

The Billboard

THIS ISSUE CONTAINS THE...
Begins on Page 72

... 1955 CHRISTMAS MERCHANDISE SECTION

OCTOBER 8, 1955 **THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY** PRICE: 25 CENTS

Merchandisers Tune Up for 'Jingle Tills'

Distributors Get Ready With Christmas Catalogs, Campaigns for 'Other Season'

By IRWIN KIRBY

NEW YORK, Oct. 1. — Santa Claus has come three months early into the lives of merchandise jobbers, the men who are wholesalers to the premium and sales campaign trade.

With the outdoor amusement season rapidly nearing an end, the jobbers, who provide prizes for carnival and park midways, are turning to their "other season" and starting to ship out millions of dollars worth of holiday items.

The coming months will see a quickening tempo in sales and membership contests, consumer gift offerings and indoor bazaars. By combining trade paper advertising, catalog mailings and personal sales approaches, the jobbers are convincing business executives that "class" merchandise is here to stay, as a reward. The pocket watch is no longer the appropriate gift for the 30-year employee or the most skilled salesman, they say. Instead, they point to increased interest in the use of branded jewelry, appliances and numerous other household items.

Campaigns

Campaigns have become a big thing for distributors, and some have set up special sales forces to handle this phase of the merchandise business. One such firm is the Temple Company in Philadelphia, which at one time was a leading supplier of prizes to carnival game operators.

Irwin Fisher notes that Temple solicits campaign business by showing fraternal orders and commercial firms how the membership or sales contest can greatly benefit an organization. Temple takes complete charge of the contest machinery and provides the lavish prizes offered to winners.

Long Slacks

Decades ago a large number of jobbers confined their operations almost strictly to the summer trade and had as their clients amusement parks, resort areas and carnivals. As in many businesses, theirs had a slack period, but one so long that it began in October or November and lasted thru the following April or May. They began casting about for new outlets for their goods, which consisted largely of plush toys and "flash" jewelry.

While some success was scored in the Christmas period by selling

Norris Catalog Opens Bakery

NEW YORK, Oct. 1.—Proof that there is nothing off-beat remaining in the merchandise catalog business is the Jay Norris Company edition, which this season got the drop on its competitors by offering a fruit and nut cake.

Norris is wholesaling a two-pound, gift-boxed cake, a unique item to include in a jobber's catalog.

to retail stores, the biggest improvement in slow-season business was in the premium field. Also important during this development of holiday trade was the mailing out of catalogs to long lists of potential buyers. Advertising agencies, public relations firms, manufacturers and retailers the nation over received solicitations from jobbers in the form of circulars or bound catalogs. If awards of merchandise are to be made, the line was proposed, why not buy in bulk at wholesale?

Resistance to this approach was weak from the beginning, with the result that the premium business clicked almost from the start. A major catalog house like Temple is accustomed to sending out some 130,000 catalogs annually.

Good Brands

With the development of this new line, the value and type of items stocked in the jobbers' warehouses changed in complexion. The trend was toward name-brand watches and appliances and away from the carnival items of obscure brand label. At about this time the American consumer became brand conscious as advertising

(Continued on page 73)

ABC-TV TO AIR 'OLE OPRY' LIVE ONCE MONTHLY

NEW YORK, Oct. 1.—ABC-TV's new once-a-month "Grand Ole Opry" series tees off Saturday, October 15, 8-9 p.m., EDT. The show, which will pre-empt a one-hour portion of the "Ozark Jubilee" once a month, is a departure from the network's policy of weekly programs.

First guest stars over the 130-station coast-to-coast hook-up will be Capitol Records artists Les Paul and Mary Ford. The show, of course, will make its hour-long ABC-TV debut from its weekly home, the Ryman Auditorium in Nashville.

Les Paul and Mary Ford and the stars of the "Grand Ole Opry" will be supported by more than 100 regular "Opry" musicians and a troupe of the best square dancers in the Nashville area.

Thus far, 13 of the "Opry" programs have been scheduled for the monthly network show, sponsored by Ralston-Purina.

The "Opry" is also available on television in film form on a syndicated basis. Tabbed "Stars of the Grand Ole Opry," this version is filmed at the Ryman Auditorium and distributed by Flamingo Films.

West Germans Say, 'Ja Gut' to America Type of TV Shows

Budding Network Borrows Heavily From U. S. Programs and Styles

By LANE BLACKWELL

MUNICH, West Germany, Oct. 1.—American TV formats, American TV style and adapted American stage plays are among the top items in popularity in the programming of West Germany's budding TV network, which is estimated at 220,000 sets.

This fact was brought into sharp focus by recent press criticism of the network's decision to suspend its top-rated Sunday audience-participationer titled "One to Nothing, in Favor of You," which is frankly patterned on American shows.

"One to Nothing"

"One to Nothing . . ." is the TV edition of a radio show described by the German newsmagazine Der Spiegel as "a slightly altered version of Art Linkletter's American show, 'People are Funny.'" This show, which is rated by German TV-audience researchers at the top of the Sunday schedule, stars emcee Peter Frankfeld whose folksy, easy-going style re-

sembles Arthur Godfrey's in a way that is anything but coincidental.

Frankfeld not only watched films of Godfrey at work but went to the States a couple of years ago to watch American TV on the spot. Watching Godfrey, Frankfeld was amazed at "this calmness, this quiet which he radiates—1, on the contrary, had been working excitedly, frantically." (The American style of emceeing first came to Frankfeld's notice when as a World War II prisoner of the G.I.s he took part, in English, in soldier shows—as an emcee! Frankfeld's next TV series, replacing the canceled one, is advertised as a talent hunt in which "prominent people present their discoveries." Sound familiar?

"Was Bin Ich?"

Another top show having an American format is the Munich-originated "Was Bin Ich?" a version of "What's My Line?" produced by arrangement with Maurice Winnick of London (who also did the successful British TV edition). Critics tab "Was Bin Ich?" as a "schlager," a hit. And viewers seeing it over the network's 26 transmitters thruout Germany say the same. Incidentally, today's German audience-potential is close to 1,000,000 people, watching on 180,000 licensed sets and perhaps 40,000 unlicensed ones. License fees of \$1.20 per month do not yet nearly cover costs of the non-commercial programs. (The remainder of the tab is picked up by well-heeled parent radio-stations at present.)

Sets are selling at the rate of up to 15,000 per month and at prices from \$150 up, making TV possible for the average family. Dr. Werner Pleister, top official of the loosely affiliated network, told The Billboard he expects 300,000 sets by year's end.

VIP Interviews

Hamburg, the net's key station (it originates some 50 per cent of

(Continued on page 7)

No Question on '64G' Ratings

NEW YORK, Oct. 1.—Top rating rung up by the high-flying "64,000 Question" was scored on September 13, the night the jackpot was won by the Marine captain with culinary instincts. The American Research Bureau rating, just in, scores a 66.4 for that show, with 22,340,000 homes reached, encompassing 58,980,000 people. The rating is all the more remarkable for having been achieved before the new TV season really got started.

Audience composition of Revlon's CBS airer showed 47 per cent women, 37 per cent men and 16 per cent children.

NEWS OF THE WEEK

Packaged Record Business Booms As Fall Buying Gets Underway . . .

The record business rolls at brisk pace as fall buying season gets underway. Strongest sales are in the packaged record field. Impact of the fall programs of manufacturers is exceptionally heavy. Good business apparent in both the classical and pop categories. [Page 17](#)

CBS Schedules Production of Two Feature Films for Theaters . . .

CBS is moving into the production of feature films for theatrical release. Its public affairs department is planning to come up with two documentary features, while its TV film sales arm similarly is planning to produce a feature film version of "Navy Log." [Page 2](#)

Ringling Show Does Heavy Business In Arizona, Texas; Season Spotty . . .

Ringling Bros. and Barnum & Bailey Circus played to some of the best business of an otherwise spotty season as it toured Arizona and Texas. Aiding were facts that the show skipped Texas last year and upped its outdoor advertising in Arizona. [Page 70](#)

Victor Execs Hit the Road to Sell Label's Personal Music Plan . . .

This week RCA Victor achieved nationwide representation for its Personal Music Service and immediately launched a Christmas Gift Certificate project operated along similar lines. Certificates bought at stores are redeemed according to customer orders direct from the factory. Top company execs hit the road this week to sell the plan to distributors. [Page 16](#)

AFM Blocks TV Sale of Paramount And Universal Motion Pictures . . .

The TV sale of 45 motion pictures from Paramount and Universal was suddenly blocked

this week when the American Federation of Musicians refused to grant broadcasting rights to the music tracks on those films. This move possibly portends a stiffening of union repayment demands that might severely restrict the number of major company pictures that can ever get into TV. [Page 10](#)

ABC-TV Plans Aggressive Pace; President Kintner Outlines Moves . . .

ABC-TV is working on a series of aggressive moves for next year that will boost it further toward equal status with the other two webs. Some of these plans were outlined this week by ABC President Robert Kintner in an exclusive interview with The Billboard. [Page 2](#)

Coin-Operated Kiddie Ride Ops Eye Moppet Schoolday Crowds . . .

With the kiddie ride business no longer overloaded with competition and with a bigger moppet population than in former years, kiddie ride operators expect a boost in receipts during the fall and winter seasons. A big selection of rides, located in variety stores, shopping centers and supermarts beckon. [Page 90](#)

DEPARTMENTS AND FEATURES

Amusement Games . . .	101	Merchandise . . .	72
Burlesque . . .	54	Music . . .	16
Carnival . . .	64	Music Charts . . .	26
Circus . . .	70	Music Machines . . .	92
Classified Ads . . .	88	Parks & Pools . . .	60
Coin Machines . . .	90	Pipes . . .	85
Coin Machine Market . . .	94	Radio . . .	16
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Drive-In Theaters . . .	61	Rinks . . .	61
Fairs & Expositions . . .	62	Roadshow Repertoire . . .	61
Final Curtain . . .	54	Routes . . .	59
General Outdoor . . .	55	Television . . .	2
Honor Roll of Hits . . .	26	TV Film . . .	10
Legitimate . . .	15	TV Reviews . . .	13
Letter List . . .	87	Vending Machines . . .	97
Music . . .	54		

Kintner Maps Multi-Faceted Offensive for ABC's Future

New Studios, 2 UHF Outlet Buys, Specs, More Film Use on Docket

By LEON MORSE and JACK SINGER

NEW YORK, Oct. 1.—A multi-pronged offensive, aimed at catapulting ABC-TV another giant step closer to an equal status position with the other two webs, is now in the process of being mapped out by ABC for 1956.

ABC President Robert F. Kintner, under whose leadership the web's dynamic rags-to-riches in the past two years has become one of the TV industry's top success stories, estimates it will take another five years to achieve the goal of equal status with NBC and CBS. ABC will continue to rely heavily on film programming in its "no holds barred" battle to reach the top of the industry's three-web structure in these coming years, Kintner indicated to The Billboard.

Firmly convinced that film's advantages outweigh those of live shows—except in the area of the variety type of programs—the web is currently working on plans to build film stages in Hollywood where it will produce its own properties, Kintner said. ABC's current film packages, "Ozzie and Harriet," "Make Room for Daddy" and "Wyatt Earp," are being shot at independent film studios.

Spec Programs

Tho he did not go into detail, Kintner indicated the web is making plans to move into the field of spectacular programming in the 1956-'57 season.

Now that initial ratings on its Sunday night feature film show of-

fer strong indication of its success, Kintner said, the network is on the lookout for additional top quality features for programming elsewhere in its prime time schedule.

The advantages that TV film has over live TV extends to the area of daytime programming as well as nighttime shows, Kintner feels. Service programs, in his opinion, cannot draw large audiences. He

strongly believes that dramatic programming can be successful not only in evening hours, but in the morning and afternoon as well. ABC's current daytime plan, he said, is to come up with programming for the 3-5 p.m. periods, directly preceding Walt Disney's new "Mickey Mouse Club" stanza. It's possible, he said, that shows for these periods could be ready for airing shortly after the first of the year.

Tho ABC's plans call for strengthening its programming by building a healthy stable of its own properties, Kintner asserted that advertisers should be permitted to buy outside programs when they so desire. A network, however, should have the right to place what it considers to be major audience-attracting properties, which it controls, in key points of its schedule, he stated.

Kintner's feelings on the UHF problems, which may be reflected in the web's plans to purchase two UHF outlets next year, is that UHF stations can be operated successfully—provided they are in areas where a UHF station was in operation before the first VHF, or where UHF has the field all to itself.

Tho Kintner looks with pleasure
(Continued on page 6)

ABC Can't Pin Down Sponsor

NEW YORK, Oct. 1.—ABC-TV hasn't yet been able to pin down Pharmaceuticals, Inc., as a two-program bankroller on the web.

Indications are that the firm will wind up sponsoring both "Life Begins at 80" Sunday night, 9:30-10, and "Ted Mack's Original Amateur Hour" Thursday, 10-10:30 p.m.

However, the sponsor reportedly is waiting to see how heavy its Sunday night competition will be from the CBS direction, where the new "Alfred Hitchcock Presents" series will emanate starting tomorrow (2), before it makes its final decision.

BROADENING SCOPE

Para Looms as TV Biggie of Majors

HOLLYWOOD, Oct. 1.—Indications that Paramount Pictures will increase its television interests and activities many fold are becoming more and more evident. In all probability, by this time next year the company will be further involved in TV than any other of the major producers except, possibly, Columbia (Screen Gems).

There is strong evidence that Paramount will attempt to form its own television network, going into production of live and film programs to supply its affiliate stations.

One of the crucial stepping stones along the way will be the meeting of Du Mont stockholders October 10. At that time it's expected that a complicated stock deal (The Billboard, August 20) will be approved, splitting Du Mont Labs from the broadcasting corporation

and its two stations WABD (New York) and WTTG (Washington).

Paramount, which at last report owned 28 per cent of outstanding Du Mont stock, will most likely play a major role in Du Mont Broadcasting.

Since Paramount already has one station, KTLA, Los Angeles, this would give the corporation channels in three key markets. KTLA is expected to become the keystone station of the projected net, with facilities for both live and film production now under construction there.

These facilities are scheduled to be fully completed early next year. Two huge stages are being cut up into four to six smaller ones specifically designed for TV film production. Already constructed for live programming are two modern
(Continued on page 6)

CBS Leaps Into Theatrical Features Production Field

NEW YORK, Oct. 1.—The invasion of the theatrical feature film production field by the television industry is gaining momentum with CBS-TV this week jumping aboard the bandwagon.

Not only is the network, thru its Public Affairs department, planning two feature film documentaries for theatrical release but CBS-TV Film Sales, its film syndication arm, is also coming up with a theatrical film of "Navy Log."

One of the documentary features CBS is planning will be gleaned from its "Air Power" TV film series, picturing the history of man's conquest of the air, currently being put together by the CBS Public Affairs department, headed by Irving Gitlin.

Like "Victory at Sea," the "Air Power" feature will consist mainly of footage that was put on the air in TV film series form. New footage, however, will be shot expressly for the feature version.

The Pacific

The second feature film which the CBS Public Affairs department is planning to come up with is "The Pacific," which will be based on footage used on CBS-TV's "Adventure" show.

Unlike these documentaries, the "Navy Log" feature will be shot from a script written expressly for theatrical filming. To that extent, it will be similar to the "Dragnet" feature film that Warner Bros. shot last year.

