz, Louis Northrup, Jay Wells and Anthony Wilkas, Wilkas Music Company.

Other operators were Lewis J. Beilman, Charles Ezzo, Glenn Klopfenstein, Dominick Fulco, J. J. Lambert, James Choti, Ben Gordon, Max Putterman, James O'Connor, Charles D'Alesandro, Bevo Oro-

frio, A. J. Gaffney and I. Mackler. Operators spent the day at the Hartford showing viewing the new boxes and enjoying libations supplied by the management.

N. Y. Op Showings Draw 200 Coinmen

NEW YORK, Sept. 24.—Nearly 200 juke box operators and industry officials attended open houses Wednesday and Thursday (21 and 22) at the new headquarters of the Atlantic New York Corporation. Displayed for the first time in this area were the new Seeburg V-200 and the new Seeburg 100-play box.

Meyer Parkoff, Harry Rosen and Murray Kaye greeted the operators (Continued on page 115)

ROCK-OLA MODEL 1448 Worth More When You Buy It Worth More When You Trade It

THE MARKET PLACE for the COIN MACHINE INDUSTRY. ADVERTISING RATES. REGULAR CLASSIFIED ADS. DISPLAY CLASSIFIED ADS. IMPORTANT INFORMATION.

Business Opportunities. COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector, write for prices and full story.

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV.

Help Wanted. WANTED—BINGO AND SHUFFLE MACHINES, good pay and good working conditions. Persons must be sober and furnish references.

Parts, Supplies & Services. COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc.

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Needco Sales Co., 2124 Market St., Philadelphia 3, Pa.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$3 up. Established over 28 years.

CIGARETTE MACHINES—DU GRENIER, 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak E, 6 col., \$45; 8 and 9 col., \$55.

COMPLETE ARCADE FOR SALE—INCLUDING five Philadelphia Skee Balls. Sell whole or part or will trade for Panarams. Write for list, H. E. Loeback, 211 West Douglas, Wichita, Kan.

RECONDITIONED EQUIPMENT. Spotlites, 125; Universal "5" Star, 55; Jalopy, 45; Hayburner, 45; King Pin, 49.

TWIN CITY AMUSEMENT CO. 102 State Line, Texarkana, Ark. FOR SALE—10 WRIGLEY MANUAL CONSOLE type 5e Gum Machines in good working order.

INTERNATIONAL REGISTER TIMERS, 5 at 1/2-hour for 25¢, 5 at 1 or 2 hours, \$5 each. P. O. Box 4163, Tampa Fla.

SANITARY VENDING MACHINE HEADQUARTERS. "Spare" sanitary napkin venders, DAY razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders.

NATIONAL SANITARY SALES. Dept. B-8, 4307 W. Lawrence Av., Chicago 30

VENDING MACHINES, PARTS, ALL SUPPLIES. Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds.

1955 SELECTOMATIC SEEBURG LIBRARY Units. Lined Oak Cabinets. Model 200 L.U.P. includes pre-amp diamond pick-up, \$460. Stapleton Music Co., 300 E. Walnut, Springfield, Mo.

25 1¢ AND 5¢ COMBINATION NORTH-western venders, \$6.50 each; 1 Kotex, 4 roll type Northwestern stamp venders or 1 Exhibit movie machine, \$13 each. 25 vending machine stands with cross bars, \$3 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

Wanted to Buy. CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

MACHINES WANTED—WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609C Spring Garden St., Philadelphia 23, Pa.

WE BUY USED 45 R.P.M. RECORDS AT 1¢ each, any quantity. Write: Amity Specialty Co., 6165 Maine St., Sioux Falls, S. D.

WILL PAY CASH FOR BALL GUM AND capsule vending routes in New England. Write: Box M-146, c/o Billboard, Cincinnati 22, O.

USE THIS HANDY FORM TODAY. Forms close Thursday for the following week's issue. Please use pencil when filling in this form. 1. Clip your ad to this form. 2. Check classification you want your ad to appear under.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

September 28—California Music Merchants' Association, Oakland division, CMMA headquarters, Oakland.

September 29-October 1—Indiana Tobacco and Candy Distributors' Association, eighth annual convention, Hotel Clayton, Indianapolis.

October 3—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

October 5—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

October 8—Music Operators of New York, 18th annual banquet, Grand Ballroom, Waldorf-Astoria Hotel, New York.

October 10—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

October 13—Music Operators of Northern Illinois, seventh annual banquet, Elmhurst Country Club, Elmhurst.

October 13—Massachusetts Music Operators' Association, monthly meeting, Boston.

October 11—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

October 12—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

October 17—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

October 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

November 6-9—National Automatic Merchandising Association, annual convention, Conrad Hilton Hotel, Chicago.

November 6-9—Popcorn and Concession Industries' Convention and Exhibition, Morrison Hotel, Chicago.

November 14-17—American Bottlers of Carbonated Beverages, 37th annual convention, Miami Municipal Auditorium, Miami.

Revisions, Additions To CM Buyers' Guide

Revisions and additions to the Coin Machine Buyers' Guide which appeared in the September 24 issue of The Billboard are given below. Manufacturers represented in franchised distribution listing are only those firms from which The Billboard has received distributor listings. The Billboard invites each manufacturer not represented to furnish its list of franchised distributors to provide the most complete listing possible and thereby offer the industry the best service possible in future listings.

Vending Mach. Manufacturers Pen (Ball-Point) Venders

Dean Manufacturing Corp., 2888 Archer Ave., Chicago 18

Every conceivable kind of EQUIPMENT SUPPLIES AND SERVICES has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write BOX 666 2160 Patterson Street Cincinnati, Ohio

Franchised Distributors ADDITIONS

California San Francisco

William J. Newman, 434 Octavia St. Oak

Colorado Denver

R. F. Jones Co., 1314 Pearl St. Bally, Keeney Superior Distributing Corp., 1030 15th St., Room 502. Oak

Florida Miami

J & M Vending Co., P. O. Box 413. Oak

Georgia Atlanta

Atlas Distributing Co., 501 Piedmont Ave., N. E. Oak Friedman Amusement Co., 441 Edgewood Ave., S. E.

AMI, Williams, Bally R. R. Whitehead, 1075 Woodland Ave., S. E. Oak

Macon

Peach State Music Co., 549 Pine St. Wurlitzer

Illinois Chicago

Confection Specialties, Inc., 608 S. Kilbourn Ave. Oak First Coin Machine Exchange, 1750 W. North Ave. Exhibit, Chicago Coin Globe Distributing Co., 1623 N. California Ave. T. T. Vending Sales Co., 2659 North Racine Ave. Oak World Wide Distributors, Inc., 2330 N. Western Ave. Rock-Ola, Williams

Indiana

Palmer Music Co., 7009 Beatty Ave. Magnecord

Indianapolis

Low Jones Distributing Co., 1301 N. Capitol Ave. Wurlitzer Peter Stone & Co., Inc., 6102 N. Chester Ave.

South Bend

Valley Sales & Service, 1526 Mishawaka

Louisiana New Orleans

Dominick Gagliano, 6115 Canal Blvd. Oak Huey Distributor Co., 3760 Airline Highway. Rock-Ola

Maryland Baltimore

Chris Novelty Co., 806 St. Paul St. Bally Danco Coin Machine, 401 N. Gay St. Oak Double "U" Sales Corp., 1101 N. Cathedral. United Eastern Vending Sales Co., Inc., 940-942 Linden Ave. Rock-Ola Roy McGinnis Corp., 2011 Maryland Ave. Keeney Parkway Machine Corp., 715 Ensor Ave. Northwestern Merit Music Co., 940 Linden Ave. Rock-Ola The Winters Distributing Co., 1713-15 Hartford Ave. Wurlitzer

Massachusetts Boston

American Nut & Chocolate Co., 680 Columbus Ave. Oak Music & Television Corp., 1119 Commonwealth Ave. Rock-Ola

Methuen

Bunny Vending Co., 27 Emery St. Oak

Michigan Detroit

Weidman National Sales, 5911 Fourth Ave. Oak

Grand Rapids

Brilliant Music Co., 245 N. Division St. Rock-Ola

Minnesota Minneapolis

Ellingsworth Supply Co., 659 Adams St., N. E. Oak

(Continued on page 125)

COINMEN YOU KNOW

Miami

By RAOUL SHAPIRO

HURRICANES MISS MIAMI. Operators of indoor and outdoor equipment breathed a sigh of relief when Hurricane Hilda and Sister Ione missed Miami. May all the future hurricanes seek other climes. . . . Harry Steinberg, of the Stirling Amusement Company, is walking around with a bad limp. Seems Harry was indulging in his favorite sport, soft ball, and while running for a fly ball deep in the outfield, ran into a wire on a light pole. . . . Bernie Koganofsky, of J. B. Music, is sporting a new three-tone Dodge, with lavender the predominating color no less. Bernie's little fellow is rapidly recovering from an attack of polio.

Chuck Griffen, of the C. H. Griffen Company, is back from his vacation up north and is his dad glad. . . . Harold Carson, of Juke Box Company, is also away on vacation. Harold is up Chicago way and will probably head east before coming home. Meanwhile Arnold Rogan is carrying on nicely. Arnold says he wouldn't mind the extra work if collections would pick up just a little. . . . One guy who is not complaining about collections is Morris Marder, of M&M Service. Morris says his route has held up pretty well all summer and now that the fall season is here he expects his route to start picking up. . . . Lou Lehrman, of the L&L Amusement Company, is another guy that seems satisfied with collections.

Saw Harry Goldberg, of H&G Novelty. As usual, Harry had his shirt off and was working harder than any youth could. . . . Met Harry Baron recently. Harry is operating a route of scales and looks better than at any time since he suffered a heart attack. Says he is doing all right and just takes things easy. . . . With Jo Hiller, of Binkley Distributing Company away for a week, Dave Shedd has to stay close to home for a change. Dave has to keep the Miami office open while Jo is gone, and says he will have to hustle just that much more when he does get back on the road. Down for a few days from the home office at Jacksonville way, was Abe Livert, sales manager for the Binkley Distributing Company.

Manny Brookmire, of Brooke Distributing, has jammed every inch of space in his big warehouse with VM Changers. This writer never saw so many players in his life. . . . Budisco, Miami's One Stop, reports that Nat (King) Cole's newest platter, "Someone You Love," is taking off like a jet plane, with operators buying the record by the box. The hottest selling record there tho is still "Yellow Rose of Texas," with Mitch Miller and Johnny Desmond running neck and neck. . . . Sorry to hear that Bill Turner, of Palm City Music Company in Fort Meyers, is still laid up with that leg that he burned while up in Michigan where he attended his father's funeral. Bill hopes to be released from the hospital this week.

Boston

By CAMERON DEWAR

EXPECTS GOOD GAME SALES. Si Redd, Redd Distributors, expects big sales volumes from the new Bally in line game. . . . Redd's sales chief Bob Jones is moving into a new house in suburban Needham and having his problems. . . . Tony Grazio, of the Globe Vending Company, off to the Marciano-Moore fight in New York with a bunch of the boys. . . . Louis Blatt, of Atlas Distributors, beginning to feel a pick-up in business for winter locations. Says most operators in his Northern New England territory were pleased with summer grosses.

Louis Gilman, of the Beacon Vending Company, was happy about the summer heat since his ice cream and soft drink machines got a big play. . . . John Latshaw, Automatic Merchandising Corporation sales head, was scouting around locations to pep up coffee machine sales now that the cooler weather is just around the corner.

Operators say earnings are going up since the cooler weather set in. . . . The new trend in the area seems to be toward pool games. Many operators are waiting in line as the games arrive. . . . The price and the fact that there are no service problems is proving a big attraction. . . . Operators are beginning to get straightened out after the disaster and more are finding time to make the rounds. Among them were Art Strahan, of Greenfield; Bill Beattie, of Holyoke; Adolph Dugas, of Worcester; Louis Stevens, of Southbridge. . . . Among out-of-Staters were Leo Sherry, of Providence; Jim Michaud, of Waterville, Me.; Martin Oliver, of Portland, Me.; Bill Hamel, of Concord, N. H.; Henry Brooks, of Dover, N. H., and Sol Taube, of Manchester, N. H.

Cincinnati

By ELINOR C. BATTE

Joe Weinberger, of Southern Automatic Music Company, announced the showing of the new Model G AMI phonograph for September 24 and 25 from 11 a.m. to 10 p.m. . . . Bernard Stillmaker, co-owner of Stillmaker Distributing Company, is on vacation fishing trip. He will return about October 1. . . . William Marmer, owner of Marmer Distributing Company, was in Chicago for a few days on business. . . . Pete Scales, associated with Ohio Specialty Company, was expected back from a two-week vacation in West Virginia September 26. . . . The Automatic Phonograph Owners' Association will hold its first meeting of the fall season Tuesday evening, October 11, at the Hotel Sheraton Gibson at 8:30 p.m.

New York

By AARON STERNFIELD

BRADDOCK ROUTE SPLIT. The game route of the late Albert Broccoli has been sold to three operators. Paul and Frank Perri will operate part of the route under the original name, Braddock Automatic Music. Fred Bastone will add some Braddock stops to his Baritone Music operation. Al Miniaci has bought the remainder of the locations.

Claire Morano, business manager of the Associated Amusement Machine Operators of New York, reports that the Association is continuing its drive of reporting illegal games to the authorities and keeping its own house in order.

Murray Lax is back from the hospital and on the route. Lou Boorstein, Leslie Distributors, feels the introduction of the Seeburg V-200 will give EP sales a shot in the arm. Boorstein says Leslie is running considerably ahead of last year's sales figures.

Johnny McIlhenny, Wurlitzer regional sales manager, is in the Baker Memorial of the Massachusetts General Hospital, Boston. He would appreciate hearing from his friends in the industry.

Barney Sugarman, Runyon Sales, said the showing of the new AMI at Runyon Sales will be held in Newark, N. J., Tuesday and (Continued on page 115)

TAP TWO MARKETS FOR THE PRICE OF ONE

The **INTERNATIONAL SALES EDITION** of The Billboard dated **October 29** lets you reach two big coin machine markets. First, the U. S. Market. Second, the rapidly expanding Foreign Market, which accounted for \$15,000,000 in sales during 1954. Figures for the first six months of this year show a 20 per cent increase over the same period of last year. It's a **6-R-O-W-I-N-G** Market.

REGULAR ADVERTISING RATES APPLY. In addition to the regular reader coverage in the United States, 5,300 copies of the **INTERNATIONAL SALES EDITION** will be sent to interested foreign buyers.

Write or call any of The Billboard offices listed below and ask for your free copy of a newly printed brochure titled: "QUESTIONS AND ANSWERS ABOUT THE INTERNATIONAL SALES EDITION."

ADVERTISING DEADLINE, OCTOBER 20

CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761 Jack Sloan Dick Ford	HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. Hollywood 9-5831 George Kelley	CINCINNATI 22, OHIO 2160 Patterson St. DUbar 1-6450 Lou Schochet	NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800 Ron Carpenter Martin Toohey	ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling
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Neb. Ops Talk Dime Play

Continued from page 109

have been made, results have been impressive, with gross receipts jumping. In all cases reported, the post-conversion profit picture has followed the traditional pattern of gross rising 35 to 50 per cent, play decreasing immediately afterward and then gradually picking up.

P-R Move

A proposal to support the State's Children's Memorial Hospital, Omaha, by donating a certain amount of the take from operators' machines, was tabled for further study. The idea calls for mounting cards on the machines stating that a certain amount of the receipts would be turned over to the hospital as part of a continuing public relations program.

H. W. Marble, Hap's Music Company, North Platte, chairman of the public relations committee,

50% on Dime, Indianapolis Distrib Says

INDIANAPOLIS, Sept. 24.—Currently 45 to 50 per cent of the juke boxes in the Indianapolis area are operating at a dime and the move to conversions continues.

Thus Joe Flynn, manager of Shaffer Music Company's branch office, states his outlook on the current dime play situation here in taking exception to a story which appeared in the September 24 issue of The Billboard stating that "operators and distributors said coin chutes, previously converted to accept the increase in price, were being reconverted for nickel play this week."

The dime play move, which began in July with operators agreeing to support it, was promoted with co-operative distributor-operator advertisements in three local newspapers for one week in August. Flynn said that in certain kinds of locations, such as rhythm and blues spots, 95 per cent are on dime play.

He declared that under no circumstances had dime play been abandoned in Indianapolis.

Granddaddy Charm

Continued from page 109

the Rockies." "Object of My Affection" and "Ramona."

Silent Movies

According to Harry Hofmann, the Ferretts are mechanical geniuses. Hofmann, former manager of the Hemet Moeton Theater, is now head of the Farmers Fair. It was from Hofmann's theater that the Ferretts obtained a valuable American Photoplayer that was once used to accompany silent movies.

The Photoplayer works with two piano rolls, the player switching from one to the other: to play mood music and putting in a few whistles when necessary.

There is no way to set a value on equipment the Ferretts have collected.

The storeroom in the back of their music store represents a whole orchestra in coin-operated musical instruments. Off in one corner is a Wurlitzer Orchestra that employs bass, snare drums, cymbal, triangle and two rows of organ pipes. Another valuable unit is the Angelus Pianola which dates back to 1890. According to Fred Ferrett, the Pianola was one of the first player pianos ever made, believed to have been invented by a Frenchman in the 18th century.

Profitable Hobby

The Ferrett brothers learned their trade from their father, who collected ancient musical instruments first as a hobby and then commercially.

Because they are always contacting locations and have enviable reputations as restorers of equipment, the Ferretts are often asked to install modern juke boxes. The brothers want to, and probably will, if they can get around to it. However, tinkering with an old music instrument comes first.

reported on the success of door prizes in building meeting attendance.

Bob Dietmeier, editor of The Billboard's coin machine division, spoke on the need for sound public relations in the juke box industry as a necessary basis for helping solve key problems. Touching briefly on the future outlook of the business, he declared: "The big future for the juke box business—on all levels of the business—lies ahead. Despite cost problems confronting you today, the opportunity to supply your community with the music you want when you want it has never looked better."

Representatives from the YMCA appeared before the group to express thanks for the juke box donated by the association.

A buffet luncheon was held Saturday evening, a banquet Sunday night.

Business sessions were held Sunday afternoon.

Attendance

Attending were: Harold Klein and Paul Rogers, Ace Amusement Company, Omaha; Mr. and Mrs. Jerry Harris, Lieberman Music Company, Omaha; Homer Hawthorne, Omaha; NAPOA president Ted Nichols and Mrs. Nichols, Kyes & Nichols Music Company, Fremont; Rose Guillane, Iowa-Dakota Music, Jefferson, S. D.; Mr. and Mrs. Joe Emery, Emery Music Company, Grand Island; Mack McKee, Mack's Music Service, Grand Island; Mr. and Mrs. Howard Ellis, Coin-A-Matic Music Company, Omaha.

Mr. and Mrs. Joe Zweiner, Zweiner Music Company, Columbus; S. K. Freed, Howard Sales Company, Omaha; Mr. and Mrs. Frank Marasco, Frankie's Music Service, Omaha; Louis Prell Sr. and Louis Prell Jr., Prell Sales Company, Bremen, Kan.; Mr. and Mrs. Ed Zorinsky, H. Z. Vending & Sales Company, Omaha; H. W. Marble; R. L. Stivers, Stivers Music Company, Council Bluffs, Ia.; Jerry Witt and Loren Diedrichs, Music Service, Omaha.

Sam Bonacorso, Omaha; Harry Abramson, Venetian Music Company, Omaha; Mr. and Mrs. W. J. Mashek, Omaha; Leonard Weiland, Central Vending Company, Omaha; Mr. and Mrs. Gene Kyes, Kyes & Nichols Music, Fremont; Mr. and Mrs. Lou Singer, Central Music Distributing Company, Omaha; Mr. and Mrs. Frank Holys, Holys Vending Company, Columbus; Mr. and Mrs. R. E. Taylor, Amusement Service, Lincoln; Randall Thies and John North, Reliable Music Company, Norfolk; Milton Hansen, Miss Lora Lee Larson and Bill Gutschow, Blair Amusement Company, Blair.

Mr. and Mrs. Joe Hull, Grand Island Amusement, Grand Island; Mr. and Mrs. E. M. Kort, Kort Amusement Company, Schuyler; Mr. and Mrs. Warren Tunis, Gaytime Amusement Company, Omaha; Sam Vacanti, Atlas Music Company, Omaha; Mr. and Mrs. E. E. Cleveland, Romeo's Amusement Company, Orchard; Mr. and Mrs. Joe Blend, H. Z. Vending & Sales, Omaha.

78 R.P.M. Disks

Continued from page 109

firms assured MOA that they would continue to press 78's as long as there was a commercial market for them.

One company wrote: "We have no knowledge of anyone at the present time eliminating the so-called in-between and pop records from the 78 r.p.m. field. Certainly we have no such intention."

Another declared: "We have no plans to discontinue 78 r.p.m. records at any specific time. There may be low potential records that coin operators would not buy. However, if these records were to turn out to be good and there was a demand for them, we would product them on 78 r.p.m. records as well as 45's. There is absolutely no cause for alarm."

And still a third wrote: "You have our assurance that we will continue to make 78 r.p.m. single records as long as there is a commercial market for them."

Oklahoma AMI Distrib Gets New Firm Name

OKLAHOMA CITY, Sept. 24.—The AMI distributor outlet here has a new name. Formerly known as Copeland Distributors, the firm's officers this week announced that the company would hereafter be known as Automatic Music Distributors, Inc.

The new name is the result of two changes of ownership in the AMI distributorship in this territory within the past year. Last November, Wayne Copeland, founder of the firm, announced the sale of the company to Leroy Kitch and Mary Gee, long-time staffers of Copeland. Recently Miss Gee sold her interests to Harlan Drake and John Porter, both veteran operators in this area.

The executive roster of Automatic Music Distributors, Inc., is now as follows: Drake, president; Porter, vice-president, and Kitch, secretary-treasurer.

Ed Ratajack, Western regional sales manager of AMI, who announced the new name of the firm, said that he had expected the change for some time. He introduced the new principals of the firm to the entire AMI distributor organization during AMI's unveiling of the new Model G line in Grand Rapids last week.

Automatic Music will continue to serve the same territory, which consists of all of Oklahoma, the Texas Panhandle and five counties in the Fort Smith and Fayetteville, Ark., area.

Showings of the new AMI line are scheduled to be held here Sunday and Monday (25-26).

Seeburg Showing

Continued from page 113

on behalf of the firm, while Jack Gordon, Eastern representative; Charles Smith, chief engineer, and John Stuparitz, field engineer, represented Seeburg. Oscar Parkoff, head of the Atlantic Newark division, and Joe Fishman, head of the Philadelphia office, were also on hand.

Visitors included Al Denver and Sid Levine, Music Operators of New York; Ted Blatt, counsel for the Associated Amusement Machine Operators of New York; Carl Pavesi, president of the Westchester Operators' Guild, and an operator from Brussels, Belgium, M. Croels, of Dicro.

Guest List

Among the operators present were Jack Wolfson, Martin Shaleta, Harry Wasserman, Gene Wasserman, Jeanne Jackson, Bill Tverling, Joe Mandell, Mickey Wichinsky, Harold Rosenberg, George Chacon, Henry Sinkind, Seymour Pollak, Leo Rosenberg, Ben Feinberg, Morton Lynn, Joe Hahner, Murray Wollman, El: Glassner, Max Klein, Ellsworth Page, Mac Pollay, Murray Fishman and Max Schwartz.

Also, Ben Meltzer, Mary Esso, Phil Greenstein, Lou Herman, Charlie Sachs, Joe Madden, Sam Micoletti, Phil Simon, John Vensari, Al Miniaci, Emanuel Levine, Leslie Boyd Jr., Ruth Michaelson, Jack Rubin, Joe Falcero, Frank Breheny, Sandy Moore, Frank Cola and Joe Cola.

And Irwin Pines, Lou Desiderio, Frank Alge, Charlie Bernoff, Bob Mayo, Tommy DiResto, Sam Gellard, William Sabino, William and Amelia McCarthy, Bernard Hoey, Meyer Budinoff, Don Shapiro, Moe Luber, Jack Ehrlich, Phil Raisen, Sy Silverstein, Tommy Greco, Russ Carpenter, Art Herman, Morty Polin, Joe Connors, Isadore Getlin, Sam Getlin, Ed Fenton, Marvin Leibowitz and Morty Zamore.

New Supermarkets Opening in September

City	Name of Store	Location
Albertain, N. Y.	Hill's	1140 Willis Avenue
Albuquerque, N. M.	Piggly Wiggly	Five Points
Auburn, N. Y.	R & W	228 Owasco St.
Augusta, Ga.	Brigham's	Deans Bridge Road
Augusta, Ga.	Dixie-Home	Central Ave. & Merry St.
Ballard, Wash.	Tradewell	15 Ave., N. W. & Market St.
Birmingham, Ala.	Armstrong's Big Saver	5112 Avenue Q
Birmingham, Ala.	Eagle	1100 6th Ave., S.
Buchanan, Mich.	Royal Blue	—
Cary, Ill.	M & K IGA Foodliner	Main St.
Centerville, Tenn.	Piggly Wiggly	Church St.
Clay Center, Kan.	IGA Foodliner	314 Court St.
Clementon, N. J.	Premier Shop-Rite	20 Blackwood Rd.
Corpus Christi, Tex.	H.E.B.	3102 Baldwin
Colorado Springs, Colo.	Star	501 E. Pikes Peak Ave.
Crosby, N. D.	Piggly Wiggly	—
Crossett, Ark.	Piggly Wiggly	—
Dallas	Wyatt	—
Dearborn, Mich.	Foodland	24501 Michigan Ave.
Detroit	Wrigley	19231 Mack Ave.
East Grand Forks, Minn.	Piggly Wiggly	—
El Cajon, Calif.	Mayfair	N. Magnolia St.
Floyd, Va.	Piggly Wiggly	E. Main St.
Fresno, Calif.	Black's	First and Ashlan
Garden Grove, Calif.	Alpha Beta	Garden Grove & Harbor Bldgs.
Greenville, Miss.	A&P	780 Hiway 1, So.
Grand Forks, N. D.	Piggly Wiggly	—
Grinnell, Ia.	McNally's Super Valu	1021 Main St.
Guin, Ala.	Piggly Wiggly	—
Hawley, Pa.	Acme	Route 6
Lawrenceburg, Tenn.	Piggly Wiggly	Public Square
Lebanon, Pa.	Acme	1440 Cumberland St.
Loris, S. C.	Piggly Wiggly	Main St.
Lubbock, Tex.	Superette	3310 34th St.
Lyons, Ga.	Piggly Wiggly	Broad St., N. E.
Manchester, N. H.	First National	245 Maple St.
Manchester, Conn.	First National	297 E. Center St.
Margate City, N. J.	Casell's	Ventnor & Gladstone Aves.
Marks, Miss.	Piggly Wiggly	—
Mason City, Ia.	Bowen's Food Center	20 South 4th St.
Merrill, Wis.	Red Owl	704 East 2d St.
Michel, S. D.	Piggly Wiggly	1122 N. Main
Monterey Park, Calif.	Shopping Bag	127 N. Garfield Ave.
Morristown, Tenn.	White	—
Napoleon, N. D.	Piggly Wiggly	—
Natchitoches, La.	Piggly Wiggly	—
Newtonville, Mass.	First National	47 Washington St.
Penfield, N. Y.	Wigman	Empire Blvd. & Bay Rd.
Phoenix, N. Y.	Ellsworth's Red & White	Main St.
Port Huron, Mich.	Kroger	1333 24th
Racine, Wis.	Piggly Wiggly	1950 Taylor Ave.
Rochester, N. Y.	Loblau	—
Rochester, N. Y.	Star	—
Rock Island, Ill.	Geifman	2930 18th Ave.
Rome, N. Y.	R. & W. Food-A-Rama	207 Floyd Ave.
San Antonio	Handy-Andy	Bandera Rd. & Woodlawn Ave.
San Diego, Calif.	Big Ace	8495 La Mesa Blvd.
Santa Barbara, Calif.	Safeway	222 N. Milnas St.
Schenectady, N. Y.	Grand Union	Schenectady-Saratoga Rd.
Schuylkill Haven, Pa.	Acme	Rt. 122 & Center St.
Selah, Wash.	Mead's Thriftway	North First St.
Stanley, N. D.	Piggly Wiggly	—
Syracuse, N. Y.	P and C	Butternut and Park Sts.
Taft, Tex.	Piggly Wiggly	—
Juls, Okla.	Piggly Wiggly	Suburban Acres
Tuscaloosa, Ala.	Piggly Wiggly	Greenboro Ave.
Tuskegee, Ala.	Piggly Wiggly	—
Vineyard Haven, Mass.	First National	9 Beach St.
Watford City, N. D.	Piggly Wiggly	—
Weston, W. Va.	Garden Fresh	Route 19
Whiteville, N. C.	Alfred's Red & White	W. Commerce St.
Wichita, Kan.	Safeway	West & Douglas
Worcester, Mass.	Stop & Shop	Mill St.

COINMEN YOU KNOW

Continued from page 114

Wednesday (27 and 28) and in New York Thursday and Friday (29 and 30). Jack Mitnick, regional sales manager, and factory engineers will be on hand. Joe Madden's son was injured in an automobile accident this week. Bill Furst and Bill Schwartz, Furst & Schwartz, exhibited the Stoner line in Philadelphia, Thursday thru Saturday (22-24).

Bob Baer, general sales manager, and A. D. Palmer, advertising manager of Wurlitzer, visited Joe Young and Abe Lipsky at Young Distributing Company this week.

Moe Mandell, Northwestern Sales and Services, reports that the new Aladdin Magic Wishing Ring charms are selling well. . . . Jim Cherry has left his sales manager post at Decco and is seeking a new connection in the industry. Decco is discontinuing its kiddie ride line.

Hartford, Conn.

By ALLEN M. WIDEM

CONCENTRATES ON VENDING. Baruch S. LeWitt and Margaret Glackin, owners of the de luxe Arch Street Theater, New Britain, Conn., have leased the movie house to Perakos Theater Associates, which operates in a number of Connecticut cities and towns. The move enables LeWitt to devote all his time to affairs of the Beveridge Cup Dispensing Company, which he organized five years ago to service factories and business houses in Hartford, New Britain and other communities. . . . Ralph Colucci, Seaboard Distributors, was a New York business visitor. Colucci hopes to visit friends in Texas later this year.

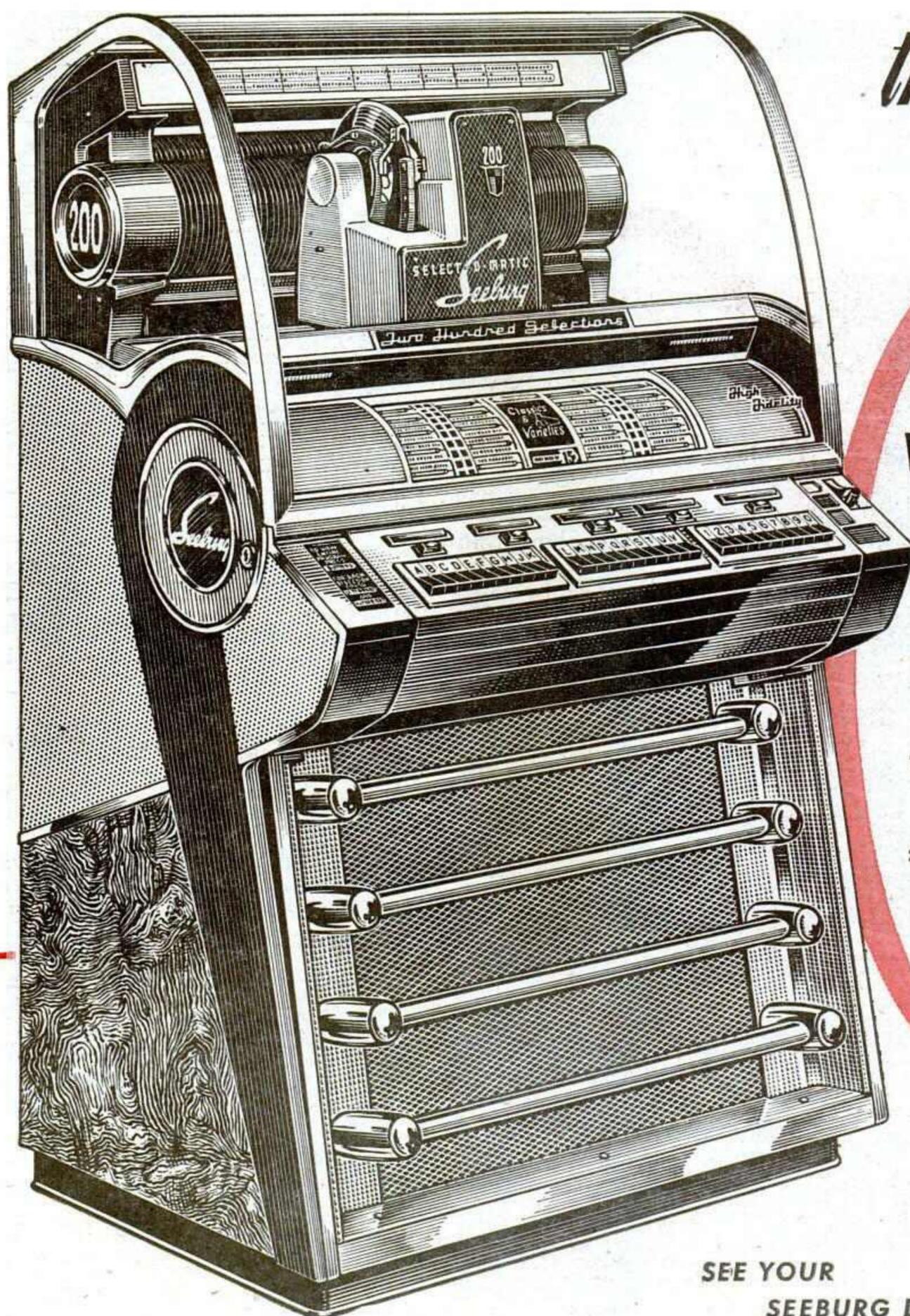
Chicago

By KEN KNAUF

REPORT POOL GAME SALES GOOD. Distributors here reported sales of coin pool games good this week, with sales momentum furnished by city approval of the games for play at Windy City locations. . . . Among the distributors reporting big pool game sales were Herb Perkins, Purveyor Distributing Company, and Charley Pierie, Monarch Coin Machines. Monte West, Purveyor, was on the sick list this week. Joe Beck, Milwaukee, was a visitor at the Purveyor headquarters.

Frank Menceri, Exhibit Supply vice-president and director of sales, is off on a trip to the West Coast, including California and Oregon. Ed Hall, sales manager, currently is concentrating on the purchasing business at Exhibit. Recent visitors included Mr. and Mrs. Ken Wilkinson, San Antonio. . . . Ralph Sheffield, Genco Manufacturing & (Continued on page 119)

THE NEW SEEBURG



the most

WORLD'S FIRST DUAL MUSIC SYSTEM

Two music systems in one! Now you can take complete advantage of current trends in the recording industry because the Select-O-Matic "200" permits you to program:

1. 50 single records—100 selections
(one tune per selection) with a separate credit system
2. 50 extended play records—100 selections
(two tunes per selection) with a separate credit system

SEE YOUR
SEEBURG DISTRIBUTOR.

Select-o-matic 200

revolutionary music system ever built!

200 SELECTIONS

The new Seeburg Select-O-Matic "200" is the world's first—and only—music system to play 200 selections! This great Seeburg development presents a new horizon of opportunity to music operators. That's because with 200 selections you actually have two music systems in one! Now, more than ever, there's "music for everyone."

REVOLVING DRUM PROGRAM SELECTOR

The last word in proper programming! The new Revolving Drum Program Selector clearly displays 40 selections under each of the five basic musical selections—a total of 200 selections. Once you try it, you'll agree that this kind of programming—made possible only by the world's first Dual Music System—is the answer to modern music merchandising.

TORMAT MEMORY UNIT

A Seeburg engineering triumph, the new, exclusive selection system is equipped with a Tormat Memory Unit. Each of the 200 selections is controlled by a tiny Toroid*. There are NO MOVING PARTS and the entire assembly is PERMANENTLY SEALED and GUARANTEED FOR FIVE YEARS.