Unlike "Dragnet," however,

HIGHLIGHTS OF BILLBOARD INTERVIEW WITH KINTNER

NEW YORK, Oct. 1.—Highlights of The Billboard's exclusive interview with President Robert F. Kintner of ABC (see adjoining story) include the following points from the network's blueprint for the future:

- Development of spectacular-type programs.
- Construction of ABC's own TV film studios in Hollywood.
- Addition of more top feature film shows in prime time slots.
- Expansion of the web's daytime programming line-up.
- Purchase of two owned-and-operated UHF TV stations.

Kintner attributed much of ABC's recent success to the following four factors:

(1) ABC's merger with United Paramount Theaters two years ago, which provided it with the finance capital necessary to build up its talent and programming.

(2) The growth in the number of new stations that have gone on the air, making it possible for ABC to gain entry into markets it previously had been unable to reach.

(3) The success of such ABC shows as "Disneyland," "Rin Tin Tin" and "Ozzie and Harriet," which proved to advertisers that ABC could successfully combat NBC and CBS in the field of programming.

(4) The withdrawal of Du Mont from the television network business, which not only eased the competitive situation in finding sponsors but also provided ABC with greater opportunity to clear stations for its programming.

MANY AREAS

Arnaz, Paley Talk Of 'Lucy's' Future

NEW YORK, Oct. 1.—Lucille Ball and Desi Arnaz this week were here huddling with CBS topper William S. Paley over the future of "I Love Lucy" in the season of 1956-'57. The show is set for this season with General Foods and Procter & Gamble bankrolling, but future plans for the show are far from set.

For one thing there are quite a number of films in the can, perhaps more than there will ever be a demand for considering that the show is now starting its fifth season. Second runs of the show can go thru 1959. For another—and perhaps more important—Miss Ball and her husband, Desi Arnaz, allegedly are not as desirous of maintaining the same work schedule, now that their film investments are paying off so well.

Arnaz is trying to sell CBS an hour dramatic show that he has already produced. Also being considered is an amplified hour version of "I Love Lucy" which would give the couple more scope for their comedy. This would not be programmed on an every-week basis, but would probably share the time with another show—perhaps the dramatic hour.

General Foods also has "Deem-

ber Bride," and it would not be too difficult to turn the entire 9-10 p.m. hour over to the Arnaz, with General Foods as the major bankroller and P.&G. going along. All these plans, however, are only in the discussion stage and will wait on other developments in the industry.

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THE BILLBOARD SCOREBOARD

New TV Spot Campaigns—Who Bought Them Where

A guide for TV stations and advertisers on new contract set from September 13 thru 17.

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)

- Art Instructions, Art Instruction, Inc. Bus Travel, Northland Greyhound Lines Chrysler Cars, Chrysler Motors Cosmetics, Cody, Inc. Dr. Lyon's Toothpowder, Sterling Drug Feeds, Pfizer Co. Ford Cars, Ford Motors Gilem Toothpaste, Procter & Gamble Hacksaw, Grant Co. Iac-Mix Dry Milk, Safeway Stores Lady Esther Face Powder, Zonite Products Life Magazine, Time, Inc. Maxwell House Coffee, General Foods Morton's Frozen Foods, Morton Packing Mounds Candy Bar, Peter Paul Pepperidge Farm Bread, Pepperidge Farm, Inc. Pontiac Automobiles, Pontiac Motor Div. Prestone Anti-Freeze, National Carbon Smith Bros. Cough Drops & Syrup, Smith Bros. Snowdrift, Wesson Oil & Snowdrift Sales Stokely Vegetables & Fruits, Stokely-Van Camp Super Lanolin, Charles Antell Wildroot Cream Oil, Wildroot Co. Zerone-Zerex Anti-Freeze, DuPont

REGIONAL SUMMARIES

Eastern

- Absorbine Jr., Liniment, W. F. Young Amm-I-Dent Tooth Powder & Paste, Block Drug Anacin, Whitehall Pharmacal Art Instructions, Art Instructions, Inc. Brading's Ale, Canadian Brewing Cameo Stockings, Burlington Mills Campbell Soups & Food Products, Campbell Soup Co. Cereals, General Mills Cosmetics, Cody, Inc. Dale Carnegie Courses, Dale Carnegie Institute Dr. Lyon's Tooth Powder, Sterling Drug Feeds, Pfizer Co. Glamour Car Upholstery Cleaner, Glamour Products Hacksaw, Grant Co. Green Giant Brand Peas, Green Giant Co. Instant Sanka Coffee, General Foods Italian Swiss Wine, Italian Swiss Colony Kitchen Bouquet, Grocery Store Products Lady Esther Face Powder, Zonite Products Maxwell House Coffee, General Foods Mounds Candy Bar, Peter Paul My-T-Fine Desserts, Penick & Ford Pepperidge Farm Bread, Pepperidge Farm, Inc. Phillies Cigar, Bayuk Cigars Piel's Beer, Piel Bros. Sentry Toothpaste, Bristol-Myers Stokely Canned Vegetables & Fruits, Stokely-Van Camp Sunbeam Electric Appliances, Sunbeam Corp. Tip Top Bread & Cakes, Ward Baking Yu Riter Pens, Ferber Zerone-Zerex Anti-Freeze, DuPont

Southern

- Amoco Motor Oil Lubricants & Insect Spray, American Oil Bread & Cakes, American Baking Cascade, Procter & Gamble Ford Cars, Ford Motor Holsum Bread, Atlantic Baking Co Maxwell House Coffee, General Foods Stokely-Canned Vegetables & Fruits, Stokely-Van Camp Morton's Frozen Foods, Morton Packing Pabst Blue Ribbon Beer, Pabst Brewing Smith Bros. Cough Drops & Syrup, Smith Bros. Snowdrift, Wesson Oil & Snowdrift Sales Super Anahist Tablets, Anahist Co. Wildroot Cream Oil, Wildroot Co.

Midwestern

- Bus Travel, Northland Greyhound Lines Carling's Black Label Beer, Carling Brewing Cheer Soap, Procter & Gamble Chrysler Cars, Chrysler Motors Coco Wheat Flour, Little Crow Milling Cosmetics, Cody, Inc. D-X Oil, Sunray Oil Co. Dash Soap & Flakes, Procter & Gamble Feeds, Pfizer Co. Folger Coffee, J. A. Folger Ford Cars, Ford Motor Freshlike Mixed Vegetables, Larsen Co. Four-Way Cold Tablets, Grove Labs. Foulds Products, Grocery Store Products Hacksaw, Grant Co. Hamm's Beer, Hamm Brewing Ironing Board Covers, Ironees Co. Kellogg's Cereal, Kellogg Co. Kool Cigarettes, Brown & Williamson Iac-Mix Dry Milk, Safeway Stores Lady Esther Face Powder, Zonite Products "Lectric Shave," J. B. Williams Life Magazine, Time, Inc. Morton's Frozen Foods, Morton Packing Mounds Candy Bar, Peter Paul Peak-Norway Anti-Freeze, Commercial Solvents Pepperidge Farm Bread, Pepperidge Farm, Inc. Polident for False Teeth, Block Drug Pontiac Automobiles, Pontiac Motor Div. Prestone Anti-Freeze, National Carbon Remington Electric Shavers, Remington Rand Rolliton, Grant Co. Salad Mixers, Grant Co. Smith Bros. Cough Drops & Syrup, Smith Bros. Speed Queen Washers, Speed Queen Corp. Staze Denture Adhesive, Staze, Inc. Sunshine Biscuit, Sunshine Biscuit Co. Super Lanolin, Charles Antell T. V. Antenna, Alliance Tenna Rotor Toys, Slinky Viceroy Cigarettes, Brown & Williamson Whitman's Chocolates, Whitman & Son Zerone-Zerex Anti-Freeze, DuPont

Southwestern

- Alka Seltzer, Miles Lab. Brylcreem, Harold F. Ritchie Bulova Watches & Radios, Bulova Watch Co. Crest Toothpaste, Procter & Gamble E-Z Children's Underwear, E-Z Mills, Inc. Fluffo Shortening, Procter & Gamble Gilem Toothpaste, Procter & Gamble Haley's M. O., Phillips Co. Ivory Soap, Procter & Gamble Rath Black Hawk Bacon & Ham, Rath Packing Serval Refrigerators, Serval, Inc. Super Lanolin, Charles Antell

Rocky Mountain & West Coast

- Art Instructions, Art Instructions, Inc. Bus Travel, Northland Greyhound Line Carnation Wheat Cereal, Albers Milling Chrysler Cars, Chrysler Motors De Soto Cars, De Soto Motor Dr. Lyon's Tooth Powder, Sterling Drug Dri-zit Deodorizing Products Ford Cars, Ford Motor Gilem Toothpaste, Procter & Gamble Kraft Italian Dressing, Kraft Foods Iac-Mix Dry Milk, Safeway Stores Life Magazine, Time, Inc. Maxwell House Coffee, General Foods Mercury Lincoln Meteor, Ford Motor Co. of Canada Oxydol Cleaner, Procter & Gamble Planter Salted Peanuts, Planters Nut & Chocolate Pontiac Automobiles, Pontiac Motor Div. Prell Shampoo, Procter & Gamble Prestone Anti-Freeze, National Carbon Schick Electric Razor, Schick, Inc. Snowdrift, Wesson Oil & Snowdrift Sales Sperry Drifted Snow & Pancake Mix, General Mills Toni Home Permanent, Toni Co. Toy, Wilenning Mfg. Co. Wheat Heart Flour, General Mills Wildroot Cream Oil, Wildroot Co.

DOUBLE BLAST

Hoffman and Reagan Rap TV Censorship

HOLLYWOOD, Oct. 1.—Censorship of television programs received a simultaneous blast this week from Ronald Reagan, host of "C.E. Theater," and H. L. Hoffman, president of Hoffman TV. At the same time the National Society of Television Producers moved ahead with plans to ward off censorship from outside pressure groups.

Reagan told a meeting of industry executives that "political and special interest groups" had made a shambles out of the motion picture industry and so restricted the use of material that they came close to strangling production. There are signs that the same process is being repeated in TV, he warned, and the industry must take steps to fight back before it is too late.

Hoffman declared that television execs should "stop turning the other cheek" to critics and detractors, and emphasize the many beneficial results that TV has had on American life.

The producers, in the meantime, are nearing finalization of a code of ethics which will be presented to the Academy of Television Arts & Sciences for approval and support. At a recent NSTP meeting producers expressed the fear that if such a code, believed to allow considerable more latitude than that existent in motion picture production, is not adopted, the government or some other group would step in and dictate what could or could not be put on the air.

Illness Puts New Light on Election Sales

NEW YORK, Oct. 1.—One of the by-products of President Eisenhower's recent heart attack may be a sell-out of the 1956 Presidential convention coverage and election. With changes growing increasingly large that Ike won't run for a second term, both NBC-TV and ABC-TV are stepping up their efforts to sell the election package.

They believe that with Ike out, the contest between the Democrats and the Republicans is bound to be much more heated, with interest stimulated on the part of the public. Westinghouse has already bought an election package from CBS-TV. Admiral has been talking to ABC and Philco noddling around NBC.

Gallou Preps Court Case, 'Diary' Pix

HOLLYWOOD, Oct. 1.—Sam Gallou, producer of CBS-TV's "Navy Log," has started work on development of two new properties. One would be based on famous Supreme Court cases, the second on William Shirer's "Berlin Diary."

'FFF' Win Presages More Web Features

NEW YORK, Oct. 1.—More feature film programming by the TV networks appears to be in the cards as the result of the success that ABC-TV is achieving with its Sunday night "Famous Film Festival."

The ABC stanza, which is being eyed as a test of network feature film drawing power, beat out its NBC "Colgate Variety Hour" competition this week, its second time on the air. As a result, ABC found itself deluged by bankrollers who gobbled up a total of 59 participations. It had previously sold four participations—two of them to Toni, which this week grabbed up 17 more. The web has but 10 more spots to sell before it hangs up the "sold out" sign thru the November 20 show.

Among the latest sponsors to jump aboard the "Festival" bandwagon are Johnson and Johnson, 6 spots; Beltone, 3; Carter Products, 4; National Presto Industries, 12; O' Cedar Corporation, 7; Toastmaster Products, 6; Vick Chemical Company, 2. At least several of these clients—including National Presto Industries, Beltone, Toastmaster Products and Vick—have never used nighttime network TV.

Last Sunday's show, "Adam and Evalyn," starring Jean Simmons and Stewart Granger, scored a 15-city

Trendex rating of 8.4 as against a 6.3 for NBC's "Colgate Variety Hour." CBS' Ed Sullivan Show, however, ran away with the majority of the audience, racking up a 35.8 Trendex.

The "Festival" ratings to date are, of themselves, not spectacular. However, the cost per thousand they are providing its participation sponsors and the fact that the stanza is strong enough to beat NBC its second time on the air is healthy evidence that top quality feature films can be effectively and profitably aired on a network in prime time.

NBC and CBS have, from time to time, been reported mulling the idea of putting a feature film show on network, tho not necessarily in prime time. NBC, of course, is already set to air two features—"The Magic Box" and "Richard III" as spectaculars.

The success that ABC is having with its "Festival" is expected to provide additional impetus to the other webs to speed up efforts at feature film acquisitions. ABC-TV is already on the lookout for additional feature film packages which it can air in other parts of its programming schedule (see Kintner interview story).

AT&T Okays 'Parade' Pix

NEW YORK, Oct. 1.— Still without a network time period at this late date in the new season, the American Telephone & Telegraph Company has given Hal Roach Jr., the producer of its show, "Passing Parade," the green light to continue shooting the series. The cost of 39 films needed for a full year's backlog of film will be about \$1,500,000.

The sponsor will keep its show in the can until it finds a suitable time period, whether it be this season or next. There is more than an even chance that a cancellation this season will open up a prime half hour of time on a leading network. "The Passing Parade" features John Nesbitt.

FCC Rejects WEAT Protest

WASHINGTON, Oct. 1.— A competing station's protest against General Teleradio's take over of WEAT-TV, West Palm Beach, Fla., was dismissed by the Federal Communications Commission this week. WIRK-TV charged that GT's take over would result in excessive concentration of control of the medium and would be against the public interest.

The FCC ruled that since WIRK-TV did not show how it would be damaged by the transfer it had no standing in the matter. Commissioner Robert Bartley took the occasion to repeat his dissent that the FCC should further study how the additional control by GT might affect the public interest.

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 LIFE WITH FATHER *Leon Ames, Lurene Tuttle*
 BUFFALO BILL, JR. *Dick Jones*
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 AMOS 'N' ANDY
 ANNIE OAKLEY *Gail Davis*
 THE GENE AUTRY SHOW
 THE RANGE RIDER *Jack Mahoney*
 THE WHISTLER
 CASES OF EDDIE DRAKE *Don Haggerty, Patricia Morison*
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*All data from ARB

ADVISORY SURVEY BOARD:

Do They Care for TV
Pix Shot Overseas?

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

The TV Editorial Advisory Board last week indicated that it is keeping its doors open to feature films produced outside the U. S. On the subject of British movies, 111 board members said they would consider them, against 31 who voted that they would not. On the subject of foreign language movies dubbed into English, 90 said they would consider them, against 42 who said they would not. The consensus was best summed up by an ad agency man who said, "Good features are good features, wherever they are produced."

This week the survey moves over to half-hour film series produced abroad specifically for TV.

Here the board indicated its door is open even wider. A total of 137 members voted that they would consider a TV film series produced in England, Europe or Mexico if it had an American star. A negligible 13 voted that they would not consider such a show.

The board was also asked what special problems it encounters in an imported film program. This study revealed that where there's trouble, it's usually on the sound track.

But as important as the answer, is the fact that most members of the board did not answer this question at all, and 17 of them went so far as to point out that there were no special problems in foreign produced film.

Encouraging Response

This response is an encouraging one for certain producers, for there has now emerged one more practical inducement to produce TV series in England. There has, of course, always been a certain minority of production abroad. "Foreign Intrigue" and "Douglas Fairbanks Presents" pioneered overseas shooting four and five years ago. As in the case of many motion pictures, the main reason for going abroad was to get exotic backgrounds. For producers who knew how to take advantage of it, there were also economies to be gained.

Now, with the start of commercial TV in Britain, the British unions have clamped a quota on the amount of U. S. production that can be telecast there. But a show that was shot there, even tho by an American producer, falls outside the quota. Thus, a producer can be almost assured of that extra new gravy of a British deal if he produces right in England.

This fact has been apparent for some time, and yet there has not been any widespread emigration of producers. The amount of foreign production has always been kept at a fairly low level. Practically all of it can be justified by the foreign flavor in the backgrounds. If there is any increase now, it would seem to result from the new trend to costume pieces. The new "Robin Hood," for instance is actually being shot in Sherwood Forest.

According to this survey, if the producers who go abroad pay extra special attention to their audio they'll probably be all right. A total of 26 board members (15 stations, four agencies, three sponsors, two distributors and two producers) said this was where their problem lay when they get involved with an imported series.

Visuals Okay

Only seven board members complained of visual shortcomings such as poor lighting or camera work in imported shows. This was mentioned by one station, one agency, three sponsors and two producers.

Four stations said a major problem was the difference in moral standards evident in foreign produced film. They were apparently referring to feature films, since most TV series produced abroad are under the control of American producers.

One distributor and one ad agency mentioned the threat of a boycott by the Screen Actors Guild as the major problem in handling an imported series. Neither of them spoke for quotation. Money exchange, government red tape and overall quality control were problems mentioned by two members each.

HOW THEY VOTED

Would you consider taking a half-hour film show produced in England, Europe or Mexico if it had an American star?

Networks and Stations.....	60	5	3
Ad Agencies	35	1	..
Network Sponsors	3	1	..
Regional, Local and Spot Advertisers	6	4	..
Distributors	16	1	..
Producers, Labs, Equipment....	17	1	..
	137	13	4

situation develops. Differences in law, customs and scenery does not match properly with American dialog."

LEO HOWARD, general manager, KCTV, Des Moines:

"Our policy is to offer the best possible programming at the lowest possible price. Where or how the film is made is of no interest to us whatsoever."



HOWARD

PRODUCERS AND DISTRIBUTORS SAY . . .

OLIVER UNGER, executive vice-president, NATIONAL TELEFILM ASSOCIATES: "The principal problem is the difficulty of maintaining production schedules for an entire series. European producers are not accustomed to the thinking that this type of production requires. Production is more leisurely, and turning out 26 or 39 episodes is a year's job."



UNGER

CHARLES MICHELSON, president, CHARLES MICHELSON, Inc., New York: "We produced 'Capsule Mysteries' in Montreal with an imported Hollywood star but using all local supporting talent. Methods of doing things outside the U. S. differ all down the line. However, the end results turned out okay."



MICHELSON

ADVERTISERS AND AGENCIES SAY . . .

WALTER COLLINS, film director, FITZGERALD ADVERTISING, New Orleans: "There is a definite plus if you can say 'produced in Europe' or 'actually filmed in Africa' or whatever. Moreover, some of the new products shot on the other side are just plain good shows. It's the just plain good shows that we want, regardless of where they're filmed."

LANSING LINDQUIST, vice-president, KETCHUM, MacLEOD & GROVE, Pittsburgh: "No special problem with film series produced abroad other than lack of promotion possibilities when starts are not first rank and preferably American. Quality is not the key here; promotion and exploitation very definitely is."



MORELOCK

V. L. MORELOCK, TV director, MINIUS-BRANDON Agency, St. Louis: "In the Midwest and smaller markets many resent English voices. Good dubbing would help change that."

M. A. ISAACS, TV director, SCHEIDER, CARDON Agency, Montreal: "Bad production values, dialog hard to understand, music usually too dramatic."

HARRY McDANIEL, TV advertising manager, KROGER COMPANY, Cincinnati: "Dialog hard to understand, quality of film usually dark."

STATIONS SAY . . .

TED BERGMAN, director of broadcasting, DU MONT, New York: "Extra care must be exercised by continuity acceptance to be sure that these foreign pictures meet our code standards. Very often large segments must be removed because of unacceptable dialog or pictures. Other than that the only difficulty we have experienced concerns the unintelligibility of some British actors."

HAROLD ESSEX, executive vice-president, WSJS-TV, Winston-Salem, N. C.: "We experienced a great deal of audio difficulty. And where the sound is dubbed, an incongruous

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

News in Brief

SARNOFF HONORED
BY NEW YORK CITY

Brig. Gen. David Sarnoff, RCA's chairman of the board, this week was awarded the 1955 Gold Medal of the Hundred Year Association of New York. New York's Mayor Robert F. Wagner presented the medal to General Sarnoff for his accomplishments as "pioneer, founder and leader in electronic communication."

CBS COMPLETING
CHICAGO STUDIO . . .

January 1 is the date set for completion of construction work on CBS' new television, radio and record sales home, the old Chicago Arena, located on Chicago's North Side.

NBC HIRES DUROCHER
AND OPPENHEIMER . . .

NBC-TV this week added to its staff two men who have distinguished themselves in different ways. Leo Durocher, who resigned as manager of the New York Giants last week, joined the network and will be concerned primarily with handling talent relations for the web, tho from time to time he will also make guest appearances on the web's shows and will represent it at public functions. Jess Oppenheimer, who was largely responsible for the creation and production of "I Love Lucy," will join NBC next spring, when his seven-year contract with CBS runs out. Among Oppenheimer's executive functions at NBC will be the development of new properties for the web.

CBS POSTPONING
"JOE AND MABEL" . . .

CBS-TV this week postponed the starting date of "Joe and Mabel," the new situation comedy film series that has been purchased by Carter and Pharmaceuticals. The "Meet Millie" stanza will continue in that time slot until the web is ready to go with "Joe and Mabel."

WRITERS CITE
RADIO DECLINE . . .

Decline of radio was spotlighted this week with a move by the Writers Guild of America to discontinue its radio branch as an independent unit. The merging of the TV and radio writers branch is now being considered by a special committee set up for that purpose. The move is a result of a survey which showed that only 27 per cent of radio writers are receiving income from the source primarily, the other 73 per cent being active in television and motion picture also.

KINTNER MAPS GIANT
PUSH FOR ABC FUTURE

• Continued from page 2

upon the network's recent phenomenal billings rise and strengthened programming position—its Wednesday and Friday 7:30-8 p.m. programs have given the mighty CBS cause for concern—he's particularly pleased with the outlook for the future as exemplified by the fact that the blue chip advertisers are now flocking to establish franchises on ABC. Among the web's current major advertisers who were not on its schedule last year at this time are: General Electric, Monsanto Chemical, General Foods, Coca-Cola, Standard Brands, General Tire, Campbell Soups, General Tire and Rubber, Procter & Gamble and others.

Time Clearance

What has traditionally been one of ABC's major problems—station clearance—has been greatly eased, tho not yet completely licked, Kintner said. Great strides in overcoming this problem have been made in the past year and are still continuing to be made. Last season only five ABC programs, comprising 13 per cent of its commer-

cial quarter hours, could boast of being able to reach 90 per cent or more of the TV homes in the U. S. This season, the figure has jumped to 12 programs comprising 48 per cent of ABC's commercial quarter hours. The 12 programs are "Break the Bank," "Disneyland," "Dollar a Second," "Life Is Worth Living," "Make Room for Daddy," "Masquerade Party," "Mickey Mouse Club," "Ozzie and Harriet," "Rin Tin Tin," "Super Circus," "Warner Bros. Presents" and the Wednesday night fights.

As of this month, ABC has 74 evening quarter hours and 20 daytime quarter hours commercially sold. Comparable figures for the opening month of last year's season were 53 evening and two daytime quarter hours sold.

As a result of the increase in both the number of sponsored programs and the station line-ups of its shows, ABC-TV's estimated billings figure for 1955 will soar to a record \$50,000,000. In 1954, ABC-TV's total billings were \$34,713,000, and in 1953 the figure was \$21,111,000, according to Publishers Information Bureau.

Kintner estimates that the web's continued progress should give it an increase in 1956 of approximately 30 per cent over the 1955 figure.

Broadening Scope

• Continued from page 2

theaters, with two others, one of which rivals in size any at the nets here, in the process of being refurbished.

Paramount officials point out that the film stages could be rented out as well as used for the company's own filming. It's known, however, that literary agents around town are being tipped off that Paramount will soon begin buying stories for television as well as theatrical pix, and the company, of course, already has many properties that could be converted to TV.

There is, in addition, a sort of KTLA network already in operation. This consists of approximately 15 stations carrying the kinescoped "Bandstand Revue." These, in order to satisfy union regulations, had to become affiliates of the Los Angeles channel.

Paul Raibourn, Paramount vice-president and president of KTLA, is also on the board of directors of Du Mont, and it's expected that he and KTLA General Manager Klaus Landsberg will play leading roles in executive capacities in the new setup if it materializes.

NBC Concludes
Crosley Deal

NEW YORK, Oct. 1.—NBC-TV this week wrapped up several important sales and was on the verge of concluding another. The Crosley division of Avco bought half of "Midwestern Hayride," Wednesdays, 10:30-11 p.m., beginning in November. Whitehall Pharmaceutical owned the entire show, but was glad to surrender half of it and so spread its risk. Whitehall also purchased 156 participations in "Tonight" and "Today."

The client will use two each week on the former show, and one on the latter program. NBC is close to selling Mutual of Omaha the other half of "Zoo Parade." American Chicle has already bought alternate weeks of the Sunday afternoon stanza.

KOPY KATZ

In West Germany U. S. Video 'Ist Gut'

• Continued from page 2

the programs), produces besides Frankenfeld's shows at least two others with a familiar look. In "Kreuzfeuer" ("Crossfire") a public figure, usually from government, faces often-merciless questioning by a panel of journalists, a la "Meet the Press" and "Face the Nation." And at noontime Sundays, commentator Werner Hoefler emcees a panel of German-speaking foreign newsmen stationed in Bonn thru a discussion of current affairs, in a manner reminiscent of the late NBC-Herb Moss production "As Others See Us." Both shows have high ratings, despite postwar German disgust with politics.

German TV, on the air only some four hours daily, carries a high proportion of drama (up to 90 minutes as often as five nights weekly) and includes many adaptations of American plays and books. Authors include William Saroyan, Ernest Hemingway, John Steinbeck, Tennessee Williams, William Inge and especially Thornton Wilder, a German favorite. His "The Matchmaker," which is slated for New York this fall, will be televised from Hamburg in December. And in March, 1953, Hamburg beat John Patrick to the punch with its TV dramatization of "Captain Frisbie's Teahouse," adapted from Vern Snyder's novel.

In contrast to formats, American

TV film packages have had little success here. The language problem is the most basic one. Even the German language dubbings of a top-rated American half-hour show were recently rejected by the German TV toppers because the synchronization (done outside Germany) was not up to standard found in German movie houses. However, these same officials complimented the production and acting of these films. Language was also basically responsible for cool trade reception to CBS Film Sales' series "Holiday in Paris," fed to the net by the West Berlin affiliate. The series had to have a live, on-camera German narrator cut in, leaving only the musical and other acts to come from film. The result was a below-par production.

Another major problem is contracts. Hamburg contracted for 26 episodes of "Jungle Macabre" from Fremantle (via local agent) and now it finds a considerable proportion too gory for its taste but is stuck with the payment. The one-year usage limitation common in TV contracts is also a hamper to wider acceptance of U. S. material, since European TV seldom slots shows of a given series at a fixed, regular time.

Telenews Deal
American films also reach the German net thru the U. S. Information Agency. These are mainly documentary films and are scheduled irregularly. U.S.I.A. also hands out a weekly newsreel, edited by Jack Gaines at Telenews in New York, but German network's News-producer Martin Svoboda (currently in U. S. A. on the State Department's Cultural Exchange cuff to look at TV) liked the hand-out material so much that the network recently signed to buy a full Telenews service. American Information officers here are pleased and consider this the highest compliment their service can earn. They also hope it will satisfy critics who accuse them of competing, via their gratis films, against private distributors.

American packagers wishing to enter the German market, says program chief Heinz von Plato at Hamburg, should concentrate on offerings which require a minimum of dubbing. This practically eliminates dramatic stanzas. Dubbing here costs approximately \$1,500 for a half hour show. The same show can be done here live for this amount. Thus, a packager must price his product well below dubbing cost to make it attractive. However, a good market does exist here for the right kind of American material, according to German officials. And as the audience grows, so will the present very low prices and the present very limited broadcast schedule.

Brandt to Open Own PR Office

NEW YORK, Oct. 1. — Alan (Bud) Brandt has resigned as publicity and special events director of local indie WNEW to set up his own public relations and promotion office here, starting October 15. His publicity and exploitation services will cover personalities, radio-TV packages and consumer products.

Brandt joined WNEW in March, 1950, and during his five years with the station (one of the country's leading indies), he garnered scores of national magazine spreads on the outlet, heretofore a rarity in the local radio field. Prior to joining WNEW, Brandt handled the promotional build-up on "Howdy Doody" for Martin Stone Associates.

RESTLESS PEOPLE

Seve Allen, "Tonight," has signed a long-term contract with NBC. The new contract gives NBC exclusive rights to Allen's services as a performer on radio and TV. . . . William V. Sargent has been upped from divisional business manager for NBC-TV programs to director of administration for NBC-TV. . . . Barry Shear, director-producer, has been signed in that capacity by WABD, New York. . . . Harry H. Enders, secretary and treasurer of Young & Rubicam, has moved up to veepee and secretary.

Les Colodny, former writer-director, has joined NBC as manager of comedy development. . . . James A. Mahoney, recently Lennen & Newell, has joined C. E. Hooper, Inc. . . . J. A. Evans, formerly veepee in charge of sales for Sponsor magazine, has joined the New York office of McCann-Erickson as account exec on the Bulova Watch account. . . . George E. Simons and Robert Shirey have been elected veepees of Kenyon & Eckhardt. . . . Suzanne Ginsberg, who's been handling "Black" details for CBS-TV, is shifting over to WCBS-TV as assistant to press chief Bob Fuller.

OLD FILM SHOW IN ARB TOP 10

CHICAGO, Oct. 1.— Courtesy Theater, Chicago's only non-web TV show to land in ARB's Top 10 charmed circle, disproves the theory that old movies don't pull. For the four-week period covering the last two weeks in August and the first two in September, Courtesy Theater, seen every Sunday night at 10 p.m. on WGN-TV, pulled a 23.3 rating. Featuring what emcee-sponsor Jim Morgan terms "first run" movies, Courtesy was only 3.3 points off CBS' Ed Sullivan show, "Toast of the Town," which placed third.

Margraf Assumes Post at Reynolds

NEW YORK, Oct. 1.—Gus Margraf, of the NBC-TV Program Procurement department, has resigned to become house counsel at Reynolds Metals.