*This is the first commercial application of Toroids other than for "memories" of mammoth computing machines.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

*America's finest
and most complete music systems*

ADS, BETTER GROSS MARGIN

Op Calls for Candy Mfr. Over-All Program for Venders to Up Sales

Continued from page 108

to increase their sales to vending companies or the vending industry's sales to the public, Geiger declared. "Candy manufacturers should take a lesson from cigarette manufacturers for on-location sales promotion aids," he said. "We've had some excellent results from these promotions."

Rowe-Canteen Merger Okayed; Effective Friday

NEW YORK, Sept. 24.—The merger of the Rowe Corporation and the Automatic Canteen Company of America will go into effect Friday (3), according to a joint announcement by Nathaniel Leverone, Canteen board chairman, and Robert Z. Greene, Rowe president.

Rowe stockholders approved the merger Friday (23), while Canteen stockholders okayed the merger Thursday (22). Holders of outstanding shares of Rowe common stock will be entitled to exchange their shares for Canteen common stock on the basis of four shares of Canteen stock for each five shares of Rowe stock held. Of the 535,287 shares of Automatic Canteen voted, 99.85 favored the merger. Of the 476,815 shares of Rowe stock voted, 99.7 per cent was voted for the plan.

Canteen currently owns about 52.1 per cent of outstanding Rowe stock. This will be canceled when the merger becomes effective.

Vend-A-Check Names 3 Mich. Men to Office

NEW ORLEANS, Sept. 24.—Three Flint, Mich., men have joined Vend-A-Check Company, Inc., of New Orleans, in official capacities, Philip J. Ragusa, president, announced.

Elected vice-presidents were Gerald Gillespie, also named a director of the firm, and Herman F. Lande, who was appointed as a special counsel.

George H. Maines, former Hearst newspaperman and manager of radio and TV stars, was named franchise manager for the United States.

Vend-A-Check, divorced entirely from the loan business, has been in operation since last March, vending certified checks for \$5 at a 50-cent service charge.

Cash is available immediately thru the location operator, and is payable within 15 days, according to Ragusa, who said the venter answers the "till payday money question."

Upon purchasing a check, the buyer is furnished with a statement that accompanies the check (Continued on page 121)

Can Venders Go On Naval Stops

NEW YORK, Sept. 24.—George Herald, in charge of vending sales for the Cantrell & Cochrane Corporation, announced this week that Central Tool canned drink venders are currently being installed in Navy shore installations on the East and West Coast.

Herald said the firm's vending sales drive will be launched after the annual convention of the National Automatic Merchandising Association.

Cigarette people, unlike most candy firms, make innovations calculated to win new customers, he pointed out, adding, vending machine display was a major factor in the final design of the new Philip Morris pack.

Manufacturers, he stressed, should standardize the size of promotion material, and provide a frame or lighted sign in which interchangeable cards can be used and changed frequently.

By establishing uniform size promotion material, a definite program would materialize, one easily handled, and manufacturers and operators would benefit alike, and more profitably, he said.

Co-Operation Lacking

Vending sales are more than holding their own while per capita

consumption is down, statistics show. Venders, meanwhile, account for about 4 per cent of the candy industry's total volume, not just bar goods.

"The men who decide the policy of selling candy bars," he asserted, "have not taken the time nor trouble to know what the average operator's problems are."

As an example of no co-operation atmosphere between manufacturers and operators, Geiger pointed out the "make up your mind, you guys, what do you want" attitude that prevails in regard to promotion plans.

Chewing gum, sandwiches, crackers and biscuits, Geiger stated, are being used more and more in candy machines, thus displacing some bar trends.

Bread Vender Bows At Baker Conclave

FRANKLIN PARK, Ill., Sept. 24.—Petersen Oven Company will introduce its bread vender to the baking industry at the American Bakers Association convention in Atlantic City October 1-6.

Named the Handy Pantry, the vender has capacity of 72 loaves with a choice of one, two or three selections. The base price is \$750

SAN JOSE, Calif., Sept. 24.

—S & S Vending Machine Company announced it developed and produced a bread vender about six months ago.

Conveyors move the loaves forward into a common delivery bin type door. Temperatures of 80 to 90 degrees can be maintained inside. From one to six selections are possible, according to Donald S. Scott, sales manager.

Currently the firm is not producing the vender, but will at a later date, Scott stated.

f.o.b. factory, according to Don Hamilton, assistant office sales manager.

The company will handle sales of the vender thru its factory representative in the United States, Canada and Mexico, Hamilton announced, with deliveries slated for about the middle of November.

To date the Handy Pantry has been displayed only in the lobby of the company, manufacturer of baker ovens and equipment. The firm has received 150 orders from bakers, Hamilton said.

All Steel

All-steel in construction, the vender is thoroly gasketed to withstand

To Vend Cleveland Paper at CTS Stops

CLEVELAND, Sept. 24.—The Cleveland Plain Dealer has secured approval of the Cleveland Transit System's board to install newspaper vending machines, bringing this service to the system's riders for the first time in some 20 years.

Donald C. Hyde, CTS transit manager, hailed the plan as an added inducement to the use of public transportation. The automatic coin-operated units are to be located at four stations and five shelters at key terminals.

Plain Dealer personnel will service the machines. The CTS is to receive 1 cent per paper sold. John F. Brennan, the paper's circulation manager, said the installation would be made within a short time.

LEONARD NAMED ROWE MFG. V-P

NEW YORK, Sept. 24.—Raymond R. Leonard has been named vice-president in charge of manufacturing for the Rowe Manufacturing Company. He joined Rowe last year as assistant to Robert Z. Greene, Rowe president. His experience prior to joining Rowe has been in manufacturing, personnel management and credit analysis. In his new post, Leonard will be responsible for production, research, engineering and personnel at the firm's Whippany, N. J., and Stamford, Conn., plants.

SALES UP 35%

Mass Display: Distrib Key To Success

CHICAGO, Sept. 24.—Mass display and catalog selling are key factors in a newly adopted program at the Logan Distributing Company which has seen sales jump 35 per cent within a year.

Taking a leaf from supermarkets, and one from mail order houses, Jack Nelson Jr., head of the firm, has built his business to a point where he is currently planning expansion that will include remodeling the warehouse to provide for a 55-foot L-shaped charm bar.

What both display and catalog buying boils down to, of course, is better service to the operator, says Nelson.

Price Lists

Circularizing a catalog price list every 60 days on new products has helped increase sales. "Mail orders are dispatched the day they are received and personal warehouse sales are filled immediately. We have no open accounts, and our motto is 'immediate service,'" Nelson explains.

In promoting sales, the firm supplies operators with printed promotion material—flyers, small printed banners—that can be placed on machines calling attention to currently popular charms.

The 30-foot charm display bar is (Continued on page 121)

Denver Theater Doubles Patron Vending Set-Up

DENVER, Sept. 24.—Thirty vending machines, twice as many as previously used, have been installed in the Orpheum Theater here, which was completely remodeled recently.

Theater officials remarking on the installation of additional automatic salesmen, pointed out the quick, efficient service provided by vending machines, plus the wider choice of selection in refreshments.

A pioneer in the use of vending machines, the management in addition to providing space along the wall in the first floor lobby, also installed machines in the downstairs men and women's lounges.

The venders supplement the theater's lobby refreshment stand, and offers theater-goers a selection of beverages, ice cream, candy bars, cookie, tissue and comb venders in addition to a self-picture machine.

OPS PROFIT, TOO

Service Station Sales Rise With Vender Help

By ROBERT LATIMER

GRAND JUNCTION, Colo., Sept. 24.—Close co-operation of vending machine operators has been an important factor in building a million-dollar-plus annual sales volume for Gay Johnson, an outstanding service station operator and tire dealer here.

In turn, Johnson's four stations today have become thriving outlets for vending operations. In addition, hundreds of motorists have become acquainted with the advantages and services offered by the silent, automatic merchandisers at all hours of the day or night.

The attractive array of vending machines in the comfortable, awning-shaded lounge in front of each station invariably attracts the attention of motorists. And the offer of free refreshments—coffee and tea—has a definite appeal, plus incentive which eventually results in additional vender sales.

Does it Better

Like all businessmen, Johnson, too, works on the theory of: "Do what everyone else does, but do it differently and better."

He wanted his customers to be comfortable while their cars were being serviced. But a comfortable lounge alone was not the answer. A pick-up was needed, and on

the spot. Free coffee and tea was part of the answer, but more was needed. So he took his plan to several vending operators, asking each to set up and service their machines at his stations.

Skeptically, operators believed they could not compete profitably with the free coffee and tea Johnson provided. However, the situation proved to be the reverse.

Tastes Vary

"In virtually any automobile load there are always people who don't drink coffee or tea," Johnson said he discovered. "Since we installed a variety of venders, it is not unusual for customers to patronize (Continued on page 121)

ABCB Meet: For 7th Yr. Only Bottles, No Cups

WASHINGTON, Sept. 24.—For the seventh consecutive year not a single cup vending machine will be shown on the convention floor proper of the American Bottlers of Carbonated Beverages conclave in Miami November 14-17.

Official convention exhibits will be bottle and can venders, which promises to be one of the largest as 180 bottle and can vender manufacturers have made reservations for displays. There will also be exhibits by vender and component firms.

However, bottlers will be able to inspect the latest models of cup drink and pre-mix venders at many "private" previews—open to all ABCB members—to be presented in hotel suites.

ABCB prohibited the exhibition of the pre-mix venders beginning with the 1949 convention. It was pointed out the association is "comprised of manufacturers and distributors of beverages in closed containers." Automatically, this excluded firms who dispense beverages in bulk.

Greater Volume

Development of the cup drinking machines posed a serious problem for bottlers. Bottle machines were limited in capacity, and could not adequately service large outlets.

However, this was no serious problem to the bulk dispenser as it can handle greater volume at (Continued on page 121)

NCA Meets June 10

BOSTON, Sept. 24.—The 1956 convention and exposition of the National Confectioners' Association will be held June 10-14 at the Hotel Statler and Mechanics Hall here. Robert H. W. Welch Jr., James O. Welch Company, is general convention chairman.

Cleveland to Install Gum Units at Transit Stops

CLEVELAND, Sept. 24.—Cleveland Transit System officials announced plans for installation of gum machines in the new station at Windemere and several track-side loading platforms.

Announcement of the plans was made by Howard C. Cumler, transportation superintendent, following an unsuccessful, 60-day experiment with 14 machines installed in buses.

Large and small gum machines were tried, but neither showed signs of promise. Most were mounted on a strip between windows which made it necessary for customers to lean across other passengers to make a purchase.

The discomfort involved to make a purchase discouraged sales, queries of passengers disclosed. Where machines were mounted at the rear exit door sales were better, but the cost of servicing the units far exceeded the return, officials said.

AT BIG SAVINGS

BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

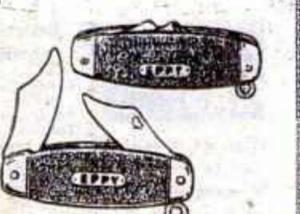
Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum, 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 35¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant, Newark 4, N. J.

These Two Gimmicks Lead All The Rest . . .

Gold Vacuum-Plated

2-BLADED KNIFE



\$22.50
per 1,000

MAN IN TUB



\$15.25
per 1,000

f.o.b. Jamaica, New York. Immediate Delivery.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35, L. I., N. Y.
World's FIRST and LARGEST CHARM MANUFACTURER

COINMEN YOU KNOW

• Continued from page 115

Sales Company, planned to visit St. Louis at the end of the week.

United Manufacturing Company hosted Tony Kupal and Charley Kagle, Central Distributing, St. Louis, and Jerry Becker, Central Distributing, Kansas City, Mo., during the week. . . . Art Weinand, Williams Manufacturing Company, is on a two-week sales trip thru the Midwest and West. . . . First Coin Machine Exchange receptionist, Gerry Squires, is to be married October 1. Dropping in at First during the week were June Cravens, Decatur, Ill.; Pete Westermeyer, Bloomington, Ill.; Leo Remillard, Kankakee, Ill.; Rose Ordus, Union Pier, Mich., and Gordon Sebastian, Rantoul, Ill.

Joe Robbins, Empire Coin Machine Exchange sales manager, says the coin pool games should do especially well in neighborhood type locations where takes can be increased with a small investment. Head man Gil Kitt is back at work after a sales trip. Jack Burns is shifting his travel itinerary from Michigan to Illinois this week. . . . Paul Huebsch and Chester Biezad, J. H. Keeney & Company, report new games in the development stage at the Keeney plant.

Milwaukee

By BENN OLLMAN

ATTEND KING COLE RECEPTION. Herb Wagner, of the South Milwaukee G. & W. Novelty Company, and Mrs. and Mrs. Les Reder were among the coinmen who attended the reception for Nat (King) Cole recently at the Plankinton Hotel. . . . Tom Regan, the disk counterman at Barney Kuehn's Music Mart, notes that the operator traffic keeps growing nicely these days. What's hot with the operators? According to Regan, the biggest thing they've had in a long time is the Cheers new one, "Black Denim Trousers," on the Capitol label.

Business is good, reports Doug Opitz, of Hilltop Coin. "We've got very little to complain about," says he. A new football game has just been added to the firm's Avenue Arcade. "Arcade traffic has held up despite the polio scare and the beginning of school classes," adds Opitz. Music-wise, he reports that the big item on the Hilltop Coin juke boxes at present is the Billy Vaughn version of "Whispering Sands."

Nick Stacy, head of the Stacy Vending Company, was busy recently with wedding festivities when his daughter Bessie and Harry E. Athan, of Joliet, Ill., exchanged marriage vows. . . . "Shifting," (Continued on page 120)

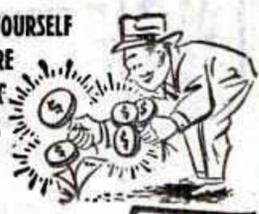
Tax Hint Stirs Ind. Cig Ops

INDIANAPOLIS, Sept. 24.—Indiana vending operators and tobacco dealers are preparing to oppose a proposed increase of the State's 3-cent-a-pack cigarette tax.

The increase was suggested by the Indiana State Tax and Financing Policy Commission, and the Indiana Municipal League, comprised of the mayors of the State. In a preliminary report, the commission made only a reference to the increase, stating additional revenues would be needed if the State were to render financial assistance to local governments.

The increase was suggested by the mayor's group. It passed a resolution seeking a part of the cigarette tax for municipal government purposes. Opposition to the suggested hike may be formally registered at the annual convention of the Indiana Tobacco and Candy Dealers Association here September 29 thru October 1.

HELP YOURSELF TO MORE VENDING PROFITS



Get VENDOR Every Month Thru a Money-Saving Subscription



More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 887
2160 Patterson St., Cincinnati 22, Ohio

1 year \$4 3 years \$8

Payment enclosed Please bill me (Foreign rate, one year, \$8)

Name

Address

City..... Zone... State.....

Occupation

CORRECTION!

In our ad prices on Adams, Wrigley and Beech-Nut Gum were incorrectly listed at 50¢ per 100 ct. CORRECT PRICE is 45¢ per 100 ct.

NORTHWESTERN SALES & SERVICE CO.
446 W. 36th St. New York 18, N. Y.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.00
N.W. #23 1¢ Perc.	7.95
N.W. #23 1¢ Perc. B.G.	4.50
Master 1¢ Bulk Perc.	4.50
Master 5¢ Bulk Perc.	4.50
Master 1¢ & 5¢ Bulk Perc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.67
Pistachio Nuts, Vendor's Mix	.62
Pistachio Nuts, Sheik	.55
Cashew Whole	.57
Cashew Butts	.53
Peanuts, Jumbo	.45
Spanish	.36
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs.	.85
Rainy-Lets, 520 ct.	.39
Rainbow Peanuts	.32
Boston Baked Beans	.22
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M), 550 ct.	.48
Assorted Fruit Charms, 100 ct.	.42
Rain Big Ball Gum, 60 ct., 14¢ ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms, Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. . . . Write

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LQagac 4-6467

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AMERICAN CANCER SOCIETY

ABC CIRCULATION

One reason why advertisers in THE BILLBOARD get all they pay for.

USED VENDING MACHINES

22 two-column Pulver Tab Gum Machines with the revolving man inside the window, \$4.90 ea. or \$75 for the lot, with plenty of spare parts; 4 Silver King Hunter 1/2 Ball Gum Machines, \$12 ea. or \$45 for all. These machines are all good buys.

J. J. ZECHIEL
Culver, Indiana

LOGAN DISTRIBUTING CO. VICTOR'S NEW DISPLAY VENDER

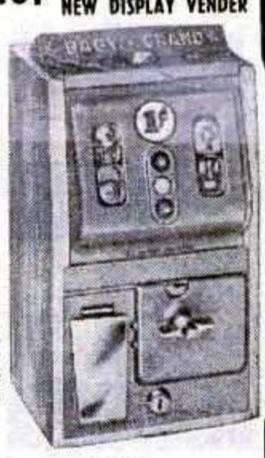
HEADQUARTERS FOR VENDING MACHINE SUPPLIES

Largest Variety of Charms • All Victor Model Machines and Parts • Stands • Leaf Gum • Filled Capsules •

We ship all orders the same day received. Operators need fast service—we give it! Largest supplies of everything the operator needs.

Write for free order-blank price lists describing over 100 charm items, capsule items, stands, brackets, ball gum, candies, parts. Try us for fast delivery—we want your business and we aim to keep it by giving you quick service on good merchandise.

LOGAN DISTRIBUTING CO.
916 Milwaukee Avenue Chicago 22, Illinois
Phone: TAYlor 9-6150



\$13.50 EACH
Case of 4—\$54.00

CIGARETTE, CANDY and DRINK MACHINES!

ROWE CIGARETTE VENDORS

Imperial, 8 Cols., 240 Cap.	\$ 90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
Eastern Elec. C-8, Console Model, 8 Cols., 320 Cap	150.00

UNEEDA CIGARETTE VENDORS

Model A, 8 Cols., 240 Cap.	\$ 92.50
Model E, 6 Cols., 180 Cap.	75.00
Uneeda Model E, 8 Cols., 240 Cap.	80.00
Model 500, 9 Cols., 350 Cap.	100.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model . \$ 52.50

Stoner Candy Pre-war, 160 Cap. 135.00

Rowe Candy Merchant with Change-maker, 7 Cols., 158 Cap. . . . 165.00

SUPER SPECIAL!! ROWE DIPLOMAT CIGARETTE VENDOR

8 Cols., 340 Cap. VENDS AT 25¢ and 30¢

\$145.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED

WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed. Trade Prices, 1/3 deposit, balance C.O.D.