He joins Joseph McConnell, former NBC president, who is now with Reynolds as a top executive.

CENSUS RESEARCHERS' FIELD DAY

Census Bureau Gives Age-Group Breakdown

WASHINGTON, Oct. 1. — In planning future programming, broadcasters will take a long look at age-group figures released this week by the Census Bureau. Twenty-eight million grade-school youngsters will be watching their TV screens this year, with the number of 5-to-13-year-olds showing a 30 per cent jump since 1950. Early teens are close behind with a 20 per cent increase. Break-down by sex showed women currently outnumbering men by 1.2 million in the U. S. A.

Steadiest factor in the population is the 25 to 44-year-old group, according to the census study of a five-year period from April, 1950, to July, 1955. The college age group (18 to 24) has dwindled by 6 per cent, and is expected to show only slight increases during the next few years, outgrowth of the low birthrate in the depression of the 1930's.

The most talked-about group in TV circles, the high school juveniles (14 to 17 years old), while showing a 9 per cent gain in the past five years, is still the smallest numerical factor in the population—numbering slightly over 9 million. In comparison, grade schoolers number over 28 million; 18 to 24's, over 15 million; 25 to 44's, nearly 45 million, and 45 to 64's number 33½ million.

At the extremes of the age scale, both the pre-school children's group and the over-60's have shown rapid gains. The oldster group has increased by nearly two million since 1950, and the under-5's by over 2 million.

The sex ratio in our total population of over 165 million gives women a relatively small edge over men—a ratio of 100 to 98.5—but the Commerce Department study

AnSCO Shifts

\$3 Mil to B & B

NEW YORK, Oct. 1.—AnSCO has shifted its \$3,000,000 worth of billings from the Biow Company to Benton & Bowles. This marks the latest account this year to move into the B.&B. shop which has snagged somewhere between \$10,000,000 and \$15,000,000 worth of new business so far in 1955.

New accounts to join the agency are Studebaker Motors, the Norwich-Daton division of Norwich Pharmacal and parts of the Johnson Wax Corporation and Grove Laboratories accounts.

CBS to Launch Big Information TV Push

NEW YORK, Oct. 1.—CBS-TV this season will launch "the largest single concentrated effort at informational TV" the industry has yet provided, according to Irving Gitlin, CBS' director of public affairs.

Production costs of the public affairs programs that the network will offer this season will reach close to \$3,000,000, Gitlin said, and 200 staffers are working on these projects at the web.

The new CBS public affairs programming season opens next Sunday (9), with the premiere of a new stanza, "Talkaround," featuring Katherine Copeland involved in informal discussions with young teen-agers.

In addition to the return of such CBS public affairs regulars as "Adventure," "Face the Nation," "Let's Take a Trip," "Lamp Unto My Feet," "Look Up and Live" and "UN in Action," plans are now being made for the production of other programs.

In this category are "Air Power," a documentary film series outlining the story of flight, and approxi-

mately three 90-minute documentary specials, which may pre-empt "Omnibus" during the season. Two other shows, which were on the air last season but are not yet scheduled for this one, are the new Eric Sevareid show and "The Search," which may go back into production.

Some of the shows returning this season will boast changes. "Face the Nation," for instance, will originate in many cases from foreign capitals, via film, using foreign dignitaries as guests. Similarly, the "Adventure" series this year will be concerned with four major subjects—The American West; The Waters of the World; Man, the Machine, and Adventure After Oil. Some of these CBS public affairs programs will be in color.

'Penny to Mil.' To Lose Time

NEW YORK, Oct. 1.—ABC-TV's Wednesday 9:30-10 p.m. time slot is slated for a program change, though no decision has yet been made on what will replace the "Penny to a Million" stanza that currently occupies that period.

Sheaffer Pen, which co-sponsors the show with Brown & Williamson, is bowing out of the stanza. An alternate bankroller to share the time slot with the cigarette company is currently being sought, as is another show to replace "Penny to a Million."

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MEMO FROM

Ronald Reagan

Second season starts this Sunday night over CBS-TV! Top Broadway and Hollywood stars will again appear...some who were with us last year and others making their TV debut. New shows...exciting plays! Thanks to the wonderful job done for us last year by all the writers, actors, producers and directors, we had an outstanding season. And this year will top it!



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Produced by MCA-TV

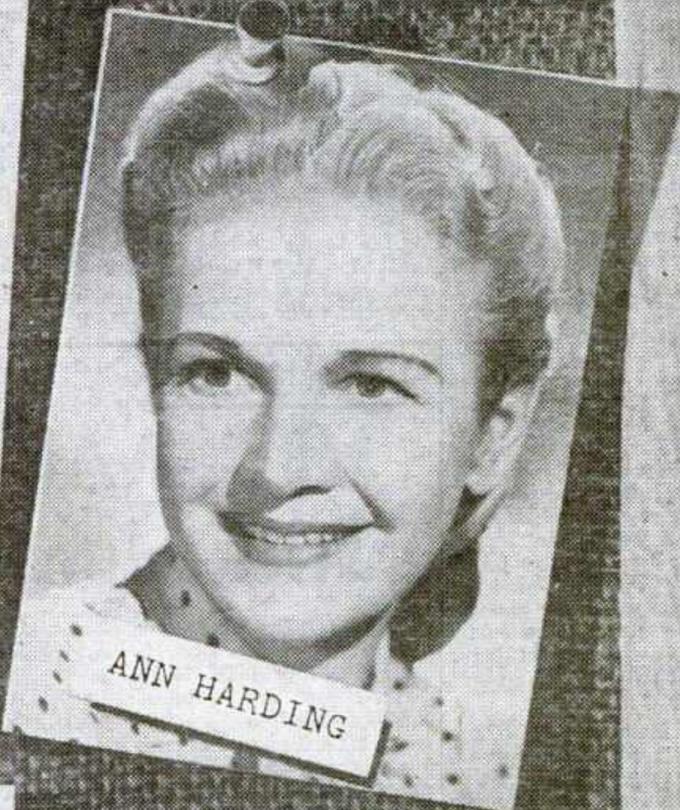
BOARD



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KATHRYN GRAYSON



ANN HARDING



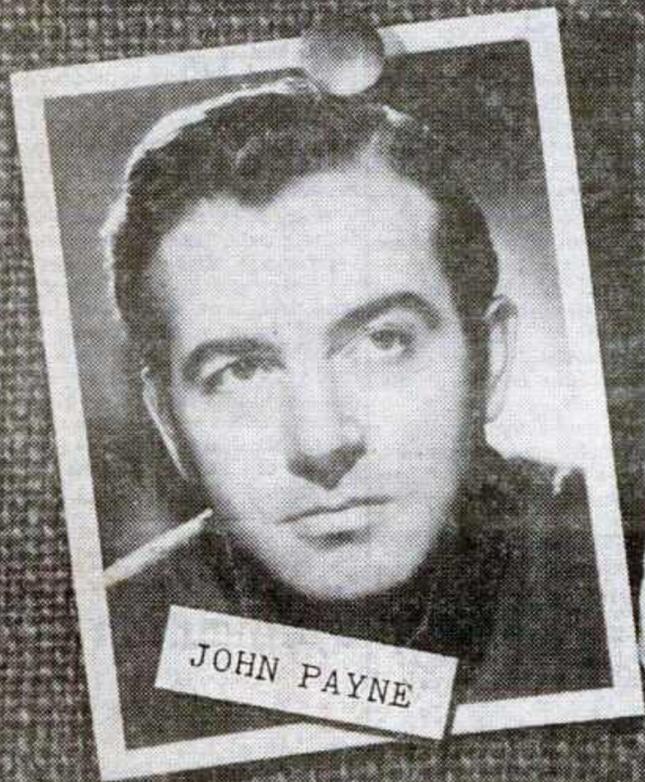
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JOHN PAYNE

*Sunday nights
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 FIRST SHOW OCT. 2nd*

Union Repayment Demands May Bar Majors' Releases

AAP Halted by AFM Block of 45 Features; SAG Also in Picture

By GENE PLOTNIK

NEW YORK, Oct. 1.—There suddenly loomed this week the possibility that repayment demands by talent unions may prove so stiff as to block or restrict the TV release of many more feature films from the majors.

The American Federation of Musicians has just blocked TV sales of 45 pictures that were recently dealt out of the vaults of two major companies. Associated Artists Productions had all but concluded a deal with Paramount Pictures for the TV rights to 35 features produced by Pine-Thomas and another with Universal-International for 10 features produced by Jules Levey.

AAP included these pictures in its new 56-title "Movieland" package, which it has already sold to nearly 30 stations. This week Eliot Hyman, AAP president, suddenly revealed that delivery of these 35 pictures "has been halted by a refusal of the AFM to grant broadcasting rights to the music tracks of the films." He added that the AFM's decision was made about a week ago. He refused to make any comment on what might have brought this about.

"No Comment"

A top spokesman for AFM here confirmed that this had happened, but when asked why the TV rights were refused, he declined to make any further comment. Attempts to get an elucidation from AFM sources on the West Coast also led to "no comment."

The AFM contract of 1948 with the Hollywood majors prevents sale of pictures to outlets other than theaters without recourse to the

AFM. On the few major company pictures that have trickled into TV to date, it has been the practice for the major to assign its AFM obligation to the TV distributor. The TV distributors have then negotiated repayments to AFM. The usual deal, it is understood, has been for payment of re-recording fees amounting to \$25 per musician plus 5 per cent of the gross from TV sales.

With a cloak of mystery shrouding the AFM's motives in blocking the AAP deal, it is unclear whether some legal technicality has arisen or whether this represents a clamp

down by the AFM on TV release of the majors' features.

Legal Twist

One possible legal twist is that the AFM might have demanded that the producer fulfill its own contractual commitment to the union prior to making any TV deal.

But it is also considered possible that, with the current prospect of a larger influx of major features into TV, that the AFM has decided to drive a harder bargain on TV payments.

The AFM has no commitment to settle all TV deals for 5 per cent

(Continued on page 12)

NEW RUMORS

NTA-AAP Confab Stirs Merger Talk

NEW YORK, Oct. 1.—The merger rumors, which have been a leading hobby in TV film circles for the past month, focused on National Telefilm Associates this week. NTA it seems has been holding merger discussions with Associated Artists Productions for the past couple of weeks. Eliot Hyman, AAP president, said he is listening with great interest to NTA's proposition, but no deal is signed to date.

It further came out in the rumor mill that even this might not be the end of NTA's expansion bent. Apparently NTA brass is talking to still another TV film distributor about coming into the fold along with the AAP catalog. The name mentioned was Guild Films, but Reub Kaufman, Guild president, at press time denied that he was negotiating any deal with NTA.

The NTA-AAP deal being discussed would apparently enable AAP to maintain its identity intact, but it would no longer have its

own sales staff. Its salesmen would probably be absorbed by NTA.

AAP, which is a little over a year old, expanded its sales staff during the summer. It now has about 10 salesmen, a large number for a feature film outfit. Hyman has no doubt been studying his overhead costs with concern.

The roadblock that the American Federation of Musicians recently threw in the way of his releasing 45 major company features (see separate story) is unquestionably an added inducement to Hyman to get out of the distribution business.

NTA is understood to have a tidy reserve fund left from its stock issue to enable it to expand. In addition, it is speculated, it undoubtedly could raise still more capital on the basis of an impressive merger or two.

An amalgamation of the NTA, AAP and Guild catalogs would result in one of the largest and most diverse collection of TV film ever amassed under one roof.

CURRENT SYNDICATION TRENDS

Breakdown Shows Regional Sponsors Call the Signals

NEW YORK, Oct. 1.—Future programming trends in first-run syndicated product will to a greater extent than ever depend on the judgment of major regional sponsors, it appears from current developments in the syndication market. Of course, distributors have always sought regional deals to kick off their syndicated sales efforts. But with the tightening of the syndication field and the gradual reduction in the number of series that go into full production before sales, the regional advertisers will have a bigger hand in determining what first-run programs are ultimately offered to smaller stations and local advertisers.

There are today upward of 80 TV film sponsors whose program deals are regional or for more than three markets. Elsewhere in the department this week is a list of 77 such sponsors.

In addition there are about another 10 syndicated film sponsors whose buys are nationwide but which allow sell-offs in other markets. Also there are four or more network film sponsors that allow hinterland sell-offs on first run.

The list of regional film sponsors has grown steadily over the years. The mortality rate, so far, has been negligible.

Breweries, as ever, constitute the major single product type among

regional sponsors. There are 21 breweries in the accompany list. Mystery-adventure has traditionally been the favorite format of the beers. But there are a few important stalwarts on anthology drama.

For instance, Liebmann Brewing has had a long-term association with "Douglas Fairbanks Presents," and this past year also rode "Star and the Story." Olympia Brewing went from "Favorite Story" to "Science Fiction Theater," which is also an anthology tho of a more adventurous persuasion. Falstaff, whose chief vehicle has been "City Detective," is going to "Celebrity Playhouse" this year.

There has been a smattering of interest in comedy among the breweries. Ballantine, which for three years had "Foreign Intrigue," last year switched to the "Eddie Cantor Comedy Theater." But this year it is going back to mystery-adventure with "Highway Patrol."

Lucky Lager Beer, which entered TV programming with Telesports Digest, this year has gone to comedy with "The Great Gildersleeve."

Food advertisers of various kinds are the second largest category of regional film sponsors. Among the 19 in the accompanying list, five are retailers, four are meat packers and four are flour companies. On the over-all the foods have a diversity of format favorites. Music

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Men

and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standing of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers and children.

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	Men per 100 Homes	Avg. Aug. Rtg.
1	Foreign Intrigue (Official)	89	9.4
2	Boston Blackie (Ziv)	86	10.6
2	Ellery Queen (TPA)	86	7.9
2	Inner Sanctum (NBC)	86	5.6
5	Mr. and Mrs. North (ATPS)	85	6.5
6	Colonel March of Scotland Yard (Official)	83	3.8
6	Waterfront (MCA)	83	11.2
8	The Whistler (CBS)	81	10.5
8	City Detective (MCA)	81	11.5
8	Counterpoint (MCA)	81	2.2
8	Dangerous Assignment (NBC)	81	5.2
8	Death Valley Days (Pacific Borax)	81	11.3
8	The Falcon (NBC)	81	7.1
8	Guy Lombardo (MCA)	81	8.4
15	I Led Three Lives (Ziv)	80	13.3
15	Mr. District Attorney (Ziv)	80	12.1
15	I Am the Law (MCA)	80	7.7
18	Amos 'n' Andy (CBS)	79	8.4
18	Inspector Mark Saber (Koch)	79	6.3
18	Life of Riley (NBC)	79	16.1
18	Racket Squad (ABC)	79	8.9
18	Sherlock Holmes (UM&M)	79	7.8
23	Badge 714 (NBC)	77	15.4
23	Facts Forum (Facts Forum)	77	0.7
23	Lone Wolf (MCA)	77	9.2

KFJZ Stocks 500G Of Film Before Debut

FORT WORTH, Oct. 1.—KFJZ-TV, which went on the air here three weeks ago as the first indie in Texas and the fourth station in this market, invested upward of \$500,000 in TV film before its debut date.

The heart of its film programming is a family theater, 7-9 p.m. Monday thru Saturday. Following the pattern of theater programming, the show includes a comedy, a cartoon, a feature film and news. Each feature runs three nights, Monday thru Wednesday or Thursday thru Saturday. The comedy and cartoon change nightly.

The station bought the latest feature packages of General Tele-radio and Associated Artists Pro-

ductions. It also bought the 123 Autry-Rogers Westerns from MCA-TV.

Among the half hour series it has are "Annie Oakley," "Liberace," "Amos 'n' Andy," "Sherlock Holmes," "Man Behind the Badge," "Ramar of the Jungle," "The Falcon," "My Hero," "Life With Elizabeth," "Guy Lombardo," "Frankie Laine," "This Is Your Music" and "Range Rider."

For its family theater it has "The Little Rascals" and "Looney Tunes."

According to Gene Cagle, president, the station's pre-debut sales topped \$600,000.

Laine Film Cut For New Sales

NEW YORK, Oct. 1.—Guild Films has found a secondary method of selling its musical films. At the behest of WCBS-TV here, it has edited its half-hour Frankie Laine series into a quarter-hour program. The musical stanza has been slotted in the 6:15-6:30 p.m. time period on the station and immediately sold to Progresso Foods.

There is every indication, if the Laine quarter hour clicks as a selling package, that other of Guild's musical properties will also get the same treatment. The next to be edited down in this manner will probably be Florian ZaBach and finally Liberace. Guild by doing this would also be in a position to supply stations with a quarter-hour strip of musical programming composed of Laine, ZaBach and Liberace.

'Stage 7' to Syndication

HOLLYWOOD, Oct. 1.—"Stage 7," CBS-TV anthology series which is being replaced on the network with "Alfred Hitchcock" by sponsor Bristol-Myers, is being switched to syndication by Four Star Productions, maker of the films.

It's understood that Four Star is negotiating with a sponsor for a large regional deal, the series to be spot booked in other markets. No distributor has yet been set.

Set New Angle On Use of Film

NEW YORK, Oct. 1.—Something new in the way of network video film usage is being blue-printed by NBC-TV. Its new film series, "White Mane," produced by Ed Gruskin abroad, is to be split into quarter-hour segments and used on successive afternoons on "Howdy Doody" and is to be aired as a complete program the following Saturday. This, of course, will give the network two chances to get its money back.

NBC and Gruskin have lined up Pat Henning to play the lead. Gunther Von Fritsch will direct, with shooting to begin at La Camargue, France, where the feature film based on the same title was shot. Ashmead Scott will be in charge of scripts. Story line avoids violence and concentrates on a horse, a boy and nature, which works sometimes for them, sometimes against. The William Morris office sold the package.

27 Vitapix Westerns for Cinema-Vue

NEW YORK, Oct. 1.—Cinema-Vue this week took over distribution of the 27 Westerns owned by the Vitapix Corporation. Most of them star Johnny Mack Brown; some star Whip Wilson. These films were the first properties to be acquired by Vitapix when it was formed about four years ago. They have been handled by Guild Films since it made a working agreement with Vitapix last year.

Cinema-Vue, re-activated this summer by Joe and Frank Smith, also has some 130 features acquired from American-British TV movies, plus 100 "Whimseyland" cartoons and 100 comedy shorts.

SCRUPULOUS BRITISH

U. S. Product Limited To 10% on Plug TV

LONDON, Oct. 1.—Maintaining their promise to limit American program content in commercial TV, the two London contractors—Associated-Rediffusion and Associated Broadcasting—observed a scrupulous self-imposed 10 per cent maximum during the first week of Independent TV here.

Canadian TV Grabbing Off Many Sponsors

TORONTO, Oct. 1.—Bookings for TV shows in this country loom large, with such bankrollers as Ford and Chrysler indicating an interest in the media for advertising purposes.

Chrysler has picked up the tab for screening of the Canadian football games last year carried by NBC, but Ford failed to pull thru sponsorship of Gisele MacKenzie, who felt she couldn't commute between Canada and the U. S.

Borden's is bankrolling the Jackie Rae show, replacing last year's "Mr. Show Business," which had Jack Arthur as its central figure. Arthur, well-known Canadian TV producer, will be replaced by his protege, Jackie Rae, who is also producing the show.

Lever Bros. comes thru as sponsors of "On Stage," with Denny Vaughan as headliner, along with his musical aggregation. Johnson & Johnson, with Band Aids, and Wildroot Cream Oil will alternate sponsorship of the filmed "The Adventures of Robin Hood."

Deodorants as sponsors are ruled out by the CBS, with the result a blank will be left in sponsorship of "What's My Line?" with Remington picking up the other alternate week. That means Stopette can't be plugged.

Other shows include the Jane Wyman show, underwritten by Procter & Gamble; "Navy Log," under the aegis of Sheaffer Pen, alternating with Burns and Allen, sponsored by B. F. Goodrich Rubber Co. of Canada; "Kraft Theater," for Kraft Foods; "So This Is Hollywood," for Gillette Safety Razor after the end of the football season, and "Lassie," sponsored by Colgate-Palmolive.

All-Film Indie Leads 3 Rival Web Stations

PHOENIX, Ariz., Oct. 1.—KPHO-TV has been programming almost entirely with syndicated film since it became an indie last June, and it has been giving the three network affiliates here a tough fight for audience. According to the last count, the station has lined up 48 syndicated series for its fall schedule.

The first survey made by the American Research Bureau after KPHO-TV went indie revealed it was getting top audience in more evening time than any of the other stations. Counting the quarter hours from 5 p.m. to midnight all seven days of the July rating week, KPHO had top audience 34.5 per cent of the slots, while the other three stations had top audience 30.5 per cent, 21.5 per cent and 13.5 per cent respectively.

All four stations are VHF.

nel 9, but their live shows did not come under the Entertainment Unions' requested quota, which is behind the 10 per cent figure.

Over AB the proportion of imported film was higher, leading off with Robert Cummings' "My Hero," Liberace, "I Love Lucy" and Roy Rogers. The British version of "People Are Funny" and Boris Karloff's "Colonel March" series, originally screened here for U. S. distribution, again did not come under the ban.

But despite the wary way the contractors are walking over American material, the Screenwriters' Association, which this week voted itself into a Trade Union, has expressed grave concern over the number of American scripts which are being offered to British scripters for "Anglicizing" at giveaway rates.

They are currently talking with the Screenwriters' Guild on plans to preserve the standards for scripters in both countries.

ABC Film Gets '3 Musketeers'

NEW YORK, Oct. 1.—ABC Film Syndication has signed a deal to take over distribution of "The Three Musketeers," 26 episodes of which have been shot in color by Thetis Films in Italy. The series, however, will not be put on sale until after the first of the year.

The syndication firm meanwhile has given the go-ahead signal to Douglas Fairbanks Jr. in England to start production of another year's supply of "Douglas Fairbanks Presents" films. Production has been held up pending a decision by Rheingold on whether or not it would continue bankrolling the series in New York and other markets, including several on the West Coast. Rheingold decided affirmatively.

ABC Film's deal for the "Three Musketeers" series was made with Italian Film Export here, which represents Thetis Films. The series was one of the first costume adventure TV film stanzas planned, but it's been beaten to the market by a number of others.

Official Films was initially slated to distribute the "Musketeers" show, but production problems on the stanza made it decide to relinquish the series.

'Judge Bean' to Stations Direct

NEW YORK, Oct. 1.—Add "Judge Roy Bean" to the list of first-run syndication properties which are being sold directly to TV stations.

Screencraft Pictures, which initially sold the series to American Bakeries for 42 markets when it was in pilot film form, has now begun syndicating the series thru-out the country. Six West Coast TV stations have already bought the property. Additionally, Screencraft has sold the stanza to Valley Forge Beer for airing on WCAU-TV, Philadelphia.

The stations that have bought the show thus far are KRON, San Francisco, which will double expose each episode once in an afternoon slotting and again during the same week in a late evening period; KCOP, Los Angeles; KPHO, Portland, Ore. Some of the deals call for one run, others for several runs, according to Screencraft's sales manager, Peter Piech.

The show, being produced in Hollywood in color by Quintet Pharmaceuticals, Inc., as a two-in-the title role and features Russell Hayden and Jack Beutel.

The stanza may be aired in color by Valley Forge Beer on WCAU.

BECK CONTINUES 'RASSLIN' JOB

DALLAS, Oct. 1.—Maurice Beck, producer of "Texas Rasslin'," this week denied that he was tired of distributing his sports vidfilm series as was printed in The Billboard last week. Beck said that he was just getting his wind in the distribution business and was getting ready to make bigger and better efforts to sell the sports show which is now in 70 markets.

He did confirm, however, that Sterling would help him with distribution, but not on an exclusive basis. Obviously Sterling will cover territory that Beck himself is not able to reach.

Fortune Pilot Shot by D&R

NEW YORK, Oct. 1.—D&R Television Film Company, which has organized several months ago, has completed the pilot film of its first TV series. Titled "Doorway to Fortune," the show is based on success stories that ran in Fortune magazine. The pilot was shot in New York with Melville Ruick as host.

D&R is headed by Bill Deering, former head of Video Pictures.

NBC-TV Preps 'Real McCoys'

HOLLYWOOD, Oct. 1.—Pilot film of a series titled "The Real McCoys" is being prepped by NBC-TV. Format of the program is situation comedy with a Western locale. Casting is now in progress.

Series was created by Irving Pinkus, who will produce it in conjunction with the web. Writer Bill Manhoff is scripting the pilot, the deal having been agented thru Frank Cooper Associates.

Who's Buying What Where—New Film Sponsors by Industries

This feature is a breakdown by industry category of sponsors who purchased TV film programs during the month preceding this issue. The list is derived from information published during the past month in The Billboard's TV Film Purchases column each week.

Symbols used below are: (R)—renewals; (A)—alternate week sponsorship; (S)—split sponsorship.

(Continued from last week)

Table with columns: Sponsor—Program, Distributor, Market. Includes categories like OTHER FOODS AND FOOD STORES, HOUSEHOLD APPLIANCES (FURNISHINGS, SUPPLIES), JEWELRY AND ACCESSORIES, LAUNDRY SOAPS, CLEANERS, TOILET REQUISITES, MISCELLANEOUS AND UNIDENTIFIED SPONSORS.

(Continued next week)

TV FILM SALES

ABC FILM SYNDICATION RACKET SQUAD KOB, Albuquerque, N. M.: Procter & Gamble Crest DOUGLAS FAIRBANKS PRESENTS WNEB, Bay City, Mich.: Stroh Brewery CBS TV FILM SALES SAN FRANCISCO BEAT KSSS, Roswell, N. M.: Shamrock Oil & Gas WISH, Indianapolis: Ables Auto Sales KANG, Waco, Tex.: Adv. TBA BUFFALO BILL JR. KKTV, Colorado Springs, Colo.: Senton Dairy KSSS, Roswell, N. M.: Meadowgold GENE AUTRY KSSS, Roswell, N. M.: Price's KGEQ, Fresno, Calif.: Adv. TBA AMOS 'N' ANDY KANG, Waco, Tex.: Adv. TBA CASES OF EDDIE DRAKE WALA, Mobile, Ala.: Adv. TBA FILES OF JEFFREY JONES WALA, Mobile, Ala.: Adv. TBA LONG JOHN SILVER WNCT, Greenville, N. C.: WIS, Columbia, S. C.: WFBC, Greenville, S. C.: WDES, Chattanooga: WATE, Knoxville, WMC, Memphis; WLAC, Nashville; WBRE,

Birmingham: KATV, Little Rock; WFAA, Montgomery, Ala.; WMBR, Jacksonville, Fla.; WTVJ, Miami; WSUN, St. Petersburg, Fla.; WSB, Atlanta; WRDW, Augusta, Ga.; WMAV, Macon, Ga.; WDAK, Columbus, O.; WTOG, Savannah, Ga.; WAVE, Louisville; WAFB, Baton Rouge, La.; WLBT, Jackson, Miss.; WLOS, Asheville, N. C.; WBTV, Charlotte, N. C.; WSJB, Winston-Salem, N. C.; Adv. TBA MCA-TV WATERFRONT KFSA, Fort Smith, Ark.: Goodyear Service Store TOUCHDOWN WTAP, Parkersburg, W. Va.: Murray's Auto Glass MAYOR OF THE TOWN WCNV, Cathage-Watertown, N. Y.: Molson's Beer & Ale NBC FILM DIVISION THE GREAT GILDERSLEEVE WNBQ, Chicago: Adv. TBA BADGE 714-A WICC, Bridgeport, Conn.: Adv. TBA BADGE 714-B WICC, Bridgeport, Conn.: WLW-T, Cincinnati: Adv. TBA

BADGE 714-C WBAL, Baltimore: Keebler Biscuits (half) and Kurtze Meats (half) KIEM, Eureka, Calif.: Bernie Anderson KFEL, Denver; KCC, Sacramento; KTVT, Salt Lake City; KVOS, Bellingham, Wash.; KEDD, Wichita, Kan.; Adv. TBA INNER SANCTUM WKQA, San Juan, P. R.: Block Drugs WMFJ, Daytona Beach, Fla.: Marlin Brewing WTVN, Columbus, O.: Adv. TBA VICTORY AT SEA WTVN, Columbus, O.: Adv. TBA DANGEROUS ASSIGNMENT WTVN, Columbus, O.: Adv. TBA CAPTURED WTVN, Columbus, O.: Adv. TBA THE VISITOR WTVN, Columbus, O.: Adv. TBA LIFE OF RILEY-C KLIK, Twin Falls, Idaho: Adv. TBA

SCREEN GEMS, INC. BIG PLAY BACK WITN, Washington, N. C.: Adv. TBA CELEBRITY PLAYHOUSE KNXT, Hollywood: Procter & Gamble KVTU, Sioux City, Ia.: Falstaff Beer KOMO, Seattle: Brown & Maley Candy JUNGLE JIM KATV, Little Rock: WRCA, New York; KFSD, San Diego, Calif.; KRGV, West Waco, Tex.; KBTU, Denver: Adv. TBA (Continued on page 12)

CISCO KID 24.4*



For hard-hitting TV programming, get in touch with...

MILWAUKEE, Telepulse*, March, 1955 Opposition just can't stand up against ZIV-TV'S CISCO KID. With a smashing 24.4 (*March 1955 Telepulse) CISCO leaves his direct competition staggering... Gene Autry 10.9... Early Show 8.0



CINCINNATI CHICAGO NEW YORK HOLLYWOOD

THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

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.