Uneeda VENDING SERVICE, INC.

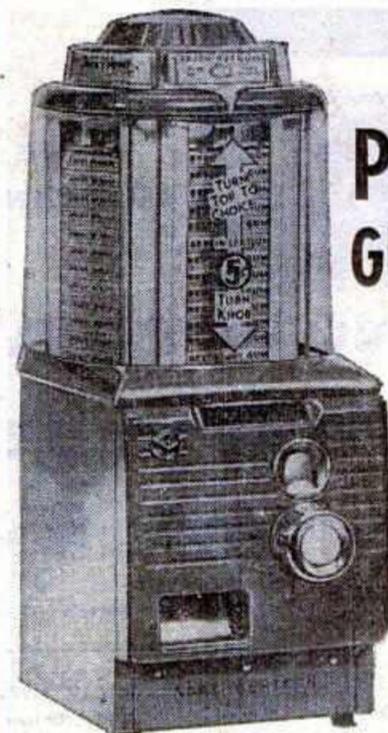
"The Nation's Leading Distributor of Vending Machines"

250 Meserole Street • Brooklyn 6, N. Y. • HEgoman 3-6295

LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW . . .

Northwestern

PACKAGE GUM VENDER



That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no risk on our 30-day trial basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION
245B EAST ARMSTRONG STREET MORRIS, ILLINOIS

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

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!

BERNARD K. BITTERMAN
47-09 E. 27th St.
Kansas City, Missouri

Robert Joins ADA; Will Study Milk Vend Sales

CHICAGO, Sept. 24. — Appointment of Shelby Robert Jr., former head of the Merchandising Methods Section, United States Department of Agriculture, to the research department of the American Dairy Association was announced by Lester J. Will, general manager. Robert's work will be aimed at selling more dairy products, including vending machine sales.

COINMEN YOU KNOW

Continued from page 119

Whispering Sands," the Boyd Bennett record of "Banjo Roll" and "Song of India" by the McGuire Sisters, were accounting for a heavy share of the operator business, according to one-stopper Stu Glassman at Radio Doctors. . . . Bob Johnson, Mitchell Novelty Company serviceman, is wearing a big smile. He and his wife were blessed with a boy, their first child.

A heavy cold was bothering coinman Joe Pelligrino, of P. & P. Novelty Company, but he wouldn't let his "misery" get him down. Stayed right on the job because, he said, "I feel worse if I lay down." Business, however, adds Pelligrino, is holding up very well. Advent of new music models with coin slots designed for dime play could be a big boost for the industry, he states. . . . Walter Harloff, of Love Amusement Company, is another Milwaukee coinman who feels strongly about converting to dime play on an industry-wide basis. "It has long been over due," he points out. "We've been switching to dime play gradually and have had very few complaints. All it takes is to sit down and talk it over calmly with the location owners. Very few of them will refuse you the opportunity to try it for a while, at least."

Washington

By DELORES NEWCOMB

AIRPORT GAME ROOM GETS GOOD TAKES. The Game Room at Washington National Airport is enjoying heavy collections, says owner Michael Bushdid. Record amounts of air travel bring thousands of people to the airport, and when they have a "few minutes to kill" a great many of them head for the Game Room.

C. B. Macke Corporation opened another automatic snack bar at the American Tobacco Company plant in Reedsville, N. C., reports Meyer Gelfand. Macke is also installing five snack bars at the University of Maryland, he adds. . . . Evan Griffith, owner of Pioneer Novelty, says business at his firm is good and picking up slowly. . . . The Canteen Company is selling more coffee and candy, due to cooler weather, and less beverages, reports Ed Carroll.

"HOT SEAT"



\$12.50 PER M

One of the cutest and best selling charms of all time. Has loop for chaining. Molded in red edge glow plastic that will brighten up your machines and stimulate sales. Comes in assorted rich two-tone colors.

For bulk or capsule vending. Order Now! Immediate Delivery!

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

WATER SQUIRTS

Sensational — kids love them. Perfect vending. Stickers supplied.

FULL LINE OF DAVY CROCKETT ITEMS

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Or send 35c for regular sample kit of charms.

Nat'l Headquarters
Oak Acorn Machines & Parts



Penny King Company

2538 Mission St. Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

Precision-Built for PROTECTION & PROFITS!



ACORN
The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

IMPROVED! SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1623 S. Grand Ave. Los Angeles 15, Calif.

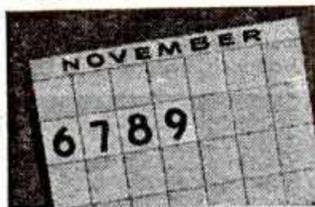
GIVE TO DAMON RUNYON CANCER FUND

BE THERE...

at your industry's

Cavalcade of Service!

when



NOVEMBER 6-7-8-9, 1955

where



CONRAD HILTON HOTEL, CHICAGO

what



VENDING'S OUTSTANDING EVENT

PLAN NOW TO ATTEND THE GREAT 1955 N.A.M.A. CONVENTION-EXHIBIT

SEND FOR INFORMATION ON HOTEL RESERVATIONS

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION
7 South Dearborn Street, Chicago 3, Illinois

Please send me the Official Hotel Room Reservation Application.

Name.....
Company.....
Address.....
City..... Zone... State.....



VICTOR STANDARD TOPPER
Case of 4. \$50
4 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms... \$61.00

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

ALADDIN MAGIC WISHING RING!
Immediate Delivery
\$15.50 Per M in Bulk
\$22.50 Per M in Capsules

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear—out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for:
 1 year at \$4. 2 years at \$6. 3 years at \$8.
(Foreign rate, one year, \$8) 886

Name.....
Address.....
City..... Zone... State.....
Occupation.....

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!
Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20) 885

Name.....
Address.....
City..... Zone... State.....
Occupation.....

Victor Standard Topper
1c Ball Gum & Charm Vendor



\$12.50
\$12.00 ea., 100 or More
All Victor Models in Stock.

TIME PAYMENT PLAN

COMPLETE STOCK OF BALL GUM, CHARMS AND ALL VENDING ITEMS
Write for free catalog today.

BERNARD K. BITTERMAN
4709 E. 27th St. Kansas City 27, Mo.

New Combination Lock Introduced

HAMMOND, Ind., Sept. 24.—Super-Lock, a new version of a combination lock which operates by key, has been introduced by Arlo Lock Corporation of Hammond.

The lock, in addition to conventional styling, has been especially designed for coin-operated games and vending machines, according to Lou Levrinch.

One key can operate hundreds of locks because of the unique change-a-combination cylinder and key. The cylinder and key have identical combinations. However, should the operator lose the key, he can with a duplicate remove the cylinder and reset a new combination on both the key and lock on the spot, Levrinch said.

The combination in the missing key is useless and cannot open the reset lock. The Super-Lock has more than 64,000 different combinations, the company announced.

Hershey Wins Award For Industry Safety

HERSHEY, Pa., Sept. 24.—Employees of the Hershey Chocolate Corporation Wednesday (21) received a plaque from the Pennsylvania Manufacturers' Association for outstanding industrial safety.

A. B. Snively, Hershey chief engineer, said employees rolled up a record 1,522,942 accident-free man hours from April 28 to August 9.

To Mull License Fee

SOUTH RIVER, N. J., Sept. 24.—The city council is scheduled to meet here Monday (26) to consider an ordinance which would require a \$100 annual license fee for milk venders. Representative of the New Jersey Automatic Merchandising Association is scheduled to appear at the hearing.

ABCB Conclave

Continued from page 118

a lesser per cup cost to operator and a greater profit margin.

As the result, bottlers in recent years, and in growing numbers, have turned to using bulk venders in self defense to keep from losing locations.

Consequently, because of bottler's interest, the side line, off-floor exhibits have become a must, and are well attended.

Speakers

Speakers at the conclave will include Alfred N. Steele, board chairman, Pepsi-Cola Company, New York; Dr. Kenneth McFarland, General Motors educational consultant; Larry Patterson, owner-manager, Pepsi-Cola Company, Santa Ana, Calif.; LeRoy M. King, merchandising director, Food Field Reporter.

Addressing technical sessions will include Vernon C. Guse, Bond Crown and Cork Company, Wilmington, Del., and George Pryor, Cherry-Burrell Corporation, Chicago.

Other speakers are Lenox K. Picker, of Pepsi-Cola Company's test and development division, Long Island, N. Y.; Daniel V. Wadsworth, vice-president, new products and development, Refined Syrups and Sugars, Inc., Yonkers, N. Y.; Byron E. Byrd, Marlboro Beverage Company, San Francisco, and John Higgins, Rose Coles and Company.

Ben Wells, vice-president, Seven-Up Company, St. Louis, will present a skit, "Abel, Baker and Charlie—Your Three Star Salesmen."

Sales Up 35%

Continued from page 118

the principle of mass display in action that Nelson points out is an important sales booster. Displayed in open cartons are more than 100 items price-tagged in packages of 500 and 1,000. They can be inspected and handled.

Another display shows capsules with more than 40 charm items, packaged 250 and more to the box.

Still another display counter showcases current favorites, e.g., Davy Crockett charms.

Pan candies and ball gum are displayed at a separate counter. Logan as a distributor for Victor and Silver King bulk venders displays both new and reconditioned models.

So display and catalogs have paid off. Logan's current charm sales run in excess of one million a month, ball gum at the rate of four tons a month, candies more than 1,000 pounds a month.

Ops Profit, Too

Continued from page 118

two or three of the machines while their car is on the apron for as long as 30 minutes."

Free coffee and tea brings patrons in originally, but it is the wide selection of vended products offered that does the actual selling, he declared.

Vended at his station are cigarettes, candy, pastries, ball gum, soft drinks, milk and charms.

While Johnson's business is gasoline and tire sales, plus brake and front-end service, he asserts the vending machine center is an all-important factor in the building of his annual million-dollar-plus sales volume.

Vend-a-Check

Continued from page 118

which states the buyer has not purchased more than two checks in any 15-day period, otherwise it may constitute fraud.

Checks are vended thru modified sanitary item and cigarette machines, which are purchased from established manufacturers. The units will also be made by the Jerry Gillespie Company, of Flint, according to Maines.

DuGrenier August Sales Hit Record

HAVERHILL, Mass., Sept. 24.—August sales of vending machines manufactured by Arthur DuGrenier, Inc., were 200 per cent higher than sales for any month during 1954 and were the highest of any single month in the 27-year history of the firm, according to Blanche E. Bouchard, DuGrenier treasurer.

Speaking at the quarterly stockholder's meeting, Miss Bouchard predicted that 1956 could be the best year in the company's history.

DuGrenier makes cigarettes, candy and tab gum venders.

Universal Leaf Sales Dip \$7 Mil.

NEW YORK, Sept. 24.—Sales for the Universal Leaf Tobacco Company for the fiscal year ended June 30 were more than \$7,000,000 behind the previous year, according to the annual report issued this week. Sales fell from \$100,728,525 to \$93,133,837.

Net income, too, was off more than a million dollars. The company and its subsidiaries buy, store, process and sell leaf tobacco for cigarettes.

Ferrara Scores Again with Red Hot Candy Peanuts

Pea Wee size—approx. 1,000 per lb. order from your distributor or direct from

FERRARA CANDY CO.
2204 W. Taylor St., Chicago 12, Ill.

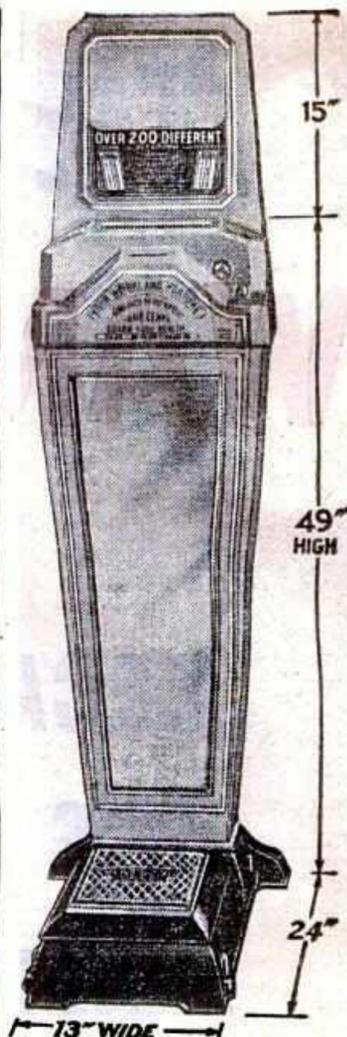
EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

DANCO COIN MACHINE CO.
1302-04 E. Baltimore St. Baltimore 21, Maryland



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE
NO SPRINGS

Invented and made only by

WATLING
Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

FOR TOPS IN PROFITS



VICTOR Standard TOPPER

CASES OF 4 **\$50.00**

30-Day Money Back Guarantee If Not Satisfied

1/2 Deposit on All Orders
Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

SIDMOR VENDING CO.
2137 Fifth Ave. Pittsburgh, Pa.
Tele.: Atlantic 1-2540

DAVY CROCKETT



PLASTIC CHARMS

\$12.50 PER THOUSAND

Gill finished

at your distributor or

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

NOW, YES, NOW IS THE TIME TO ORDER OHIO'S IMPORTED SANTA CLAUS CHARMS

Hand painted in brilliant fast colors. Last year we sold out our entire stock and could not take care of all customers, so order now—be sure your machines have this hot seasonal charm.

Only **\$8.75 M** Prepaid Shipment

WRITE FOR FREE SAMPLE

OHIO GUM SUPPLY CORP.
WICKLIFFE, OHIO



VICTOR'S TOPPER

1c BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more.

AMERICA'S FINEST BALL GUM VENDOR

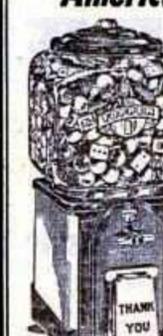
30 day money back guarantee if not satisfied. No questions asked.

Write for FREE 32-page catalog.

1/2 deposit on all orders.

PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

America's Best VICTOR Standard TOPPER



1c BALL GUM VENDOR **\$12.50** Each

\$12.00 Each 100 or More

30 day money-back guarantee if not satisfied.

1/2 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

Silver King 1c or 5c.....	\$ 8.50
Victor V—Cab. type.....	9.50
Victor V—Globe type.....	8.50
Acorn 5¢ or 1¢.....	10.00
DuGrenier, 4 Col.....	14.50
DuGrenier, 6 Col.....	17.50
Mills, 6 Col.....	17.50

SPECIAL CLOSEOUTS

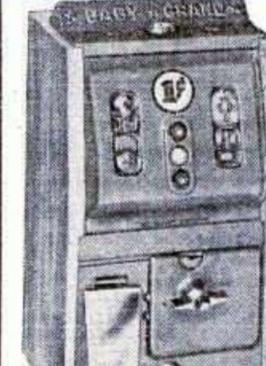
Advance Ball Gum.....	\$ 4.95
Cash Trays.....	2.95
N.W. Model 39.....	7.50
N.W. 33—Bulk or B/G.....	7.50
Master—1¢, New.....	8.50
Silver King Hot Nut.....	9.50
Zig Zag—New.....	19.50
Ajax 3 Col. Hot Nut.....	25.00
2 Col. 5¢ Jewel Vendor.....	7.50

Send for Our Complete Charm, Mds. and Jar Deal List
1/2 deposit, balance C.O.D.

WRITE FOR OUR NEW 56-PAGE GIFT & PREMIUM PRIZE CATALOG!!

RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2676

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE



FIVE STAR BABY GRAND DISPLAY VENDOR
(1c PLAY)

GETS THOSE PENNIES FAST!

For fast turnover of merchandise and long profits, you can't beat the new Five Star Display Vendor. A few of these money makers on location will prove its fast play appeal. Order your Five Star Display Vendors and Filled Merchandise Displays today! For details on complete line, see your nearest Victor Distributor at once.

VICTOR VENDING CORP.
5701-13 W. Grand Avenue Chicago 39, Ill.

MORE THAN 90,000 NOW EARNING EXTRA PROFITS ON LOCATION

MILLS famous 107
FACTORY REBUILT AND GUARANTEED

Every stop on your route will make extra profits with this proven vendor. Sells gum faster... requires practically no maintenance.

Only **\$15.00** F.O.B. Factory

Dentyne, Beeman's, Pepsin and American Chiclet candy coated or chiclet type gum only 4¢ a box.

ORDER TODAY—PROMPT DELIVERY

J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!