BALTIMORE 3 STATIONS

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

- | | |
|--|--------------------------------------|
| 1. Robert Montgomery Presents, WBAL.....32.3 | 6. Lux Video Theater, WBAL.....28.3 |
| 2. Baseball, WAAM.....30.8 | 7. Climax, WMAR.....27.8 |
| 3. Toast of the Town, WMAR.....30.4 | 8. G. E. Theater, WMAR.....27.1 |
| 4. *Baseball, WMAR.....30.0 | 9. U. S. Steel Hour, WMAR.....26.9 |
| 5. I've Got a Secret, WMAR.....29.2 | 10. Private Secretary, WMAR.....26.0 |

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank Among Films	Title, (Type) and Distributor	Aug. ARB Rating	Station, Day, Time	Top Opposition & Rating
1. †Studio 57 (Drama), Heinz.....13.6	WAAM—T, 10:30-11:00.....	13.6	Badge 714, 11.8	
2. Annie Oakley (West.), CBS.....13.3	WBAL—S, 5:30-6:00.....	13.3	Film Funnies, 2.0	
3. Badge 714 (Mys.), NBC.....11.8	WBAL—T, 10:30-11:00.....	11.8	Studio 57, 13.6	
4. Ellery Queen (Mys.), TPA.....11.8	WAAM—T, 11:00-11:30.....	11.8	Various, 11.1	
5. Waterfront (Adv.), MCA-TV.....11.4	WMAR—Th, 10:30-11:00.....	11.4	Lux Video Theater, 27.6	
6. Eddie Cantor (Comedy), Ziv.....11.3	WBAL—M, 10:30-11:00.....	11.3	Summer Theater, 18.7	
7. Cisco Kid (West.), Ziv.....8.8	WBAL—T, 7:00-7:30.....	8.8	Various, 3.4	
8. Superman (Adv.), Flamingo.....8.4	WBAL—W, 7:00-7:30.....	8.4	Various, 2.9	
9. Little Rascals (Comedy), Ziv.....8.3	WBAL—F, 6:00-6:30.....	8.3	Early Show, 6.5	
10. I Led Three Lives (Adv.), Ziv.....8.2	WBAL—W, 10:30-11:00.....	8.2	U. S. Steel Hour, 27.4	
11. †Kit Carson (Coca-Cola), WBAL, S-6:00.....7.8	WBAL—S, 6:00-6:30.....	7.8	25. Hollywood Wrestling (Paramount), WAAM, S-11:00.....4.0	
12. Little Rascals (Interstate), WBAL, Su-11:30 a.m.....7.7	WBAL—Su, 11:30 a.m.....	7.7	26. Hopalong Cassidy (NBC), WBAL, S-9:00 a.m. 3.9	
12. Mr. District Attorney (Ziv), WBAL, S-10:30.....7.7	WBAL—S, 10:30-11:00.....	7.7	27. Dangerous Assignment (NBC), WMAR, M-11:30.....3.6	
12. Little Rascals (Interstate), WBAL, M & W-6:00 p.m.....7.7	WBAL—M & W, 6:00-6:30.....	7.7	28. Wild Bill Hickok (Flamingo), WMAR, Su-11:30 a.m.....2.0	
15. Star and Story (Official), WMAR, Su-11:00.....7.5	WMAR—Su, 11:00-11:30.....	7.5	28. †Ames Bros. (R. C. Cola), WMAR, W-7:15.....2.0	
16. Little Rascals (Interstate), WBAL, S-4:00.....7.1	WBAL—S, 4:00-4:30.....	7.1	30. Your All-Star Theater (Screen Gems), WMAR, T-11:30.....1.4	
17. Little Rascals (Interstate), WBAL, T & Th-6:15.....6.9	WBAL—T & Th, 6:15-6:45.....	6.9	31. Greatest Sports Thrills (Winik), WAAM, M-9:30.....1.2	
18. Times Square Playhouse (Ziv), WAAM, Su-10:30.....6.8	WAAM—Su, 10:30-11:00.....	6.8	32. Your All-Star Theater (Screen Gems), WMAR, W-11:15.....0.9	
18. Wild Bill Hickok (Flamingo), WBAL, F-7:00.....6.8	WBAL—F, 7:00-7:30.....	6.8	33. World's Greatest Fights (Big Fights), WBAL, F-10:30.....0.7	
20. †Patti Page (Oldsmobile), WMAR, M & F-7:45.....6.0	WMAR—M & F, 7:45-8:15.....	6.0	33. Greatest Sports Thrills (Winik), WAAM, M-7:45.....0.7	
21. †Soldiers of Fortune (Seven-Up), WBAL, Th-7:00.....5.3	WBAL—Th, 7:00-7:30.....	5.3	35. Beulah (Flamingo), WAAM, Th-10:30.....0.5	
22. Hopalong Cassidy (NBC), WBAL, S-6:30.....5.1	WBAL—S, 6:30-7:00.....	5.1		
23. Science-Fiction Theater (Ziv), WBAL, S-7:00.....4.6	WBAL—S, 7:00-7:30.....	4.6		
24. †Death Valley Days (Pacific Borax), WMAR, S-6:30.....4.1	WMAR—S, 6:30-7:00.....	4.1		

COLUMBUS 3 STATIONS

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

- | | |
|--------------------------------------|---------------------------------------|
| 1. \$64,000 Question, WBNS.....48.0 | 6. U. S. Steel Hour, WBNS.....24.1 |
| 2. *Death Valley Days, WBNS.....29.6 | 7. Bob Cummings, WLW-C.....24.0 |
| 3. What's My Line? WBNS.....26.8 | 8. Four Star Playhouse, WBNS.....23.4 |
| 4. Talent Scouts, WBNS.....26.2 | 9. G. E. Theater, WBNS.....23.0 |
| 5. Lux Video Theater, WLW-C.....24.4 | 10. *I Led Three Lives, WBNS.....22.8 |

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank	Title, (Type) and Distributor	Aug. ARB Rating	Station, Day, Time	Top Opposition & Rating
1. †Death Valley Days (West), Pacific Borax.....29.6	WBNS—Su, 8:30-9:00.....	29.6	TV Playhouse, 11.7	
1. I Led Three Lives (Adv.), Ziv.....22.8	WBNS—T, 9:30-10:00.....	22.8	City Detective, 18.3	
3. Favorite Story (Drama), Ziv.....21.8	WBNS—Su, 9:00-9:30.....	21.8	Break the Bank, 14.7	
4. City Detective (Mys.), MCA-TV.....18.3	WLW-C—T, 9:30-10:00.....	18.3	I Led Three Lives, 22.8	
5. Superman (Adv.), Flamingo.....15.9	WBNS—W, 6:00-6:30.....	15.9	Various, 2.0	
6. Man Behind the Badge (Mys.), MCA-TV.....14.9	WBNS—F, 8:30-9:00.....	14.9	Ellery Queen, 7.9	
7. Stories of the Century (West.), Hollywood TV Service.....14.3	WBNS—T, 10:30-11:00.....	14.3	Tonight, 12.5	
7. Waterfront (Adv.), MCA-TV.....14.3	WBNS—F, 10:30-11:00.....	14.3	Tonight, 8.7	
9. Science-Fiction Theater (Drama), Ziv.....12.3	WLW-C—S, 10:00-10:30.....	12.3	9 o'Clock Theater, 16.1	
10. Amos 'n' Andy (Comedy), CBS.....11.9	WTVN—M, 10:00-10:30.....	11.9	Various, 17.3	
11. Ramar of the Jungle (TPA), WLW-C, S-9:30.....11.5	WLW-C—S, 9:30-10:00.....	11.5	29. Mayor of the Town (MCA-TV), WBNS, W-10:30.....5.4	
12. I Am the Law (MCA-TV), WLW-C, S-11:00.....11.3	WLW-C—S, 11:00-11:30.....	11.3	30. Eddie Cantor (Ziv), WLW-C, F-8:30.....5.2	
12. Wild Bill Hickok (Flamingo), WBNS, T-6:00.....11.3	WBNS—T, 6:00-6:30.....	11.3	30. Playhouse 15 (MCA-TV), WBNS, Su-10:15.....5.2	
12. Annie Oakley (CBS), WTVN, Su-5:30.....11.3	WTVN—Su, 5:30-6:00.....	11.3	32. Lone Wolf (MCA-TV), WTVN, T-9:30.....5.0	
15. The Falcon (NBC), WTVN, F-10:00.....10.7	WTVN—F, 10:00-10:30.....	10.7	33. †Patti Page (Oldsmobile), WBNS, T & Th-6:45.....4.6	
16. Wild Bill Hickok (Flamingo), WBNS, Su-12:30.....10.1	WBNS—Su, 12:30-1:00.....	10.1	34. †Ames Bros. (R. C. Cola), WLW-C, Th-10:15.....3.6	
17. †Studio 57 (Heinz), WTVN, Th-10:30.....9.5	WTVN—Th, 10:30-11:00.....	9.5	35. Beulah (Flamingo), WTVN, Th-7:00.....3.4	
17. Mr. District Attorney (Ziv), WLW-C, W-9:30.....9.1	WLW-C—W, 9:30-10:00.....	9.1	36. Meet Corliss Archer (Ziv), WBNS, S-10:00.....2.8	
19. Counterpoint (MCA-TV), WBNS, S-9:30.....8.9	WBNS—S, 9:30-10:00.....	8.9	37. Famous Playhouse (MCA-TV), WBNS, M to F-8:30 a.m.....2.5	
20. †Soldiers of Fortune (Seven-Up), WBNS, M-10:30.....8.5	WBNS—M, 10:30-11:00.....	8.5	38. Greatest Sports Thrills (Winik), WTVN, M-6:30.....2.4	
21. Hopalong Cassidy (NBC), WTVN, F-7:00.....8.4	WTVN—F, 7:00-7:30.....	8.4	39. Greatest Sports Thrills (Winik), F-8:00.....2.2	
22. Inner Sanctum (NBC), WTVN, Th-9:30.....7.9	WTVN—Th, 9:30-10:00.....	7.9	39. Flash Gordon (UM&M), WLW-C, S-1:00.....2.2	
22. Ellery Queen (TPA), WTVN, F-8:30.....7.9	WTVN—F, 8:30-9:00.....	7.9	41. †The Hunter (Tafon), WTVN, S-5:30.....2.0	
24. Famous Playhouse (MCA-TV), WBNS, Su-10:30.....7.3	WBNS—Su, 10:30-11:00.....	7.3	42. Greatest Sports Thrills (Winik), WTVN, Th-8:30.....1.8	
24. Victory at Sea (NBC), WTVN, M-10:30.....7.3	WTVN—M, 10:30-11:00.....	7.3	43. Range Rider (CBS), WLW-C, T-6:00.....1.6	
26. Cisco Kid (Ziv), WLW-C, F-6:00.....6.2	WLW-C—F, 6:00-6:30.....	6.2	43. Flash Gordon (UM&M), WLW-C, W-6:00.....1.6	
27. Laurel-Hardy (Governor), WBNS, F-6:00.....5.8	WBNS—F, 6:00-6:30.....	5.8		
28. Ramar of the Jungle (TPA), WLW-C, M-6:00.....5.6	WLW-C—M, 6:00-6:30.....	5.6		

DAYTON 2 STATIONS

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

- | | |
|---|--------------------------------------|
| 1. \$64,000 Question, WHIO.....52.8 | 6. Stage 7, WHIO.....23.0 |
| 2. Big Town, WHIO.....29.3 | 6. *Waterfront, WHIO.....23.0 |
| 3. What's My Line? WHIO.....27.1 | 8. Talent Scouts, WHIO.....22.4 |
| 4. Appointment With Adventure, WHIO.....23.3 | 8. Toast of the Town, WHIO.....22.4 |
| 4. Robert Montgomery Presents, WLW-D.....23.3 | 10. People Are Funny, WLW-D.....22.1 |

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank Among Films	Title, (Type) and Distributor	Aug. ARB Rating	Station, Day, Time	Top Opposition & Rating
1. Waterfront (Adv.), MCA-TV.....23.0	WHIO—S, 9:30-10:00.....	23.0	Your Play Time, 7.8	
2. Man Behind the Badge (Mys.), MCA-TV.....19.7	WHIO—F, 9:30-10:00.....	19.7	So This Is Hollywood, 4.8	
3. Badge 714 (Mys.), NBC.....18.3	WHIO—S, 10:30-11:00.....	18.3	Liberace, 7.8	
4. Science-Fiction Theater (Drama), Ziv.....16.1	WLW-D—S, 10:00-10:30.....	16.1	Theater at Home, 11.4	
5. Follow That Man (Mys.), MCA-TV.....15.4	WHIO—Su, 10:15-10:45.....	15.4	Various, 5.4	
6. Mr. District Attorney (Mys.), Ziv.....14.5	WLW-D—W, 9:30-10:00.....	14.5	U. S. Steel Hour, 19.3	
6. Racket Squad (Mys.), ABC.....14.5	WLW-D—T, 10:15-10:45.....	14.5	Various, 14.5	
8. Ellery Queen (Mys.), TPA.....12.8	WHIO—F, 10:15-10:45.....	12.8	Various, 6.1	
9. Superman (Adv.), Flamingo.....12.3	WLW-D—M, 5:00-5:30.....	12.3	Kenny Roberts, 5.9	
10. Range Rider (West.), CBS.....11.9	WLW-D—T, 5:00-5:30.....	11.9	Kenny Roberts, 3.3	
11. Hopalong Cassidy (NBC), WHIO, M-6:00.....11.8	WHIO—M, 6:00-6:30.....	11.8	20. Wild Bill Hickok (Flamingo), WHIO, Su-2:30 6.9	
12. Wild Bill Hickok (Flamingo), WLW-D, W-5:00.....11.4	WLW-D—W, 5:00-5:30.....	11.4	21. Gene Autry (CBS), WHIO, Th-6:30.....6.1	
13. †Kit Carson (Coca-Cola), WLW-D, Su-5:00.....11.0	WLW-D—Su, 5:00-5:30.....	11.0	22. Passport to Danger (ABC), WHIO, W-10:30 5.4	
14. I Led Three Lives (Ziv), WHIO, T-8:00.....10.9	WHIO—T, 8:00-8:30.....	10.9	23. Championship Bowling (Walt Schwimmer), WHIO, S-11:00.....4.9	
15. Ramar of the Jungle (TPA), WLW-D, F-5:00.....10.5	WLW-D—F, 5:00-5:30.....	10.5	24. †Patti Page (Oldsmobile), WHIO, T & Th-10:45.....4.3	
16. Eddie Cantor (Ziv), WLW-D, F-8:30.....8.6	WLW-D—F, 8:30-9:00.....	8.6	25. Sportsman's Club (Syndicated Films), WHIO, M & F-10:45.....3.0	
17. †Soldiers of Fortune (Seven-Up), WLW-D, Su-6:00.....8.5	WLW-D—Su, 6:00-6:30.....	8.5	26. †The Hunter (Tafon), WLW-D, Su-11:00.....2.5	
18. Liberace (Guild), WLW-D, S-10:30.....7.8	WLW-D—S, 10:30-11:00.....	7.8	27. †Ames Bros. (R. C. Cola), WHIO, T-6:15.....1.4	
19. Meet Corliss Archer (Ziv), WHIO, Th-10:15.....7.4	WHIO—Th, 10:15-10:45.....	7.4	28. Into the Night (Sterling), WLW-D, Su-2:00.....0.3	

SAN FRANCISCO 3 STATIONS

THE TOP TEN TV SHOWS IN SAN FRANCISCO (* Indicates Non-Network)

- | | |
|-------------------------------------|---|
| 1. \$64,000 Question, KPIX.....51.8 | 6. Disneyland, KGO.....32.8 |
| 2. What's My Line? KPIX.....38.3 | 7. Wednesday Night Fights, KGO.....30.3 |
| 3. Climax, KPIX.....36.1 | 8. Robt. Montgomery Presents, KRON.....29.0 |
| 4. Toast of the Town, KPIX.....36.0 | 9. The Medic, KRON.....27.2 |
| 5. Best of Groucho, KRON.....35.6 | 10. Playhouse of Stars, KPIX.....26.8 |