THE WORLD'S MOST WANTED PHONOGRAPH

BECAUSE
IT'S THE
LEADER IN
BEAUTY



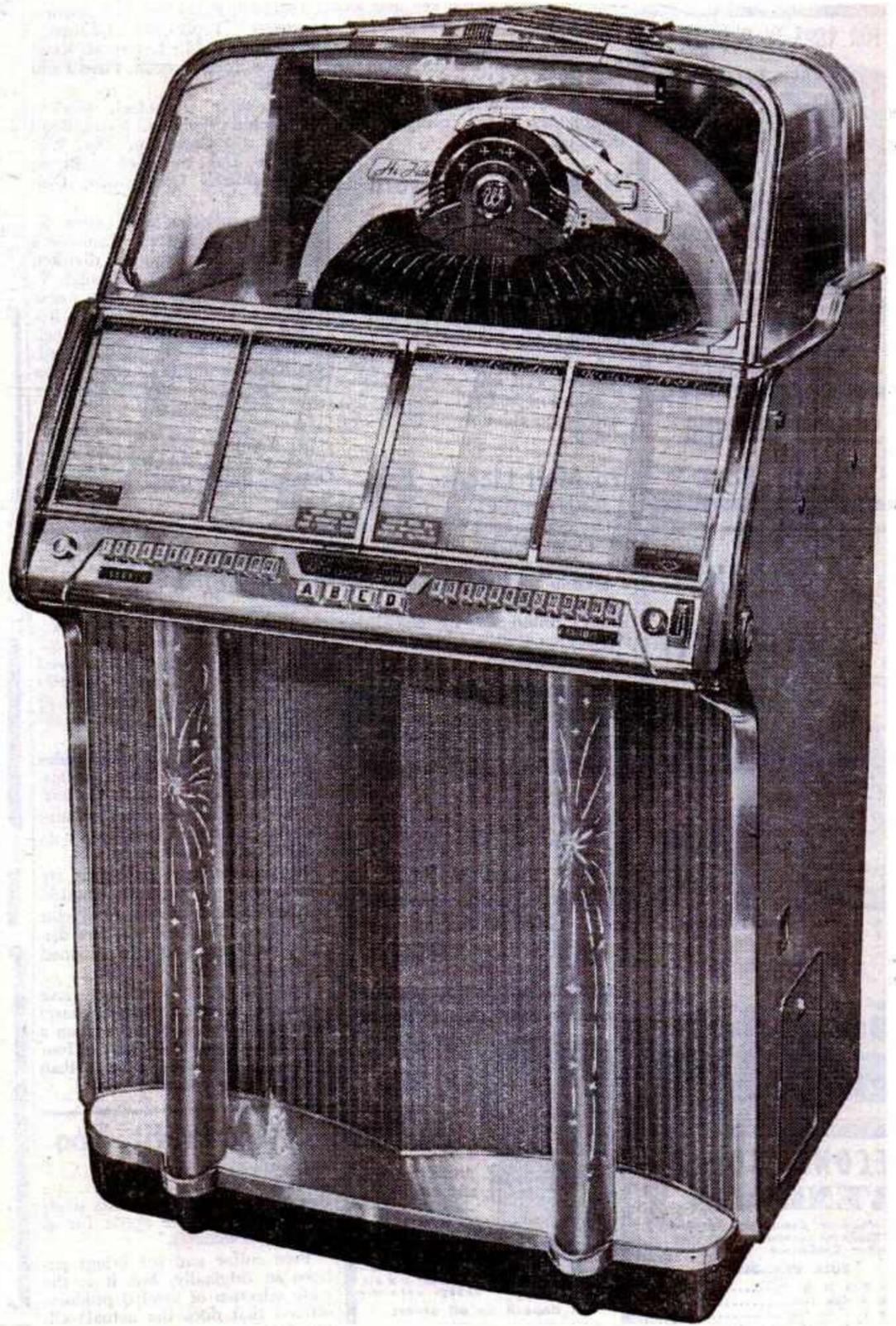
TONE



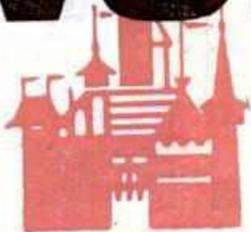
DEPENDABILITY



EARNINGS



WURLITZER 1800



WURLITZER

THE OFFICIAL MUSICAL
INSTRUMENTS IN *Disneyland*

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK

Established 1856

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated September 3, 1955)

ARCADE EQUIPMENT

- 1. GENCO—Rifle Gallery
1. EXHIBIT—Sportland
3. EXHIBIT—Dale Gun
4. CHICAGO COIN—Goatee
4. SEEBURG—Shoot-The-Bear
4. CHICAGO COIN—Super Jet

MUSIC MACHINES

- 1. SEEBURG—M-100-B
2. SEEBURG—M-100-A (78 RPM)
3. AMI—Model-A
4. AMI—Model-D-40
5. WURLITZER—1500

SHUFFLE GAMES

- 1. UNITED—Banner Shuffle Alley
1. UNITED—Cascade Shuffle Alley, 6 Player
3. UNITED—Olympic Shuffle Alley
4. CHICAGO COIN—Super Frame Bowler
5. UNITED—Chief Shuffle Alley

VENDING MACHINES

- 1. NORTHWESTERN—33 Ball Gum
2. NORTHWESTERN—39 1c
3. SILVER KING—5c
4. COLUMBUS—1c Bulk
5. NATIONAL—950
5. VICTOR—1c Baby Grand

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Atlantic City
2. Surf Club
3. Beach Club

GOTTIEB

- 1. Lovely Lucy
2. Gays & Dolls
3. Coronation
3. Green Pastures
3. Shindig

UNITED

- 1. Nevada
2. Rio
3. Tropics

WILLIAMS

- 1. Army & Navy
2. Four Corners
3. Hayburners

PINBALL GAMES

Table with columns: HIGH, LOW, Times Advt'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

CHICAGO COIN

Table with columns: HIGH, LOW, Times Advt'd. Lists Chicago Coin games like Basketball Champ, Tahiti.

EVANS

Table with columns: HIGH, LOW, Times Advt'd. Lists Evans games like Saddle & Turf.

GENCO

Table with columns: HIGH, LOW, Times Advt'd. Lists Genco games like Basketball, 2 player, 400, etc.

GOTTIEB

Table with columns: HIGH, LOW, Times Advt'd. Lists Gottlieb games like Chinatown, College Daze, etc.

UNITED

Table with columns: HIGH, LOW, Times Advt'd. Lists United games like ABC, Cabana, Havana, etc.

WILLIAMS

Table with columns: HIGH, LOW, Times Advt'd. Lists Williams games like All Star Baseball, Army & Navy, etc.

Table with columns: HIGH, LOW, Times Advt'd. Lists various arcade games like Samba, Saratoga, Screamo, etc.

MANUFACTURERS NOT LISTED

Table with columns: HIGH, LOW, Times Advt'd. Lists manufacturers not listed like Circus, Lucky Innings, etc.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Times Advt'd. Lists various arcade equipment like ABT Challenger, Advance Shockers, etc.

Table with columns: HIGH, LOW, Times Advt'd. Lists various music machines like Pistol Pete, Polar Hunt, etc.

Table with columns: HIGH, LOW, Times Advt'd. Lists various shuffle games like Ace Bowler, Advance Bowler, etc.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Times Advt'd. Lists various shuffle games like Ace Bowler, Advance Bowler, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Advt'd. Lists various music machines like AMI Model A, Comet 1438, etc.

Table with columns: HIGH, LOW, Times Advt'd. Lists various vending machines like Wurlitzer 1015, 1100, etc.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Times Advt'd. Lists various shuffle games like Ace Bowler, Advance Bowler, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Advt'd. Lists various music machines like AMI Model A, Comet 1438, etc.

Times Advt'd

Main table on the right side of the page listing various coin machines with columns for HIGH, LOW, and Times Advt'd.

(Continued on page 131)

Pool Game Demand Hikes; Mfrs. Gear for Big Output

• Continued from page 108

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, reported a sales boost in the past week on the new Genco

pool game. He said demand indicated that pool game sales would be "strong for at least another month."

Chester Biezad, J. H. Keeney & Company engineer, said the firm is already behind in filling orders on new pool games. "We expect the demand to last for quite a while," said Biezad. Keeney has had some trouble in securing sufficient parts for game.

Samples Bring Orders

Ted Rubenstein, Marvel Manufacturing Company head, said samples of the firm's pool game have been shipped to distributors, and the samples have produced orders for more.

The fact that the coin pool games were given the green light by the Chicago Game Panel this week was expected to further increase operator demand for the games. Chicago operators are already moving pool games into locations, and as the game catches on here its popularity in surrounding areas will be further enhanced. (See separate story.)

Other pool game producers include Edolite Products, Detroit; Fischer Sales & Manufacturing Company, Tipton, Mo., and the Valley Manufacturing Company, Bay City, Mich.

Rumor Bally To Join Coin Pool Ranks

CHICAGO, Sept. 24.—It was reported in coin machine circles this week that Bally Manufacturing Company was planning to join the move to coin pool games with a new model to be introduced soon.

If Bally produces a coin pool game the firm will compete with at least eight other coin machine companies already in shipment on this type of game.

Ind. Distribs See Big Fall With Credit Up

INDIANAPOLIS, Sept. 24.—Indiana distributors will enter the last quarter of 1955 with cautious optimism after a summer of unseasonably high business activity.

"This may be prosperity of a sort," said one of the larger distributors, "but as far as we're concerned, this is no boom."

While the fall season should be good, it will bring with its increased purchases, increased demands for credit, he predicted.

He explained that 90 per cent of equipment is bought from him via the financing route with banks picking up the paper. In most instances, he added, he sells merchandise without any money down.

The banks hold the distributors to a contingent liability—which means if the operator doesn't pay, the distributor must.

Costs Too High

In terms of dollars and cents, his business has improved steadily thru the last few years, but even while the monetary intake has gone up, unit sales have fallen off—an ominous economic symptom, he warned.

"That's inflation," the distributor stated. "Here, indeed, is a classic example of it. Prices becoming so high that products become less and less accessible to buyers. The fact is that equipment is too high as all other costs in connection with coin operations are too high. That's why fewer machines are sold. That's why we get less and less cash and more and more paper."

Generally speaking, the distributors get cheerful reports from

(Continued on page 128)

SCHOOL BELLS BOOST KIDDIE RIDE TRAFFIC

CHICAGO, Sept. 24.—When school bells ring, kiddie-ride traffic increases from 30 to 60 per cent, according to a survey of kiddie ride operators conducted by Jack Nelson, general sales manager of Bally Manufacturing Company.

Seems the rides furnish moppets with an "escape from the hectic school routine." The youngsters are also more inclined to spend their dimes for rides in cooler weather, when other attractions—the ice cream man, to name only one—are not competing for the moppet money.

ON THE ROUTE

Phil Plato, Grand Junction, Colo., operator has posted a 35-foot sign at his entertainment center on Highway 6, some 20 miles east of the city, reading, "Amusement Machines For Your Entertainment." Painted in bright red lettering against a white background, and with letters more than a foot high, the sign appeals to motorists who enjoy stopping to play pinball games, juke boxes or novelty games.

Operating thruout the District of Columbia, Virginia and Maryland, James Bowen has installed radio-dispatched repair equipment to his office and milk vender operation. A half-ton covered pick-up "trouble truck," carrying all necessary tools equipment and parts, maintains radio contact with route headquarters in Bethesda, Md.

Coin Pool Approved By Chi Game Panel

CHICAGO, Sept. 24. — Coin pool play here has been approved by the City Game Panel.

According to the office of the corporation counsel, two firms, Exhibit Supply and Williams Manufacturing Company, submitted affidavits for approval of their respective games, Skill Pool and Bank Shot. Both were approved by the panel.

It is expected that the panel will approve similar coin games manufactured by other firms.

The prospects for coin pool play at Chicago locations has brightened up the business outlook of

Magic Key-Chain New Ad Novelty For Ga. Distrib

MACON, Ga., Sept. 24.—As an advertising novelty, Peach State Distributing Company here is giving its customers a "Magic Key-Chain" to boost pinball game sales.

The tag on the key chain frames a picture of a player standing in front of a pinball game, above and below which appears the wording, "Peach State Distributing Company Says . . ."

As the tag is tilted slightly the player starts putting "body english" on the game, sparkling lines indicate that the game is lighting up, and the original wording disappears to be replaced by the slogan, "You Can Bank on a Bally Game."

W. N. Hawes, Peach State president, reports the chain advertising idea is creating a lot of comment among local operators.

local operators, who have had to restrict themselves largely to shuffle bowling game placements at their locations. Coin pool gives the local operators the chance to at long last move a new type of game into their locations.

The Game Panel's vote marks the first time in many years that a coin-operated game played with balls has been approved for city locations.

According to the city collector's Office, the coin pool games will be licensed on an annual basis at \$25 per machine. The same license fee is required for all amusement machines, including juke boxes, in the city.

Genco Pool Game Bows New Features

CHICAGO, Sept. 24.—Genco Manufacturing & Sales Company began quantity shipments of its new coin game, Tournament Pool, this week.

Two distinctive features of the game are built-in levels on the outer edges of the table, and a lighting accessory that can be screwed into one of the bumpers on the table.

Players can check the levels to insure that the table is in proper position for play, and can make the necessary adjustments themselves on the casters under the table legs.

Light Feature

The light attachment illuminates the table for play at dimly lighted locations. It is built into all the Tournament Pool games and is easily attached or detached.

Another feature of the Genco game is a "cheat-proof" mechanism that prevents replay of balls without depositing coins. A new type undercarriage has solved this problem.

The Tournament Pool table is made of walnut. The felt is of a fine grade, backed by canvas. The game is played in the same fashion as other pool games on the market.

SET FOR BIG SEASON

New Game Crop Sports Fresh Play Features

CHICAGO, Sept. 24.—Amusement game locations will be getting a new look this fall, with the latest games rolling off manufacturers' production lines dressed up with new play features.

With many operators around the country moving coin-operated miniature pool games into their locations for the first time, and with original play ideas evident in the latest shuffle bowlers and pinball games, takes are expected to shoot upward.

Among the most original of the current game crop is Genco Manufacturing & Sales Company's coin football unit, Quarterback (The Billboard, September 17). Ping-pong size balls are delivered automatically to a tee in front of a miniature football kicker. The tee, with mounted ball, bobs and weaves in front of the player who presses a button on the outside of the cabinet to "kick" the ball thru the air at a target backdrop.

In the shuffle bowling field, Bally Manufacturing Company has produced a quartet of games with over-sized pins and pucks. Two of these bowlers, ABC and Congress, are played according to regular bowling scores. The two latest models, Jumbo and King-Pin, are high scoring games with close-aim "super strikes" and speed control of puck delivery boosting regular scores. (The Billboard, September 17).

A unique entry in the shuffle bowler field was made by Chicago Coin Machine Company's introduction of Score-A-Line (The Billboard, September 24). In-line scores are registered on a card on the backglass, which are then added to regular bowling scores. Flashing lights travel across nine numbers located in front of the pin field. The number lighted when the player delivers his puck in each frame lights up on the backglass for possible in-line scores.

Single-card play combined with a special "eight balls next game" feature, is drawing operator attention for United Manufacturing Company's in-line pinball game, Pixies. Another feature is second coin play to light up four diagonal lights making it possible to score three-in-line 12 ways.

A new "magic card" is an innovation with Bally's latest in-line pinball, Miami Beach. As coins are deposited, a "curtain" over the

card on the backglass rolls back to reveal first, two extra lines of numbers, then three, and finally four extra lines, offering added in-line scoring opportunities.

Latest new Arcade game is K.O. Champ, a two-player boxing game produced by International Mutoscope Corporation, New York. The game operates on single coin play, each player attempting to score a knockout of the other player's fighter. The two fighters face each other and can be moved in all directions by the players. Arms of the fighters can be manipulated to score hits.

Fischer Bows Tourney Plan For Cue-Star

CHICAGO, Sept. 24.—A new tourney plan to go hand in hand with sales of Cue-Star, coin pool game, has been introduced by the Fischer Sales & Manufacturing Company.

With each shipment of Cue-Star, the buyer is entitled to his choice of a number of name brand merchandise pieces which can be offered as prizes to tournament winners at taverns and other locations.

In addition to the name brand merchandise, each purchase is accompanied with a pad of tournament play sheets and an 11 by 18-inch poster for the location, which calls attention to the tournament and the prize to be offered.

According to R. W. Weikel, general sales manager, Cue-Star, along with the tournament extras, lists to the operator at under \$220. Weikel said that the rule card shipped with the game has been revised for easier reading and is framed in glass.

Weikel said the new offerings were made "to encourage as many operators and distributors as possible to sponsor tournament play at locations."

Name brand merchandise offered includes electric iron, luggage, toaster, electric shaver, fishing tackle set, and other items.

How Coin Pool Is Played

(Editor's Note: In response to operator interest in coin-operated miniature pool games, we are listing below simplified play rules drawn up by Fischer Sales & Manufacturing Company, Tipton, Mo., and applicable to the majority of coin pool games now on locations.)

Play Rules

1. 2 (singles) or 4 (partners) play.
2. Five red balls for one side—five white for other.
3. Set balls on markers—Note! Place specially marked balls (one for each side) in front of holes.

First Shot

Both players shoot marked balls simultaneously—balls must be banked off cushion to players' right. If both players score, repeat simultaneous shot using next ball to left of hole.

Subsequent Shots

Player nearest his color hole shoots first.
Player must sink marked ball first.
Player continues to shoot until he misses.
Note! Players may use their balls to block or knock away opponents balls.

Winner

First player on team to sink all five balls.
(See exception below—)

Penalties

If—Ball leaves table... Place in center of bumper.
Player sinks opponent's ball... No penalty—ball counts for opponent.
Player sinks own ball in opponent's hole... Opponent drops two balls (by hand) in hole.
Player sinks ball other than marked ball first... Opponent drops two balls (by hand) in hole.
Player sinks his last ball in opponent's hole... Opponent wins game.

Buyers' Guide
Continued from page 114

Missouri
Berkeley
R. J. Becker Vending Service, P. O. Box 254, Oak

Kansas City
Central Distributors, 3314 Main St.
AMI, United, Williams

St. Louis
Samuel J. Phillips Co., 4372 Linden Blvd. Oak

New York
Brooklyn
J. Schoenback, 1654 Bedford Ave. Oak

New York
Mike Mueves Corp., 577 10th Ave. Exhibit

Seacoast Distributing, Inc., 594 10th Ave. Rock-Ola

Oceanside
Folz Vending, P. O. Box 205, Oak

Rochester
Flower City Amusement Co., 620 Main St., East, Rock-Ola

Syracuse
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Music-Vend Corp. of Eastern Ohio, 5534 Mahoning Ave. Rock-Ola

Wickliffe
Ohio Gum Supply Corp., P. O. Box 155, Oak

Oklahoma
Tulsa
Automatic Music Co., 1214 W. Archer St. Rock-Ola

Pennsylvania
Pittsburgh
Banner Specialty Co., 1508 Fifth Ave. AMI, United

Rhode Island
Pawtucket
Cole Distributing Co., 176 Mineral Spring Ave. Oak

Tennessee
Chattanooga
Chattanooga Amusement Co., 1806 Rossville Ave.

Texas
Dallas
Fisher Brown Co., Inc., 2218 S. Harwood, Northwestern
Master Sales & Service, 425 E. Greenbrier Lane, Oak
S. H. Lynch & Co., Inc., 2900 Gaston Ave. Seaburg
State Music Distributors, Inc., 3100 Main St. AMI, Keeney
Walbox Sales Co., 3909 Main St. Bally

Houston
Phono-Vend of Texas, 1048 Jefferson St. Rock-Ola

San Antonio
Pan American Sales Co., Inc., 323 S. Alamo St.

Utah
Salt Lake City
C. P. Callis, 227 Hubbard Ave. Oak

Virginia
Roanoke
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Continued from page 125

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Western Music Machine, 9916 Jasper Ave. AMI
- Vancouver, B. C.**
Select Music Co., 2487 Commercial Drive. Bally
- Toronto**
McPhail Vending Service, 1218 Eglinton Ave., W. Oak
Al Siegel Amusement Co., 637 Yonge St. Williams
- Montreal, Que.**
Russ-Con Co., 12530 Rivoli St. Bally (Rides only)

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- CORRECTIONS**
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- Montgomery**
Franco Distributing Co., 24 N. Perry St. Rock-Ola, Exhibit
- Connecticut**
Hartford
Runyon Sales Co., Inc., 181 Pleasant St. AMI
- Florida**
Miami
Ross Distributing Co., 3401 N. W. 36th St. Rock-Ola
Southern Music Distributing Co., 1453 S. W. Eighth St. AMI, Keeney
- Orlando**
Southern Distributing Co., 503 W. Central Ave. AMI, Keeney
- Georgia**
Atlanta
Variety Distributing Co., 5885 Grant St. S. E. Keeney, Exhibit
- Illinois**
Chicago
Atlas Music Co., 2122 N. Western Ave. Seeburg
Empire Coin Machine Exchange, 1012-14 Milwaukee Ave. United
- Indiana**
Indianapolis
Southern Automatic Music Co., 129 W. North St. AMI, United, Williams, Exhibit, Gottlieb
- Kentucky**
Louisville
H. M. Branson Distributing Co., 811 E. Broadway Ave. Rock-Ola
- Maryland**
Baltimore
General Vending Sales Corp., 237 W. Biddle St. Gottlieb, Exhibit, AMI
- Massachusetts**
Allston
Redd Distributing Co., 298 Lincoln St. Bally, Wurlitzer, Exhibit
- Missouri**
St. Louis
Central Distributing Co., 2315 Olive St. AMI, United, Williams
Morris Novelty Co., 3007-09 Olive St. Gottlieb
- Nebraska**
Omaha
Central Music Distributing Co., Inc., 1209 Douglas Wurlitzer, United, Oak

- New Jersey**
Newark
Atlantic New Jersey Corp., 772 High St. Seeburg, Bally, Keeney
- New York**
Albany
Bilotta Distributing Corp., 1120 Broadway. Wurlitzer
- New York City**
Northwestern Sales & Service Co., 446 W. 36th St. Northwestern, Oak
- Newark**
Bilotta Distributing Co., 224 Main St. Wurlitzer, Williams
- Syracuse**
Rex Coin Distributing Co., 821 Salina St. Williams
- Ohio**
Cleveland
Cleveland Coin Machine Exchange, 2029 Prospect Ave. AMI, United, Oak, Northwestern
Lake City Amusement Co., 4533 Payne Ave. Rock-Ola, Bally, Williams
- Oklahoma**
Oklahoma City
Culp Distributing Co., 614-616 W. Grand Ave. Wurlitzer, Exhibit, Williams, United
- Pennsylvania**
Philadelphia
Rake Coin Machine Exchange, 609 Spring Garden St. Northwestern, Oak
David Rosen, Inc., 855 N. Broad St. AMI, Williams, Exhibit
- Pittsburgh**
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- Wilkes-Barre**
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Spokane**

Danis Distributing Co., 906 W. Second St.
AMI, Bally

**West Virginia
Charleston**

Roanoke Vending Machine Co., 118 W. Washington St.
AMI

**Wisconsin
Milwaukee**

Badger Novelty Co., 2546 N. 30th St.
Northwestern, Rock-Ola
Vic Manhardt Co., Inc., 1705 W. Clybourn St.
Magnecord
United, Inc., 4227 W. Villet St.
Wurlitzer

Canada

Vancouver, B. C.

Al Siegel Amusement Co., 638 E. Hastings St.
Williams

Toronto

Siegel Distributing Co., 477 Young St.
Bally

Keeney's FASCINATION DELUXE POOL TABLE

Gets you "on the ball"—with the best of all!

**Celeste Ravel
MISS ILLINOIS 1954-55
scoring a winner**



**Quiet IN OPERATION
Luxurious CABINET**

STANDARD CUE 48" LONG

Check These Features:

- Perfect operating Ball Release can't be cheated
- 2 Coins • 2 to 4 Players
- Perfectly squared to entice the professionals
- Green, rubber backed felt
- Simple coin mechanism
- Conventional cushions
- Self-contained Cue Holder
- Rugged, durable construction

Mahogany grained moulding—Cork finish body and legs
Size: 52" L. x 36" W. x 32" H.

Order from your Keeney Distributor NOW!

J. H. Keeney & CO. INC.
2400 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

MONARCH RECONDITIONED BUYS

United NEVADAS \$185	CIGARETTE MACHINES	Keeney PALISADE \$415
United SINGAPORE \$235	Uneda 15 Col. \$65	United DELUXE MERCURY \$345
Wms. ALL-STAR BASEBALL, 6 Pl. \$195	Uneda 9 Col. 45	Bumper POOL GAMES at very special prices!
	Uneda 8 Col. 35	
	Rowe 10 Col. 65	
	DuGrenier 7 Col. 45	
	DuGrenier 9 Col. 65	
	DuGrenier 11 Col. 85	

CHARLEY PIERI
Monarch Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill.

Write for Latest List
Lincoln 9-3996-7-8

A. M. I. MODEL "C" \$175
WURLITZER 1100 155
WURLITZER 1500 295

RECONDITIONED—REFINISHED LIKE NEW!
Terms: 1/3 Dep., Bal. C.O.D.



ATLAS MUSIC COMPANY
A Quarter Century of Service.
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"

**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**

ESTABLISHED 1923
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

**WHAT'S NEW IN COIN MACHINES!
WHAT ARE THEY GETTING FOR USED EQUIPMENT!
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!**

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates.
Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20)

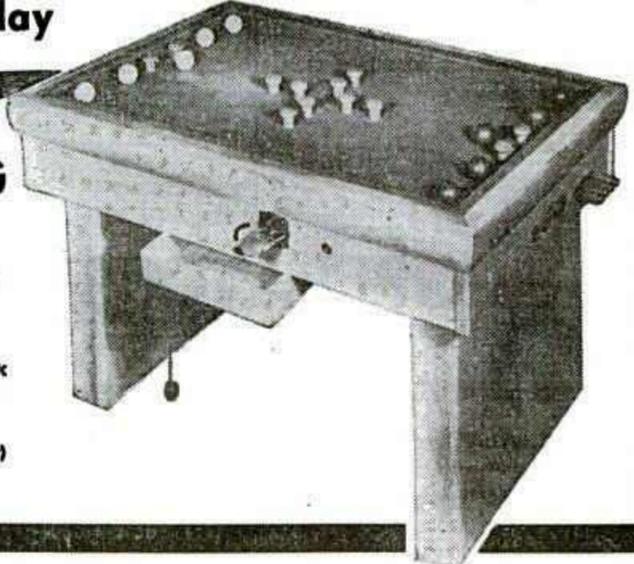
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Address
City Zone State
Occupation



VALLEY WAS FIRST TO MANUFACTURE AND ADVERTISE THE EXCITING PROFIT-MAKER SHOWN BELOW. IT'S THE HOTTEST GAME TODAY. WATCH THE OTHERS FOLLOW

Remains trouble-free after months and months of continuous operation. It's really trouble-free!

VALLEY'S SENSATIONAL BUMPER POOL IS A SURE FIRE MONEY-TAKER and MONEY-MAKER FOR YOU!
2 or 4 Can Play



CHECK THESE OUTSTANDING FEATURES:

- Positive Ball, Trip-Cheat Proof
- Hand Maple Construction
- Easy Assembly, No Electrical Hook-Ups
- Genuine Rubberized Back Billiard Cloth (for long wear, less tear)
- Valley's Self-Storing Cue Slick Holder
- Live Rubber for More Action
- A. B. T. Double 10c Coin Chute
- Service Free

DIMENSIONS
36" wide
52" long
32" high

SOMETHING NEW HAS BEEN ADDED
WRITE OR PHONE FOR COMPLETE DETAILS TODAY!

VALLEY MANUFACTURING CO. 333 Morton St., Bay City, Michigan
Phone 8587 or 8588

COBRA CARTRIDGES
Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.
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P. O. Box 2008 Mesa, Arizona

Every Conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES**
Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?
Write BOX 666
2160 Patterson Street
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Exclusive Distributors for
BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

COMPLETE LINE BALLY BINGO PARTS

SHUFFLE ALLEYS		ARCADE	
Bally Blue Ribbon	Write	Bally (Kiddie Gun) Bulls Eye	Write
Bally Gold Medal	Write	Chicago Coin Deluxe (Baseball)	Write
Chi. Coin Bonus Score Bowler	Write	Bulls Eye	Write
Bally Magic Bowler	Write	Chicago Coin (Baseball) Bulls Eye	Write
Bally Jet Bowler	\$375.00	Bally Hot Rod	Write
Chicago Coin Starlight	295.00	Exhibit Sportland (Moving Target)	\$225.00
United Cascade	100.00	Genco (Moving Target) Rifle Gallery	249.00
Keeney Pacemaker	165.00	Keeney Sportsman (Moving Target)	249.50
Chi Coin Criss Cross Target	235.00	Genco Quarterback	Write
Bally Jumbo	Write	Genco Champion Baseball	Write
Bally King Pin	Write		
Chi Coin Hollywood	Write		
Chi Coin Bliker	Write		
Chi Coin Bonus Score	425.00		
Bally Magic Bowler	350.00		
Bally Jet Bowler	225.00		
Chi Coin Starlite	125.00		
Keeney Pacemaker	125.00		
Keeney Bikini	250.00		
Keeney Century	295.00		
United Leader	200.00		
United Rainbow	250.00		
SPECIAL WHILE THEY LAST			
9 Midget Movies \$125.00			
2 Ducks 125.00			
1 Tank 150.00			
2 Trains 150.00			
2 Chi Coin Super Jets 225.00			
1 Rocket Patrol 75.00			
PINBALLS			
GAYTIME WRITE			
GAYETY \$375.00			
Variety 400.00			
Beauty 125.00			
Beach Club 175.00			
Big Time 495.00			
Yacht Club 125.00			
Palm Spinning 200.00			
Surf Club 275.00			
Ice Frolic 250.00			
United Rio 110.00			
MUSIC			
Rock-Ola 1448 Write			
Rock-Ola Hi-Fi Select \$725.00			
Rock-Ola Comet 1438, 120 Select. 599.50			
Seeburg M-100A 295.00			
Seeburg 100BL 495.00			
Wurlitzer 1100 125.00			

CALDERON DISTRIBUTING Co.
 450 Massachusetts Avenue ME-Irose 4-8468 Indianapolis, Indiana

WORLD WIDE... the most for your \$\$

Late 5 BALLS	BINGOS
STAGE COACH \$175	BIG TIME \$525
DIAMOND LILL 185	GAYETY 395
POKER FACE 125	VARIETY 375
HAPPY DAYS 85	ICE FROLICS 225
CHINATOWN 75	PALM SPRINGS 225
	DUDE RANCH 195
	YACHT CLUB 110
	BEACH CLUB 185
	PALM BEACH 75
	SPOT-LITE 45
	FROLICS 135
	NEVADA 195
	HAWAII 175
	RIO 135
	TROPICS 110
	MEXICO 165

NEW GAMES	MISCELLANEOUS
Bally MIAMI BEACH	Ex. SHOOTING GALLERY \$175
United PIXIES	Genco 400 55
Gott. WISHING WELL	Genco GOLDEN NUGGET 75
United SUPER BONUS	Wms. SAFARI 365
United PYRAMID	Wurl. 1550 395

SHUFFLE GAMES	WANT TO BUY
DLX. CLIPPER \$425	ATLANTIC CITY
DLX. LIGHTNING 395	CONEY ISLAND
DLX. MERCURY 365	BRITE SPOT
DLX. 11TH FRAME 325	BRITE LITE
DLX. COMET 345	
DLX. T. ROGETTE 310	
BANNER 275	
ACE 225	
LEADER 275	
IMPERIAL 195	
CLASSIC 130	
10TH FRAME STAR 95	

Chicago 47
 2330 N. Western Ave. Phone: Everglade 4-2300

CAN'T WIN?
Courtroom Takes On Arcade Aura

BOSTON, Sept. 24.—For a while Wednesday (21) an august federal courtroom looked a little like a Penny Arcade. The case involved two coin-operated crane digger machines seized from a Revere Beach spot by the FBI in 1951 during a raid. The government wants to confiscate them on the grounds they are illegal. The machines were taken under a law banning interstate transportation of gambling devices.

The U. S. attorney announced the machine was a fraud, since it would not give up any of the prizes heaped in the glass case. He thought he proved his point when he put in a nickel and got nothing. But on the second try he won a toothbrush. The judge inserted three nickels, trying for an alarm clock, but failed. The defense said it was a matter of skill, tried four nickels and failed, saying "I guess I didn't prove anything."

The judge said he'd take the matter under advisement and decide in two weeks if the machines would be confiscated or returned to the owners.

Ind. Distributions
 • Continued from page 124

operators. Juke box play has been holding up and collections have increased even during the summer months. Equally encouraging are reports covering amusement equipment operations.

Increasing Vigilance
 All distributors admitted, however, they are exercising increasing vigilance in granting credit.

A leading distributor said he was giving a simple four-point guide in appraising credit applications.

His first rule, he said, was never to permit over-buying. The purchase volume must be within the means of the operator, and within the scope of his potentialities.

His second rule is: know your customer—know him well.

The third point calls for an exhaustive check of the customer's credit standing.

"My fourth rule is never to be tempted, never to be too eager to make a sale," he said. "If the check shows the customer is not a good credit risk, I don't sell him."

Phono Credit Terms
 On phonographs, the credit terms of the larger distributors are 12 to 24 months, on amusement equipment six to eight months.

Indianapolis' recent reconversion to nickel play left Indiana with only one city, Gary, where the dime chute prevails.

Gary operators are satisfied with the results of the 10-cent conversion. They say it has been profitable even where it has meant a slight drop in the number of plays.

With fewer plays, they explain, there are fewer breakdowns—and the round-the-clock repair service constitutes a major drain on the operator's finances.

SPECIAL SALE

8-BALLY BEACH CLUB	\$170.00
5-DUDE RANCH	205.00
9-PALM SPRINGS	210.00
3-ICE FROLICS	215.00
3-HI-FI	225.00
5-SURF CLUBS	240.00
2-VARIETY	395.00
2-GAYETY	395.00
2-EVANS SADDLE & TURF (10c Club Model)	245.00
10-GENCO JUMPIN' JACKS	55.00
1-UNITED CARNIVAL GUN (De Luxe)	275.00
2-UNITED IMPERIAL BOWLERS	205.00
1-BALLY VICTORY BOWLER	315.00

Also other Bingos and Bowlers. All machines ready for locations.
 1/2 down, bal. C.O.D. or S/D.

MICKEY ANDERSON
 314 East 11th St. Erie, Penna.
 Phone 5-7549

BOB CHARLES' OCTOBER SPECIALS
 All very clean MUSIC

SEEBURG HM 100 A Hideaways	\$275.00	SEEBURG M 100 BL Consoles	\$495.00
SEEBURG M 100 A Consoles	295.00	SEEBURG M 100 C Consoles	595.00
SEEBURG M 100 B Consoles	465.00		

GAMES

UNITED YANKEES	\$295.00	UNITED CONV. SUPER 6 PLAYERS	\$ 75.00
UNITED TARGETTES	275.00	UNITED OLYMPICS	95.00
UNITED EASTERN LEAGUES	245.00	UNITED CARNIVAL GUNS	285.00
UNITED LIBERTY, Conv. GR.		CHICAGO COIN SUPER FRAMES	245.00
CENTRAL	125.00	CHICAGO COIN 10th FRAMES	85.00
UNITED MANHATTAN 10th FRAMES	85.00		

1/3 DEPOSIT
BINGHAMTON AMUSEMENT CO., Inc.
 221 Main St. Binghamton, N. Y. 9-1515

Joe Ash says...
 When you compare quality with price, Active is never undersold!



Joe Ash says...
 Los compradores en el extranjero encontraran estos aparatos libres de contratiempos o los mas bajos precios de aqui.

Exportamos juegos de bolas (pin games) y veloneros (music machines) nuevas o reconstruidas listas para operacion.

EXCLUSIVE DISTRIBUTORS FOR WURLITZER & D. GOTTLIEB & CO. in S. Jersey, Del. and E. Pennsylvania.

ACTIVE AMUSEMENT MACHINES CO.
 666 N. Broad St. Phila. 30
 Fremont 7-4495 Write or wire for prices
 "YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

FOREIGN BUYERS
 We Are Export Specialists

We Have for IMMEDIATE DELIVERY the following **BALLY HITS**
 ABC Bowler
 Congress Bowler
 Jumbo Bowler
 King Pin Bowler
 Miami Beach In-Line

INTERNATIONAL AMUSEMENT CO.
 1423 SPRING GARDEN STREET Philadelphia 6-7712

SCOTT-CROSSE COMPANY
 PHILADELPHIA 30, PA.

WESHIP
 all over the world

25 WURLITZER 1700's Like New Write-Cable	10 WURLITZER 1550's, \$275 ea. 3 AMI E-120's, \$475 ea.	Largest Stock in World of KIDDIE RIDES • 100% Guaranteed • Easy Terms Arranged • Send for Complete List
--	---	---

WANTED: LATE USED UNITED and BALLY SHUFFLE ALLEYS

REDD DISTRIBUTING CO., INC.
 298 LINCOLN STREET ALLSTON 34, MASS.
 AL 4-4040 Cable Address: REDINC

Exclusive Distributors for **WURLITZER—BALLY—UNITED**

Thank You...
... OPERATORS!

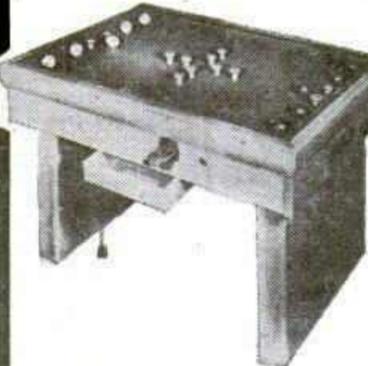
For Your Attendance & Support At The Most Successful Showing In Our History ...