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank	Title, (Type) and Distributor	Aug. ARB Rating	Station, Day, Time	Top Opposition & Rating
1. Your All Star Theater (Drama), Screen Gems.....21.9	KGO—F, 8:00-8:30.....	21.9	Midwestern Hayride, 10.1	
2. Badge 714 (Mys.), NBC.....21.2	KPIX—W, 9:00-9:30.....	21.2	Kraft TV Theater, 17.0	
3. City Detective (Mys.), MCA-TV.....20.3	KRON—F, 10:00-10:30.....	20.3	Undercurrent, 9.7	
4. Mr. District Attorney (Mys.), Ziv.....17.7	KRON—F, 10:30-11:00.....	17.7	Damon Runyon Theater, 4.7	
5. Superman (Adv.), Flamingo.....17.2	KGO—W, 6:30-7:00.....	17.2	Various, 4.8	
6. I Led Three Lives (Adv.), Ziv.....15.7	KRON—M, 10:30-11:00.....	15.7	San Francisco Tonight, 4.7	
7. Waterfront (Adv.), MCA-TV.....15.3	KRON—F, 8:30-9:00.....	15.3	Topper, 21.2	
7. Cisco Kid (West.), Ziv.....15.3	KRON—Th, 6:30-7:00.....	15.3	Various, 5.1	
9. Annie Oakley (West.), CBS.....15.0	KGO—M, 6:30-7:00.....	15.0	Various, 6.6	
10. Life of Riley (Comedy), NBC.....14.6	KPIX—Th, 7:00-7:30.....	14.6	Favorite Story, 14.1	
11. I Search for Adventure (Geo. Bagnall), KGO, M-7:00.....14.4	KGO—M, 7:00-7:30.....	14.4	38. †Patti Page (Oldsmobile), KGO, M, Th-9:30.....5.7	
12. Science-Fiction Theater (Ziv), KRON, T-7:00.....14.2	KRON—T, 7:00-7:30.....	14.2	41. Movie Museum (Sterling), KRON, M, W, Th, F-7:30.....4.9	
13. Favorite Story (Ziv), KRON, Th-7:00.....14.1	KRON—Th, 7:00-7:30.....	14.1	42. Wild Bill Hickok (Flamingo), KPIX, Su-11:00 a.m.....4.7	
14. Liberace (Guild), KPIX, Su-9:30.....13.5	KPIX—Su, 9:30-10:00.....	13.5	43. Boston Blackie (Ziv), KGO, Su-4:00.....4.6	
15. Meet Corliss Archer (Ziv), KPIX, Th-7:30.....13.0	KPIX—Th, 7:30-8:00.....	13.0	44. Kieran's Kaleidoscope (ABC), KRON, M-6:30 4.5	
16. The Whistler (CBS), KRON, W-10:30.....12.8	KRON—W, 10:30-11:00.....	12.8	45. Famous Playhouse (MCA-TV), KGO, Th-8:30.....4.2	
17. Famous Playhouse (MCA-TV), KGO, T-7:30.....12.6	KRON—T, 7:30-8:00.....	12.6	46. Famous Playhouse (MCA-TV), KGO, F-10:00 4.0	
17. Passport to Danger (ABC), KRON, T-10:30.....12.6	KRON—T, 10:30-11:00.....	12.6	46. Range Rider (CBS), KPIX, S-5:30.....4.0	
19. Sherlock Holmes (UM&M), KGO, T-8:30.....12.2	KRON—T, 8:30-9:00.....	12.2	46. Your TV Theater (Ziv), KGO, F-9:00.....4.0	
20. Victory at Sea (NBC), KRON, Su-10:30.....12.0	KRON—Su, 10:30-11:00.....	12.0	49. Your TV Theater (Ziv), KGO, T-6:00.....3.9	
21. †Death Valley Days (Pacific Borax), KPIX, M-10:00.....11.7	KPIX—M, 10:00-10:30.....	11.7	50. Your TV Theater (Ziv), KGO, M-10:00.....3.1	
22. Eddie Cantor (Ziv), KRON, S-7:00.....11.5	KRON—S, 7:00-7:30.....	11.5	51. Greatest Drama (Gen. Teleradio), KRON, T-6:30.....3.0	
23. Cisco Kid (Ziv), KRON, S-4:30.....11.2	KRON—S, 4:30-5:00.....	11.2	52. Chicago Wrestling (Imp. World), KGO, S-4:30 2.9	
24. Wild Bill Hickok (Flamingo), KGO, T-6:30.....10.6	KGO—T, 6:30-7:00.....	10.6	52. Royal Playhouse (MCA-TV), KPIX, Su-2:00.....2.9	
25. Dangerous Assignment (NBC), KGO, Th-8:00.....10.4	KGO—Th, 8:00-8:30.....	10.4	54. Hollywood Wrestling (Paramount), KGO, S-5:30.....2.4	
26. Steve Donovan, Western Marshal (NBC), KPIX, T-7:00.....9.5	KPIX—T, 7:00-7:30.....	9.5	55. Texas Rassin' (Texas Rassin'), KGO, S-4:00.....2.2	
27. Your TV Theater (Ziv), KGO, M-7:30.....9.0	KGO—M, 7:30-8:00.....	9.0	56. Kieran's Kaleidoscope (ABC), KRON, Su-2:00.....2.0	
27. Famous Playhouse (MCA-TV), KGO, M-9:00.....9.0	KGO—M, 9:00-9:30.....	9.0	56. Famous Playhouse (MCA-TV), KGO, M, T, Th, F-1:00.....2.0	
29. †Ames Bros. (R. C. Cola), KGO, M-9:45.....8.8	KGO—M, 9:45-10:15.....	8.8	58. Royal Playhouse (MCA-TV), KPIX, S-5:00.....1.8	
30. King's Crossroads (Sterling), KRON, M-7:00.....8.6	KRON—M, 7:00-7:30.....	8.6	59. Greatest Sports Thrills (Winik), KGO, Th-6:30.....1.7	
31. †Studio 57 (Heinz), KGO, T-7:00.....8.4	KGO—T, 7:00-7:30.....	8.4	59. Life With Father (CBS), KPIX, M to F-10:00 a.m.....1.7	
32. Bandstand Revue (Paramount), KPIX, F-7:00.....8.2	KPIX—F, 7:00-7:30.....	8.2	61. Royal Playhouse (MCA-TV), KPIX, S-4:30.....0.6	
32. Gabby Hayes (UM&M), KGO, F-7:00.....8.2	KGO—F, 7:00-7:30.....	8.2	62. Greatest Sports Thrills (Winik), KGO, Su-4:30.....0.4	
34. Little Rascals (Interstate), KRON, M to F-6:00.....7.7	KRON—M to F, 6:00-6:30.....	7.7	62. How Does Your Garden Grow? (Int'l Film Bureau), KGO, Su-10:00 a.m.....0.4	
35. Hopalong Cassidy (NBC), KGO, F-6:30.....7.0	KGO—F, 6:30-7:00.....	7.0		
36. Famous Playhouse (MCA-TV), KGO, W-6:00 6.8	KGO—W, 6:00-6:30.....	6.8		
37. Inspector Mark Saber (Thompson-Koch), KGO, Th-10:00.....5.8	KGO—Th, 10:00-10:30.....	5.8		
38. Captain Z-Ro (Atlas), KGO, M-6:00.....5.7	KGO—M, 6:00-6:30.....	5.7		
38. †Soldiers of Fortune (Seven-Up), KRON, F-6:30.....5.7	KRON—F, 6:30-7:00.....	5.7		

Union Repayment Demands

Continued from page 10

and re-recording fees. Such deals have been the result of individual negotiations. Hyman indicated that in his original negotiations with the AFM this same style of settlement was discussed. It is entirely possible, however, that when it got down the wire, the AFM boosted its demands.

This, of course, would have tremendous impact on the prospects of getting any big batches of Columbia or RKO pictures into TV, two possibilities that have been bruited about the trade all summer.

Repayments

As it is, the prospects of union repayments on major features produced after 1948 are so enormous as to border on the prohibitive. Aside from the AFM, the Screen Actors' Guild demands to negotiate for repayments. The only precedent deal with SAC is Monogram's,

which calls for 15 per cent of original minimum payments on pictures grossing more than \$20,000 from TV. After that come writers, and other guilds will probably also be waiting in line.

The possible effect of all this is suggested in one recent deal that never came off. Before David O. Sel

LEGIT

Alas, Nothing Happens On 'A Day by the Sea'

By **BOB FRANCIS**

If you like Chekhov translated into rural English over-and-under-tones, by all means get right up to the ANTA Theater and have an intellectual field-day for yourself. N. C. Hunter's conversation piece, "A Day by the Sea," ran some 18 months in London. It's a bet, however, that American audiences are going to find it sadly less stimulating.

The London version, of course, had the benefit of an ultra-brilliant cast. The current production likewise has a roster of impeccable players, plus the shrewd hand of Cedric Harwicke on the directional tiller. What Hunter's fable would be without these benefits, God only knows. Hunter is doubtless a writer of taste and discernment, but in the current instance he is evidently overcome by admiration for the old Russian maestro of frustration. Practically everybody in "Sea" has complexes one way or another and is given to soul-sear-

Will Success Spoil Rock Hunter? Plymouth, Boston

If broads, bosoms and bottoms are salable, this one should go like hot strumpets. It's the Faust gimmick again laced with sex and bitterness. And it looks a little as tho George Axelrod is nibbling at the hand that feeds him as he tosses spitballs at the Hollywood vulgarians and voluptuaries. Less clever than "Itch," it had a classy first night mob roaring most of the way.

It mires its way thru dirty talk for two and a half acts, then takes a phony, preachy tack which weakens the ending. But if the play treats of shoddy people there's nothing of this about the actors. Orson Bean, Walter Matthau, Martin Gabel and the generously proportioned Jayne Mansfield rate cheers. A little tightening here and there and this one will doubtless delight or shock the customers according to their tastes for some time to come. Dewar.

Maurice Chevalier Lyceum, New York

Maurice Chevalier is older, grayer, heavier—and better than ever. In the opening minutes of his one-man, two-hour romp on Thursday night (29), Mr. Debonair jauntily called attention to the handiwork of time, and by the end of this first number, "Ca Va Ca Va," it didn't matter at all.

For the most part Chevalier's material was fresh, French and magnificent. Of course, he sang "Louise" and "Valentine," adding just about enough of the nostalgic touch. Standout numbers included "Folies Bergere," a satire on Western yodlers called "Las Vegas" and a monologue on the melody of national accents. Standout too was his artistry in pantomime. Fred Freed was his able and unobtrusive accompanist.

With his charm and the magic essence that is Chevalier he again makes an audience believe that there really is the fantasy-land called Paris. Holland.

Eddy Howard and Ork Roosevelt Grill, New York

The Howard band, making its first New York appearance in six years, gives out with some mighty danceable music. The room, always known as a dance rather than a show spot, is an ideal showcase for the crew as they run thru a hand-picked rep of foxtrots, waltzes, Latin-American material and medleys of fine old standards. Howard, as usual, is in the vocal spotlight, and he sells as well as ever, particularly on his latest disk, "Teen-Agers Waltz." The line-up includes five reeds, four brass, three rhythm and a vocal trio.

The group is in for a seven-week stand, following which they take off on a series of Midwest prom dates. Grevatt.

ing confessions as to their inability to measure up to the struggle of living. This makes for a couple of hours of frequently fascinating talk, but of course nobody eventually gets anywhere or is left off anything. The net result is: Who cares?

Hume Cronyn and Jessica Tandy are, as usual, excellent as a deposed career diplomat and a socially tarnished divorcee whom he has loved in his salad days. Dennis King cuts another brilliant character caper as a medico who has taken to the bottle. Aline MacMahon is effective as Cronyn's bumbling mother. Halliwell Hobbes makes a delightful chore of a grumpy octogenarian, and Megs Jenkins is exactly right for the housekeeper who deprecates spinsterhood. All of them have a lot to say, and in general say it beautifully. But wait as you will, nothing ever happens. It's just too late for them all. Cronyn would like to marry his boyhood sweetheart. She knows it won't work. His career gone, Cronyn is left with his mother to bend his efforts to the improvement of the family acres in particular and the Dorset countryside in general.

As stated, Hardwicke's staging is exemplary. Jay Krause's sets are servicable. But the ANTA Theater ought to serve black coffee between the acts.

Harry Belafonte Blinstrub's, Boston

Belafonte's calypso numbers shook the rafters of this big bistro, which was packed to capacity for the singer's first venture into a spot that usually features platter personalities. He also tried out a new and impressive treatment of "Unchained Melody" which had the big fem-dominated audience gasping. He made it a fragile love song, and he has an appealing, expressive presentation that is sure-fire. His "Matilda" had the patrons calling for more, and the suggestive "Man Smart, Woman Smarter" rang the bell despite the conservative audience.

Less successful perhaps were his ballads, "John Henry" and "Scarlet Ribbons," but a sock finish with "Hold Em Joe" and his generally artistic presentation thruout won him many new fans. Also on the big program were a better than average comic, Lee Allen; the Three Tongs, dancers Floyd and Marianna and the Roulettes. Dewar.

The D'Oyly Carte Company Shubert Theater, New York

After some years absence, the D'Oyly Carte Gilbert and Sullivan troupe open a local nine-week rep season with "Iolanthe."

As usual, a banner crowd of Savoyards was on hand to cheer them from the moment Isidor Godfrey appeared on the podium to the finale pair-off of all the principals. Naturally, this is again

BROADWAY SHOWLOG

Performances Thru October 1, 1955

DRAMAS

A Day by the Sea	9-26,'54	8
A View From the Bridge	9-27,'55	7
Cat on a Hot Tin Roof	3-24,'55	219
Henry IV	9-21,'55	13
Inherit the Wind	4-21,'55	188
Marcel Marceau	9-20,'55	14
Skin of Our Teeth	8-17,'55	53
The Teahouse of the August Moon	10-15,'54	823
Witness for the Prosecution	12-16,'54	334
The Young and Beautiful	10-1,'55	1

MUSICALS

Comedy in Music	10-2,'54	719
Damn Yankees	5-5,'55	172
D'Oyly Carte	9-27,'55	7
Fanny	11-4,'54	380
Hear! Hear!	9-27,'55	7
Maurice Chevalier	9-28,'55	5
Pajama Game	5-13,'54	574
Plain and Fancy	1-27,'55	284
Silk Stockings	2-24,'55	251
The Boy Friend	9-30,'54	420

CLOSED

Lunatics and Lovers	12-12,'54	336
Catch a Star	9-6,'55	23

COMING UP

Tiger at the Gates	10-3,'55	
Island of Goats	10-4,'55	
Diary of Anne Frank	10-5,'55	
The Wooden Dish	10-6,'55	

The Chalk Garden Wilbur, Boston

Billed as a comedy, this new English import seems less than comical. If, however, it is to leave its mark as a significant contribution to the theatrical season, which does not seem over likely from here, it will be because it serves as a showpiece to introduce the brilliant Irish actress Siobhan McKenna and to bring back Gladys Cooper, a player of sweeping dramatic talent. The part is not one that taxes Miss McKenna's rare ability.

While it is entertaining to watch these fine actors at work, Enid Bagnold's piece has an obtuse English quality, a slightly clouded symbolism and some magnificently rococo prose, but it does not move steadily to its point. The point at issue is the similarity between a woman's pathetic attempt to raise flowers in a chalk garden and to bring up her granddaughter. There is a typical Cecil Beaton stylized set and arch direction (if any) by George Cukor. Dewar.