... The New
SEEBURG SELECT-O-MATIC V-200 DUAL MUSIC SYSTEM
 Music For Everyone ...
 Greater Profits For You

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 2920 W. Pico Blvd., Los Angeles 6, Calif., REpublic 4-2177
 Phoenix Office—611 W. Washington, Phone ALpine 8-8291

POOL GAMES
 IMMEDIATE DELIVERY
 Write Us for Your Lowest Price

SPECIALS
 Seeburg M100B—100 Selection —45 rpm \$485



BINGOS
 Surf Club \$235
 Hi Fi 215
 Nevada 215
 Beach Club 165
 Beauty 140
 Palm Beach 100
 Yacht Club 95
 Atlantic City 95
 Spot Light 70

SHUFFLE GAMES
 Un. Mars Deluxe \$375
 Un. Mercury 355
 Un. Leader 225
 Un. Team 225
 Un. League 225
 Un. Chief 225
 Un. Royal 190
 Un. Olympic 125
 Un. Classic 135
 Un. Deluxe 65
 Genco Match Pool 145
 Genco Shuf. fle Pool 95

SHUFFLEBOARD SUPPLIES
 Shuffleboard Game Wax, Case (12) \$ 3.50
 Pucks (Set of 8) 12.00
 Fast Wax, Case (12) 4.50
 Score Sheets, 10 Pads 7.50
 Fluorescent Lights, Pr. 22.50
 Adjusters, 18.50

PURVEYOR Better Buys
 DISTRIBUTING CO.

4322-24 N. WESTERN AVE. CHICAGO, ILLINOIS JUNIPER 8-1814

New Sentinel TV-Juke Unit

Continued from page 109

juke box mechanism in the lower half of the Select-O-Vision unit. Sentinel Radio, a major radio, television and phonograph manufacturer, announced the TV-juke box combination idea last January, introduced the model at the MOA show in March. The upper half of the unit features a black and white 27-inch

television set, a removable panel for a juke box wall box across the middle, and a simulated juke box grille as its base. A 21-inch color set will be added to the line when economical.

Distributors Appointed

Distributors appointed were Coast Amusement Company, 827 S. W. 13th Avenue, Portland, Ore.; Ross Motor Sales, headed by Roy Ross, 6363 Livernois Avenue, Detroit; Niles Phonograph & Radio Company, headed by L. L. Rose, 1426 Market Street, Denver; General Distributing Company, headed by Harry Prock, 2814 Main Street, Dallas; Border Sunshine Novelty Company, headed by Harry Snodgrass, 2919 N. Fourth Street, Albuquerque, N. M.; R. S. T., Inc., headed by M. Ramasari, 5300 Arsenal Avenue, St. Louis, and Cragun Music & Amusement Company, headed by Norman W. Cragun, 8245 Porter Avenue, Ogden, Utah.

Regional managers named this week were Harry Drollinger, Southwest territory; Merle Runyun, Central, and W. E. Simmons, Western region.

District managers named and their areas follow: C. J. Hardin, Alhambra, Calif.; R. D. Stumps, Hollywood; Robert L. Loyd, Dallas; Floyd C. Singleton, Greenville, N. C.; Clifford Kemp, Portland, Ore.; Fred Bush, Denver; Lyn Dickerson, Houston; Lawrence Shaer, St. Louis, and Harry S. Funk, Newcumberland, Pa.

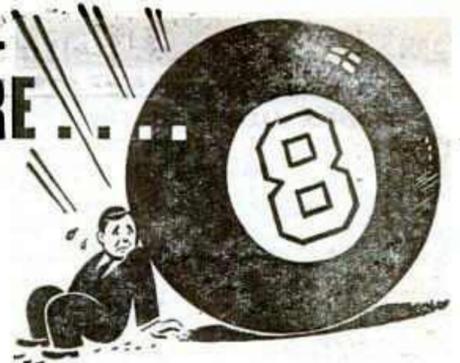
FOR SALE
12 ELECTRONIC POINTMAKERS
1 ELECTRONIC BINGO

Write
Box 823
The Billboard
Chicago 1, Illinois

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.



LET US HELP YOU - WHEN YOU ARE...
EXHIBIT'S SKILL POOL
Is the hottest, most wanted game in 15 years! Get out from behind the 8-ball with this location proven money-maker!
We are delivering NOW!



BINGO & BALLS

NEW
Bally MIAMI BEACH
United PIXIES
FIRST-Conditioned

SURF CLUB	\$225
PALM SPRINGS	250
HI FI	225
DUDE RANCH	195
BEACH CLUB	175
BEAUTY	150
YACHT CLUB	100
PALM BEACH	100
CONEY ISLAND	85
SPOT LIGHT	85

TARGET GUNS

FIRST-Conditioned EXHIBIT

500 GALLERY	\$355
SPORTLAND S.G.	265
SHOOT GALLERY	175
JET GUN	125

GENCO

WILD WEST	\$425
RIFLE GALLERY	215
SKY GUNNER	145

UNITED

CARNIVAL DELUXE	\$305
-----------------	-------

SEEBURG

COON HUNT	\$215
SHOOT THE BEAR	150
CHICKEN SAM	95

SHUFFLE GAMES

FIRST-Conditioned CHICAGO COIN

THUNDERBOLT	\$425
TRIPLE STRIKE	415
FLASH	250
STARLITE	265
SUPER FRAME	250
ADVANCE	195
TRIPLE SCORE	115
DOUBLE SCORE	95
10TH FRAME	75

UNITED

DELUXE CLIPPER	\$425
DELUXE MARS	395
DELUXE MERCURY	365
BANNER	315
ACE	275
TEAM	245
LEAGUE	245
IMPERIAL	195
CHIEF	245
ROYAL	175
OLYMPIC	135
OFFICIAL	75
DELUXE	75

KEENEY

CENTURY	\$295
BIKINI	275
DIAMOND	225
PACEMAKER	155
DOMINO	125
CARNIVAL	95
CLUB 10 PLAYER	75
6 PLAYER	55

GENCO

MATCH POOL	\$135
SHUFFLE POOL	85

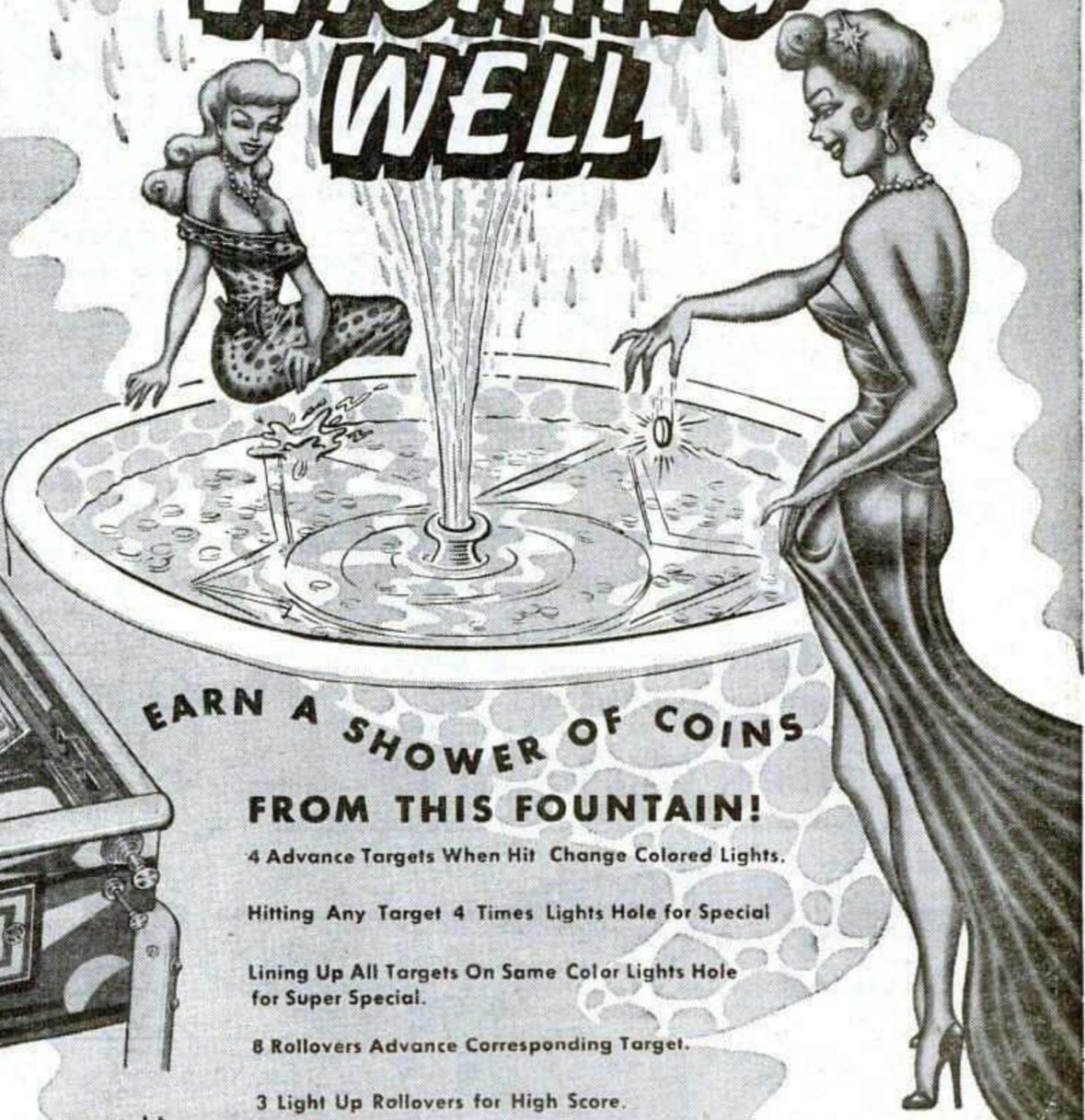
FIRST COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

★ Your Assurance of the Best!

Your American Red Cross Is Always There After Disaster Strikes

A FLOWING WELL OF PROFITS!...

GOTTLIEB'S WISHING WELL



EARN A SHOWER OF COINS FROM THIS FOUNTAIN!

- 4 Advance Targets When Hit Change Colored Lights.
- Hitting Any Target 4 Times Lights Hole for Special
- Lining Up All Targets On Same Color Lights Hole for Super Special.
- 8 Rollovers Advance Corresponding Target.
- 3 Light Up Rollovers for High Score.
- 2 Light Up Rollovers for Super High Score.

2 Cyclonic Kickers 2 Super Powered Flippers 3 Rotating-Light Pop Bumpers

Amusement Pinballs
as American as Baseball and Hot Dogs!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

Davis Guarantee

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

EXPORT & AMERICAN BUYERS!
DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED
MECHANISMS ARE STEAM CLEANED
 Telephone—Wire—or Write us your order.
 1/3 Deposit Required.

The following models are available for prompt shipment:

SEEBURG		WURLITZER	
148ML	\$129	1400-1450	\$325
M100A	340	1500	325
M100B	495	1550	325
M100C	625	1550A	395
HM100A HIDEAWAY	275	1650	395
H146 HIDEAWAY	50		
H147 HIDEAWAY	65	ROCK-OLA	
H148 HIDEAWAY	75	1428	\$119
		1436 Fireball, 120 Selections	335
		1438 Comet	495
		AMI	
		A	\$115
		D-40	275
		E-120	495

WALL BOXES

WURLITZER 104 Selections (5204), like new	\$49.00
WURLITZER 24 Selections (3020), 5c, 10c, 25c	9.95
WURLITZER 219 Steppers	14.95
SEEBURG 20 Selections, 5c, 10c, 25c, 3-wire or wireless	14.95
SEEBURG 20 Selections, 5c, 3-wire or wireless	4.95
AMI 40 Selections Steppers	22.95

PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS"

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WESTERN EXPORT
DISTRIBUTING
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 Exclusive Seeburg Factory Distributor
 738 Erie Boulevard East
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631

THE "The Amusement Industry's
BILLBOARD Leading Newsweekly"



... with Audited Paid Circulation to match!

Dean Bows With New Pen Vender

CHICAGO, Sept. 24.—The Dean Manufacturing Corporation will begin shipment of its new model Ball Point Pen vender to distributors next week, Al Zogas, president, announced today.

Part of a package deal offered by the company, producers of pens, the new vender features a more positive pen feed that eliminates jamming, Zogas stated.

The front also has been designed for displaying a pen. The machine is 5 inches deep, 8 inches wide, and 13 inches high. The shipping weight is 14 pounds and the list operator's price is \$24.75.

Costs Hinder

• Continued from page 108

three jukes and six pinballs. No further expansion is planned for this year.

Berlo Vending, operating candy, ice cream and popcorn machines, is planning to buy more new machines in the final quarter of this year than were purchased in the same period of 1954. Receipts for this firm were reported above last year.

Beacon Amusement Company, operating pinball games and shuffle bowlers, reports maintaining steady sales, due to "good, new, live pieces that stimulate play." The firm estimated it has purchased a total of 25 new machines in the last eight months. More new equipment is on order.

ROYAL
 DISTRIBUTING, INC.
 ICE FROLICS \$265.00
 DUDE RANCH 225.00
 BEACH CLUB 175.00
 PALM SPRINGS 225.00
 HI-FI 225.00
 SURF CLUB 275.00
 MIGHTY MIKE Write
 Cleanest Games You've Ever Seen!
 1/2 down—the rest "SIGHT DRAFT."
 Ask for
 Ben Mackie or Harold Hoffman.
 3726 Kossen Ave., Cincinnati 11, O.
 Phone: MONTANA 1-5004

MUST LIQUIDATE OUR INVENTORY
 Write for List
 NO REASONABLE OFFER REFUSED
DAVID ROSEN
 Exclusive AMI Dist. Ea. Pa.
 855 N. BROAD STREET PHILADELPHIA, 23, PA.
 PHONE: STEVENSON 2-2903
GIVE TO DAMON RUNYON CANCER FUND

GENCO'S NEWEST
 ALL-LOCATION • MONEY • MAKER

Official
TOURNAMENT POOL
 for 2 or 4 Players
 Featuring NO ELECTRICAL CONNECTIONS, NO SERVICING
YOU'VE SEEN OTHER POOL GAMES—BUT YOU'VE NEVER SEEN ONE WITH SO MANY SURE-FIRE PROFIT FEATURES!

- DUAL LEVELING GAUGES (built-in)** permit perfect leveling in both directions. Assures players that table is level.
- CHEAT-PROOF COIN BOX** releases all balls only after coins actually drop!
- CORK-LINED BALL DROP** insures quieter operation.
- FINEST GENUINE FELT TOP**—same material used on regulation billiard tables.

The **ONLY POOL GAME** designed for optional **TABLE LIGHT** for use in dimly-lighted locations! (available at slight additional cost)

LIVELIEST BILLIARD BALLS AVAILABLE.

GENCO'S ACTION-PACKED QUARTERBACK
 ALL-LOCATION FOOTBALL GAME
RIGHT IN SEASON... FOR EVERY LOCATION
 Featuring the Genco Exclusive—Ball is Actually **KICKED THROUGH THE AIR** for 5 feet from moving tee. It's really different!

SEE THIS GENCO SENSATION AT YOUR DISTRIBUTOR TODAY!

ALSO ASK YOUR DISTRIBUTOR ABOUT ANOTHER GENCO "HIT"—Championship **BASEBALL**

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

PAN OPERATORS
 EXCITING UNIQUE
PIN-UP & BURLIQUE LOOPS
FILOMER LABORATORIES
 5882 Hollywood Blvd., Hollywood 28, Cal.

BINGO SPECIALS

- GAYETY\$445
- VARIETY..... 425
- SURF CLUB..... 285
- PALM SPRING..... 250
- ICE FROLIC..... 250
- FROLICS..... 100
- PALM BEACH..... 90
- ATLANTIC CITY..... 90
- YACHT CLUB..... 90
- BRIGHT SPOT..... 85
- CONY ISLAND..... 85
- SPOT LIGHT..... 60

WRITE

SUPERIOR SALES CO.
 Dept. R-6
 7855 Stony Island Ave.
 Chicago, Illinois
 Bayport 1-1616

Chi Coin Names Sportland New Houston Distrib

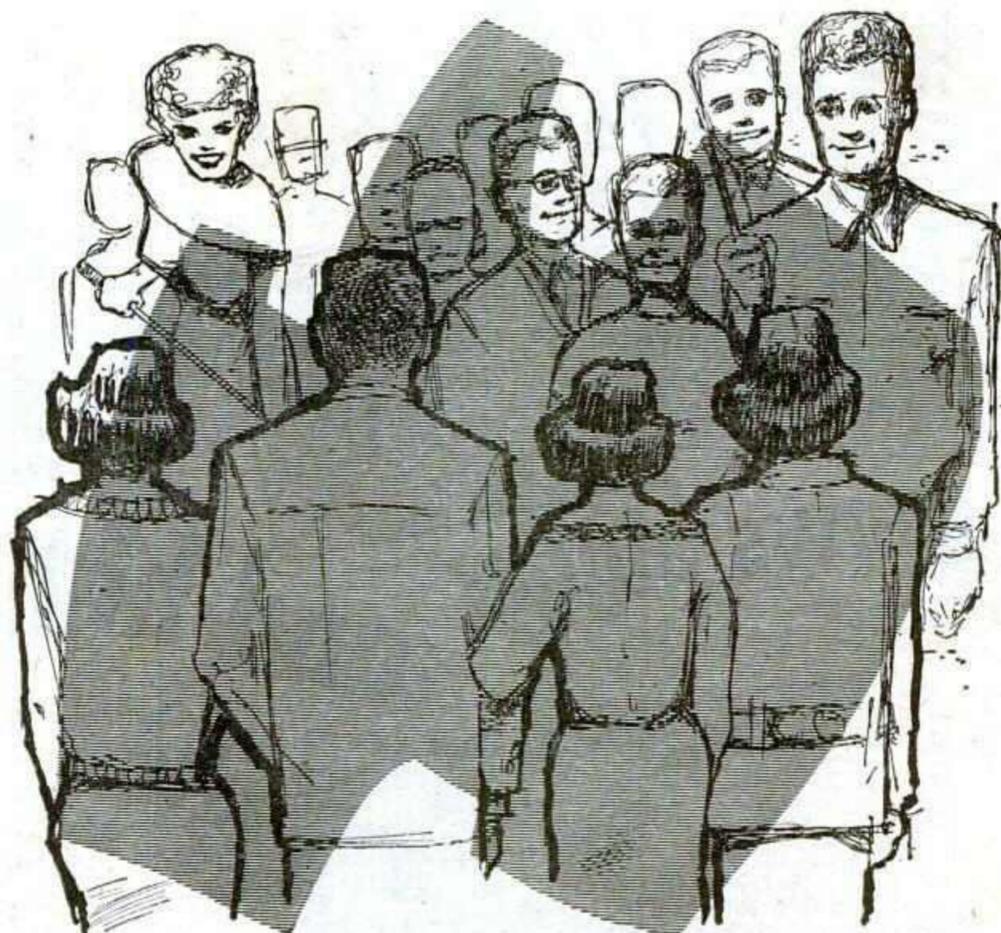
CHICAGO, Sept. 24. — Sportland Amusement Company, Houston, has been appointed distributor for Chicago Coin Machine Company in that city and the surrounding area. Sportland Amusement is headed by Joe Steele, Fred Troy and W. C. (Bill) Lynch. Ed Levin, Chicago Coin director of sales, said Sportland would handle the firm's amusement game line in the appointed area.

Price Index

• Continued from page 123

	HIGH	LOW	Times Adv't'd
Uneeda Candy (6 col.).....	65.00	65.00	4
Uneeda Model E (6 col.).....	75.00	75.00	4
Uneeda Model E (8 col.).....	80.00	80.00	4
Uneeda Model 500 (9 col.).....	100.00	100.00	4
U-Select-It.....	52.50	52.50	4
Victor Model V, 1c Cabinet.....	9.50	9.50	4
Victor Model V, B/G Wheel.....	8.50	8.50	4
Victor 1c Baby Grand.....	8.50	7.50	5
Victor Rocket, 5c.....	10.00	10.00	2

Where Crowds Gather...



YOU CAN BE SURE THERE'S EXCITEMENT —AND—THAT'S JUST WHAT HAPPENS WHEN

EXHIBIT'S "SKILL POOL"

MOVES INTO A LOCATION

"SKILL POOL" has turned into the hottest, most wanted game we have ever seen. It's a **MONEY-MAKER** that's setting new highs every day.

While others are just **TALKING**, Exhibit is **DELIVERING "SKILL POOL"** . . . the game that costs you money if you don't have it on location today.

Call or wire your nearest distributor. Get quick delivery on a real **MONEY-MAKER.**

Earn More Money with Bally Kiddie-Fun Equipment

HOT-ROD COIN-OPERATED AUTO-RIDE



Miniature replica of early vintage automobile in eye-catching colors . . . with real horn and headlights . . . HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road . . . an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic . . . with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

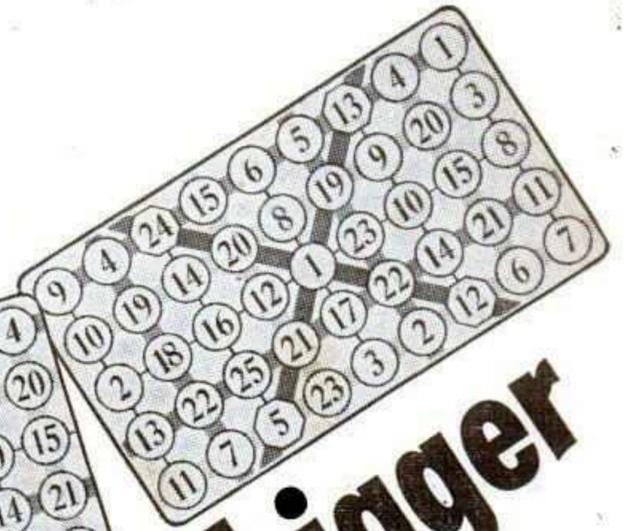
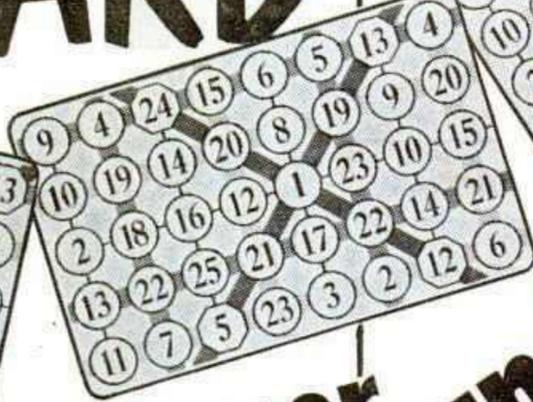
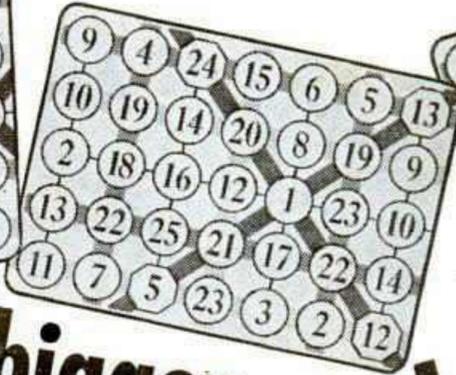
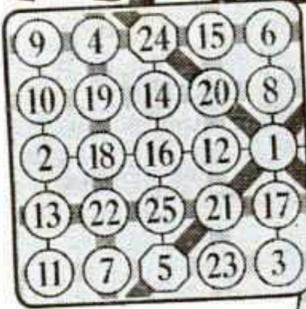
THE CHAMPION COIN-OPERATED HORSE-RIDE



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

EXHIBIT SUPPLY COMPANY
 Established 1901
 4218 W. LAKE ST. CHICAGO
 PHONE: VA 6-3100

AMAZING NEW MAGIC CARD



grows bigger and bigger and bigger

Time-tested play-appeal of triple cards is built into the amazing new MAGIC CARD that expands from 5 lines to 7 lines, then to 8 lines, finally to 9 lines, as MAGIC CURTAIN folds back, revealing extra lines and giving players widest choice of ways to score. See the new MAGIC CARD and see why MIAMI BEACH is breaking records for earning-power from coast to coast.

\$o do operators' earnings



SUPER-X
BOOSTS 3-IN-LINE
TO 5-IN-LINE
RED AND YELLOW
SUPER-LINES
BOOST 3-IN-LINE
TO 4-IN-LINE

SELECT-A-SPOT
X-CORNERS
SCORE 100 OR 300
ADVANCING SCORES
EXTRA-BALLS

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS

MIAMI BEACH BY Bally®

REMEMBER THE GREAT EXCITEMENT when we introduced "Flash-O-Matic" Scoring.....

... **NOW** ANOTHER FIRST! ...

chicago coin

Presents Their Newest Sensation...

Score-a-Line BOWLER

with **NEW**

"Number-Lite" SCORING



1 Player by skillfully timing his shots to strike pins simultaneously with a lit number on the "Number-Lite" panel on playfield lites up a duplicate number on Number Panel contained on back glass!

NEW GIANT SIZE PUCK

2 Player by skillfully lighting up any 2 numbers in line scores 500 additional points!

3 Player by skillfully lighting up any 3 numbers in line scores 900 additional points!

4 Tournament style playing method... each player up shoots 3 consecutive frames before the next player gets his turn!

5 Player gets 500 points for a strike!

6 Player gets 350 points for a spare!

7 Strike in 10th frame followed by 2 strikes scores the same as any other 3 frames!

chicago coin's **BLINKER BOWLER**
Featuring 100% Replay game with "Ring-O-Lite" Bulls Eye!

chicago coin's **BULLS EYE BOWLER**
Exciting action packed features! Player by matching a number only gets additional scoring on the "Ring-O-Lite" Bulls Eye!

All Steel Front Door— National "Slug Rejector" Coin Chute

4 Drum Scoring!

1725 W. DIVERSEY BLVD. • CHICAGO 14

chicago coin
MACHINE COMPANY

Bally® BIG bowlers earn BIG money

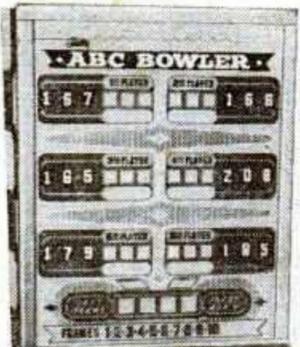
Pick the Ballyowler best for each location... your choice of Official Scoring or Speed-Control Scoring... with or without match-score features... dime-play or three-plays-for-a-quarter. All 4 Ballybowlers are location-proved big money-makers.

POPULAR OFFICIAL BOWLING SCORES

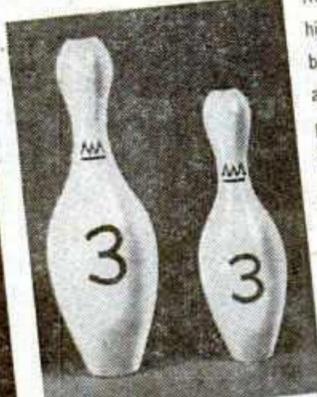
BOWLER earnings climb to a new sensational high... as 20,000,000 bowlers and their millions of non-bowling friends... discover the fun and fellowship... and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play... and continuous repeat-play... resulting in bigger bowler profits... get Bally ABC-BOWLER on location now... or CONGRESS-BOWLER for added attraction of match-score features.

THRILLING SPEED-CONTROL SCORES

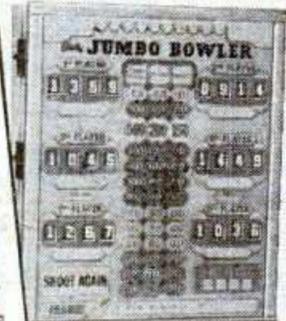
NOW popular 4-digit shuffle-bowling... with exciting, bell-ringing SUPER-STRIKES and SPEED-CONTROL scoring... is more fun than ever... on newest Bally-bowlers with sensational king-size pins and hefty, he-man giant puck. Get more money out of your bowler-spots by getting Bally JUMBO BOWLER busy for you now—or KING-PIN BOWLER for added play-appeal of triple-match feature. Order Ballybowlers from your Bally Distributor today.



*New KING-SIZE Pins
New OVER-SIZE Puck*



New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play-appeal of all 4 Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, luskly feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.



FAMOUS De Luxe FEATURES

ALL 4 BALLYBOWLERS feature flashy light-up scores with high-speed totalizing; beautiful club-styled cabinets, ruggedly constructed for years of money-making operation; popular 7-10 pickup; genuine Formica playfield; hinged pin-hood, doors and playfield with easy-up elevator; speedy pin reset; quiet operation; sturdy, trouble-proof mechanism.

CONGRESS-BOWLER and ABC-BOWLER play 10 frames... are available in dime play or one play for a dime, 3 plays for a quarter... require only 8½ ft. by 25 in. floor space.

KING-PIN BOWLER and JUMBO BOWLER are easily adjustable for 5 frames or 10 frames... available in dime play or one play for a dime, 3 plays for a quarter... require only 8½ ft. by 25 in. floor space.

ABC bowler

WITH MATCH-SCORE FEATURES Congress bowler

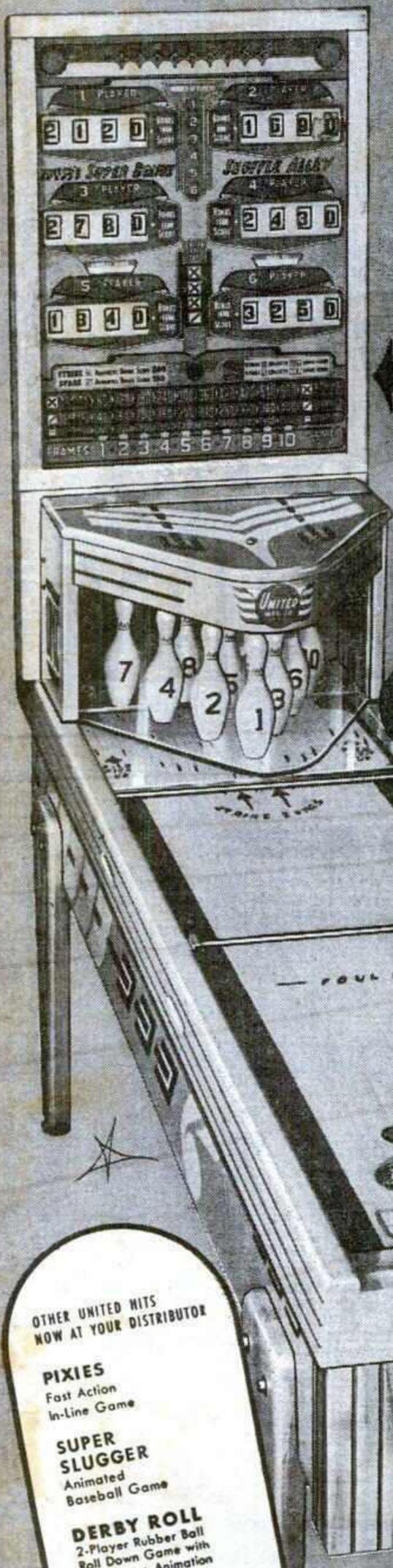
JUMBO BOWLER

KING-PIN BOWLER WITH TRIPLE MATCH FEATURES

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

UNITED'S DELUXE SUPER-BONUS SHUFFLE ALLEY

WITH NEW BONUS FRAME FEATURE!



1	3	4	0	BONUS 1100 SCORE	<input checked="" type="checkbox"/>	BONUS 1800 SCORE	3	2	5	0	
STRIKE <input checked="" type="checkbox"/> ADVANCES BONUS SCORE 200 SPARE <input checked="" type="checkbox"/> ADVANCES BONUS SCORE 100				BONUS FRAME STRIKE <input checked="" type="checkbox"/> COLLECTS FULL BONUS SCORE SPARE <input checked="" type="checkbox"/> COLLECTS 1/2 BONUS SCORE							
<input checked="" type="checkbox"/> STRIKE	60	120	180	240	300	360	420	480	540	600	<input checked="" type="checkbox"/> STRIKE
<input checked="" type="checkbox"/> SPARE	40	80	120	160	200	240	280	320	360	400	<input checked="" type="checkbox"/> SPARE
<input type="checkbox"/> FLOW	10	10	20	20	30	30	40	40	50	50	<input type="checkbox"/> FLOW
FRAMES 1 · 2 · 3 · 4 · 5 · 6 · 7 · 8 · 9 · 10											
GAME OVER											

TOP BONUS SCORE 2400
 BONUS SCORE IS TRANSFERRED TO PLAYER'S SCORE BY SCORING STRIKE IN BONUS FRAME (11TH FRAME)
HIGH SCORE 6900
 Strike and Spare Scores Increase Each Frame to 600 Top

NEW MATCH FEATURE
 CLOVER-STAR-NUMBER with Single, Double, Triple Value

10TH FRAME EXTRA SHOTS FEATURE
 ADJUSTABLE FOR 3 FRAME OR 11 FRAME PLAY

UNITED'S SLUG REJECTOR

TWO SIZES:
 8 FT. BY 2 FT., 9 FT. BY 2 FT.

SEE YOUR DISTRIBUTOR

OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

- PIXIES**
Fast Action In-Line Game
- SUPER SLUGGER**
Animated Baseball Game
- DERBY ROLL**
2-Player Rubber Ball Roll Down Game with Race Horse Animation

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

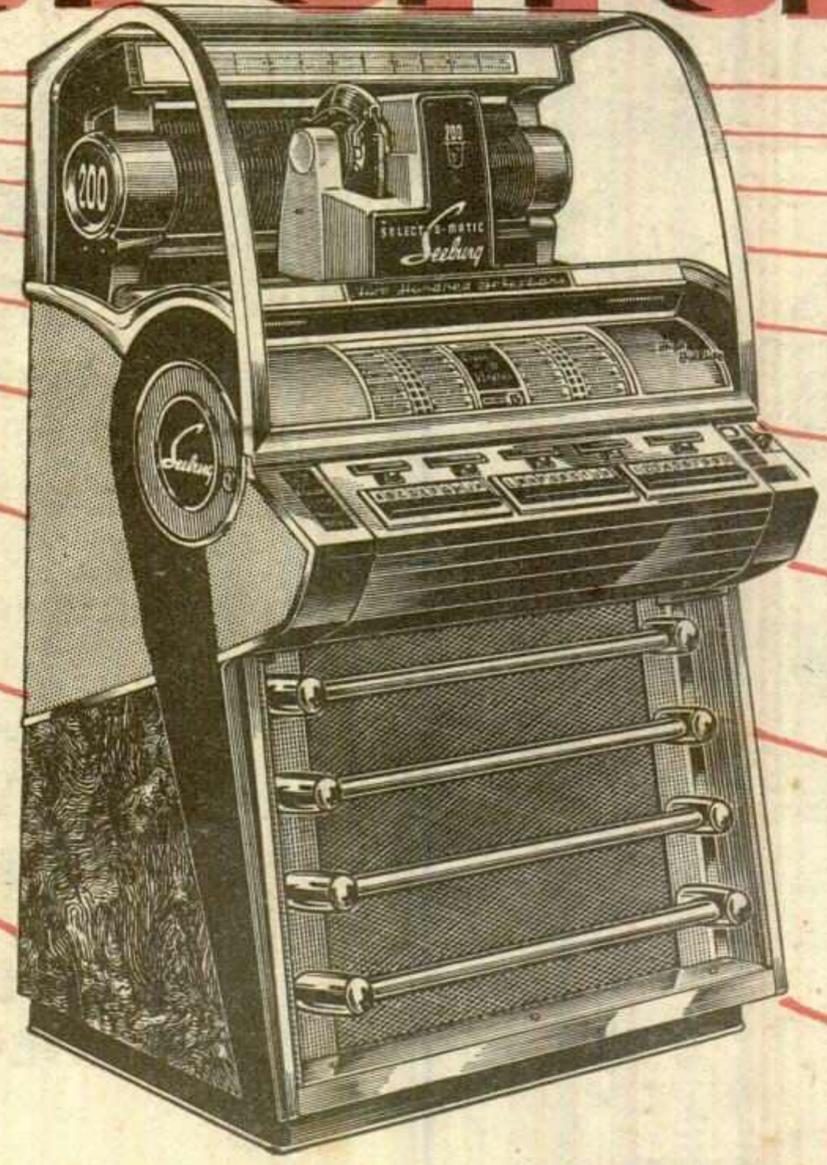
SUPER BONUS IS ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH FEATURE OR FRAME ADJUSTMENT

UNITED OPERATORS ARE SUCCESSFUL OPERATORS

THE NEW **Select-o-matic**
200

THE MUSIC SYSTEM THAT OFFERS

**NEW HORIZONS
OF OPPORTUNITY**



**TO MUSIC
OPERATORS**

See other two-page advertisement
in this issue for more information
on the new Select-O-Matic "200."

*America's Finest and Most
Complete Music Systems*

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DEPENDABLE MUSIC SYSTEMS SINCE 1902
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