G. & S. opera at its highest polish.

Time, of course, forces changes in personnel. It is a pleasure to report that young Peter Pratt makes a most excellent replacement for Martyn Green in the top comedy assignments. His Lord Chancellor is completely in the top-drawer tradition. Likewise, I particularly liked Cynthia Morley and Alan Styler as the pastoral lovers, Ann Drummond-Grant who has taken over the contralto roles and Fisher Morgan who brings a splendid new bass voice to the troupe.

All of them, vets and newcomers alike, are most welcome returnees to these shores. They have been away far too long. Francis.

LEGIT

'View' From Here on Miller Twins Is NSG

By **BOB FRANCIS**

Arthur Miller's "A View From the Bridge" is a two-play package with one eye focused on a Manhattan warehouse and the other on the confines of Brooklyn's waterfront. The Manhattan item, "A Memory of Two Mondays," can be dismissed as a plotless and practically pointless prelude, except for a heartily robust characterization of a drunk by J. Carrol Naish.

The major item on the agenda is, of course, the "View From the Bridge," which encompasses Red Hook melodrama. This time Miller is engaged with the harsh and bitter tragedy of an Italian stevedore, who thru a repressed passion for a niece and a consequent hatred of her young lover, destroys himself and those about him. Since Miller has a tremendous gift for characterization and dialog, "Bridge" generates great tensions of emotional violence. It is continuously interesting and at moments complete gripping, but there is certainly little in it which hasn't been said or done on a stage before. And certainly much more could be expected from the playwright who created the poignant universality of a Willie Loman. His stevedore is just a well-meaning,

muddled man, driven by emotions he neither can control nor understand. It makes for good melodrama, but nas none of the insight with which Miller has endowed other plays.

Top Cast

Cast-wise both the playlets lack nothing. Van Heflin is excellent as the stevedore. Eileen Heckert as his wife, Gloria Marlowe as the niece and Jack Warden as an immigrant all contribute fine character studies. Naish is fine as a sideline commentator, and, of course, makes a tour-de-force in the introductory play. Richard Davelos gets a lot out of a difficult stint as the young lover, and Curt Conway, Russell Collins, Tom Pedi, Leo Penn and Biff McGuire add admirably to the evening in briefer chores.

Martin Ritt's staging and Boris Aronson's moody backgrounds are extremely helpful. Perhaps a lot of people will see and hear much more in the happenings at the Coronet Theater than this reporter, but at best it's going to be Grade B Miller.

Ann Weldon The Keyboard, Beverly Hills

One of the most talked about new singers in many a moon, thrush Ann Weldon shows good reason for the tremor in demonstrating a fetching, tho unusual voice. Miss Weldon has the ability to belt a ballad, purr a soothing lilt and switch to the register of a bass while doing so. The latter is hardly necessary, since she sings exceptionally well to begin with. Poised and gifted with good stage presence, Miss Weldon excels on both rhythm tunes and ballads, showing best on "Such a Night" and "Man in a Raincoat." Special material would enhance her act immensely. Tommy Oliver Trio backed Miss Weldon capably. Friedman.

Taylor IV Taylor's Supper Club, Denver

The Taylor IV, mad-cap quartet, as adept in good music as they are in comedy, run the gamut of everything from William Tell to Brubeck with a smattering of Rogers-Hammerstein-Cole Porter and sprinkled liberally with touches of Spike Jones. Yak-getting timely asides, ad libs, strenuous physical antics and good musicianship combine with well timed showmanship to make a 40-minute show a fast paced production. Al Fike's piano ability and perfectly timed pauses, along with some double entendre, result in one of the hottest warm-ups this reporter has seen.

A hillbilly broadcast, "Rampart Street" parade, a host of parodies and a house full of wigs, hats, horns and gimmicks are only a few of the highlights of the show that is topped off with an aisle-rolling reoipe of "Gooked Cooseberry Pie." Gebhardt.

Frank Marlowe Palace Theater, New York

Frank Marlowe plays a final date in the house before leaving on a 25-week Australian trek. Comic wows 'em as usual in next-to-closing. He does right good.

Roby and Dells, man and fem acro-dance team, get bill off to a sharp start. Stuffy Bryant follows with his solid tapping. The Florida Trio contrib their standard gollywog novelty routine, and the Six Moroccans close with their expert tumbling.

Scoring high on the interim agenda is the harmonizing of Terry and the Macs (gal and three lads). Quartet have fine arrangements and excellent projection; Frederick and Tania offer a splendid brand of ballroom terp. Likewise, contributing smartly comedywise is Johnny Haymer. Lad has sharp material and good delivery. Only fault is a tendency to press and not wait for laughs. Francis.

LEGIT

Waring Gives Everybody His Song

By **BILL SIMON**

Fred Waring and all of his versatile, talented Pennsylvanians opened Tuesday (27) at the Ziegfeld Theater in a musical revue, "Hear, Hear." The engagement is for four weeks, with two shows each evening at 6:00 and 9:00. It figures to do good business here, with an even better chance to mop up on the road after the local run is completed.

Connoisseurs tuned to the pure classics or to pure jazz may disparage Waring's musical menu, but certainly none could quarrel with the taste, discipline and superb showmanship that goes into every Waring routine. "Hear, Hear" is

bright, colorful, varied and always wholesome fun for an entire, or may we say, "average" family.

Virtually every pop emotion that has been exploited at some time in song gets a nod here. There are love songs, patriotic songs, religious songs of all faiths, college songs, folk songs, Negro spirituals, minstrel songs, pop and show tunes and many more. There's even an enthusiastic Dixieland jam session to call all souls back from intermission. The combo, incidentally, is led by Fred Waring Jr., who pumps a lusty jazz trombone.

Altho beautifully polished choral work is the Waring trade-mark, there are outstanding solo contri-

butions by a large assortment of vocalists and instrumentalists. The biggest hand goes to Frank Davis for his heart-warming characterization of a Negro preacher delivering a sermon and spiritual chant.

Joe Marine contris an explosive "I Want You to Be My Baby," which is the evening's sole concession to the rock-and-roll set. There are on hand Gordon Goodman, Bob Sands, Norma Douglas, Leonard and Bob Kranendonk and all of the other Waring regulars, not to mention the lovable, ageless drummer and clown, Poley McClintock, a personality by now identified with the organization as firmly as Waring himself.

Victor Coupon Disk Service Covers U. S.; Hawaii Outside Fold

Plan Extended to 12 More Markets; Christmas Gift Deal Is Announced

By BILL SIMON

NEW YORK, Oct. 1.—RCA Victor this week established its Personal Music Service on a nationwide basis and launched a special Christmas Gift Certificate plan based on the same mail service formula. With PMS extended to 12 more U. S. markets this week, only Hawaii remains to be covered.

The Christmas plan, which is intended to help dealers grab a fast share of the holiday gift business with a minimum of effort and inventory, will be kicked off this week on the trade level by traveling contingents of the company's top sales execs and field men. The consumer push, to be instigated the last week of November, will include huge magazine ads plus

elaborate window and counter displays for stores.

According to Bill Bullock, manager of commercial sales and merchandise, the gift plan is, in effect, an extension of PMS, which was initiated several months ago. Under PMS, dealers who are out of stock on a particular item can sell the customer a certificate which is forwarded to the factory. Immediately the factory ships the record directly to the customer's home.

The Christmas plan elaborates on this. Gift certificates may be purchased from dealers in denominations of \$2.98, \$3.98, \$12 and \$24.95. The first two denominations respectively entitle the recipient to receive an EP album or an LP. He can make his choice from a brochure which describes about 500 catalog items.

Album Bonuses

The \$12 certificate is included in a package which contains a Christmas card designed as an EP album cover and also includes a special EP record of four Christmas carols played and sung by Victor artists.

The \$24.95 certificate package

(Continued on page 20)

Ct. Precedent Set in DeSylva Case Decision

Illegitimate Child Ruled Co-Owner of Renewals, Royalties

HOLLYWOOD, Oct. 1.—In determining that Stephan William Ballentine, the illegitimate child of the late George G. (Buddy) DeSylva, shall have equal right to the copyright renewals and royalties accruing therefrom, the U. S. Court of Appeals last week set a precedent.

The federal Court of Appeals reversed the decision of the lower court which had granted DeSylva's widow exclusive right to the copyright renewals.

Precedential issue involved is that the federal courts have no statutes which cover the rights of children born out of wedlock, and according to plaintiff's attorney, Max Fink, have generally followed the common law of England. Under the English common law, an illegitimate child has no rights or standing.

The U. S. Court of Appeals ruled that the harsh application of the common law should not be applied in this case. It has previously been assumed that the widow of a songwriter had complete and exclusive right to all renewals. Under the new ruling, all children have an equal right to the renewals, including children by a previous marriage. The child

(Continued on page 20)

Arnold Troupe Sets Off on 9-Day Trek

KANSAS CITY, Mo., Oct. 1.—Eddy Arnold and a country-music entourage, comprising Tex Ritter, the Davis Sisters, the Gordonaires, the Plowboys, Bobby Powers and Donna Dempsey, yesterday (30) began a nine-day tour here that winds up October 9 in San Antonio.

Today (1) the unit appears in Wichita, Kan., and follows with Amarillo, Tex., and Clovis, N. M., 2; Roswell, N. M., 3; Albuquerque, N. M., 4; El Paso, Tex., 5; Odessa, Tex., 6; Waco, Tex., 7; Beaumont, Tex., 8, and San Antonio 9.

From San Antonio, Arnold hops to Los Angeles for a week's stand

(Continued on page 20)

COVER RECORDS BEAT ORIGINALS TO THE PUNCH

NEW YORK, Oct. 1.—The frenzied pace of the record business sometimes produces weird and unexpected developments. And this week, two cover records beat out the originals. Patti Page's "Search My Heart," a cover of the tune written and waxed by Chuck Willis on Okeh, reached The Billboard for review a week ahead of the Willis original.

Willis, in fact, found himself bracketed with covers. The flip of "Search My Heart" is "Ring Dang Doo," and Ralph Marterie's "cover" of the latter tune arrived here the same day as the original.

The curious fillip to the story, however, lies in the odd dilemma faced by Danny Kessler, personal manager of Willis and an exec of Berkshire Music, publisher of both the Willis tunes. What should Kessler do — plug his firm's tune among the artist and repertoire men, or give his artist's disk the big jump? His publisher instincts were apparently stronger.

Epic Raises Sales Sights On 10-Inch LP

NEW YORK, Oct. 1. — Initial impact of Epic's new 10-inch LP line has forced diskery execs to up their estimate of potential sales five-fold. Marve Holtzman, company spokesman, said reception of the \$1.98 sellers has been particularly strong among department stores and rack jobbers.

The new line, tagged the "LN 1100" series, was introduced last week. It offers six tunes on a disk, the performances featuring top artists on the label, with much material also taken from the Columbia vaults (The Billboard, October 1). Fifteen LP's comprised the first release.

Holtzman said future release schedules will be doubled, with more than 50 new titles due for issue within the next six months. Considerable use will be made of masters acquired from Phillip's Epic's European associate, he added. In the next release, for instance, a number of sets will feature Continental jazz combos.

COAST ASCAP REPORT

3d Quarter Writer-Publisher Jackpots to Top '54 Figure

By JOEL FRIEDMAN

HOLLYWOOD, Oct. 1.—A record attendance of 562 members of the American Society of Composers, Authors and Publishers heard President Stanley Adams reveal that disbursements to writers and publishers during the third quarter of this year will most likely exceed last year's figure for the same period, latter estimated then at \$4 million.

Semi-annual meet of the Society, held at the Beverly Hilton here Wednesday (28), gave L. Wolfie Gilbert, chairman of the ASCAP Coast committee, a resounding ovation when introduced. Gilbert had previously openly announced his interest in the presidency of the group when Adams steps down at the expiration of his term next April.

Adams disclosed that negotia-

tions on two major fronts are continuing. A pact with the motion picture studios has still to be set, Adams revealed, with no basic collection formula arrived at yet. In addition, the current pact with Muzak is currently being renegotiated, inasmuch as the contract issued in 1945 was an experimental license. It appears likely that ASCAP will enter into litigation with Muzak in connection with a new contract.

ASCAP will continue to work for revision of the copyright law, in addition to seeking a revision of the copyright law stipulating 2 cents as the mechanical or statutory rate. According to Adams, the mechanical rate should be determined by contract, as are other royalties due authors and publishers.

Herman Starr, chairman of the

financial committee, delivered the financial report and told the membership that income from foreign collections has more than doubled in the last five years. The organization of a collection society in Belgium, allowing separate performance collections for Belgium and France, has been especially instrumental in increasing writer earnings. Writers should receive a heavy check for foreign royalties before December, Starr said, publishers having already collected same.

Starr also told the meeting that operating costs of ASCAP had decreased from 19 per cent to 15 1/2 per cent.

Attending the meet' along with Adams and Starr were George Meyer, chairman of the executive committee, and George Hoffman,

(Continued on page 20)

DOLA OK's Plan for Exec to Chart Org's 'Boost Biz' Drive

CHICAGO, Oct. 1.—A turnout of approximately 71 band leaders attending the first annual convention of Dance Orchestra Leaders of America this week (26) unanimously voted to employ a top-flight industry executive who would direct the activities of the organization, primarily aimed at spurring the dance band business.

Enthusiasm at both the separate DOLA meeting, and the joint DOLA-NBOA meet, latter attended by more than 150 ballroom operators, ran extremely high, with NBOA members voicing complete approval of the band leaders' organization.

The names of both Willard Alexander, president of the agency that bears his name, and Niles Trammell, past president of NBC, were mentioned in connection with the executive position.

DOLA membership officially nominated a slate of nine officers, with founder Les Brown re-elected to the presidency by virtue of no opposing nominee. Contesting for the additional posts are: Freddy Martin and Claude Thornhill, secretary; Tommy Dorsey and Harry James, first vice-president; Willard

(Continued on page 20)

Marks Gets No Harris Damages

NEW YORK, Oct. 1. — Judge Sylvester Ryan, in a judgment this week in U. S. District Court decided that no damages should accrue to Ed. B. Marks Music Corporation in the case of F. B. Marks vs. Charles K. Harris Music Publishing Corporation.

The original suit involved ownership to renewal rights in songs written by Joe Howard in collaboration with other cleffers (The Billboard, August 6). It was adjudged that the great bulk of the renewals—152 in one group and 21 in another, including "I Wonder Who's Kissing Her Now," "Baby Face," "I Want a Girl Just Like You" and other standards—belong to Marks.

The final judgment noted that the defendant Charles K. Harris, affiliate of Southern Music, is the sole owner of renewal rights to 28 Howard songs, including "Good-bye, Pal," "Just Say You Care," "Follow the Rainbow Trail," etc.

CHICAGO, Oct. 1.—Vic Sloan, of Pla-Mor, Lincoln, Neb., was named president of the National Ballroom Operators of America, succeeding Tom Archer, of Des Moines, who has held the post for the last two years. Carl Barun, of the Commodore, Lowell, Mass., was named vice-president; Joe Malec, Peony Park, Omaha, was re-elected treasurer, and Kirk Hays, Ali Baba, Oakland, Calif., was renamed executive secretary.

Herb Martinka, of Mankato, Minn., and Joe McElroy, of Chicago, were named new board members for three-year terms, with Archer, Hays and Jerry Jones, of Salt Lake City, renamed as board members.

NBOA directors agreed to help DOLA get its program under way by a joint parade of dance-band projects. DOLA plans to put on a series of dances across the country, with the entire receipts going to finance DOLA's program.

Ballroom operators and DOLA

(Continued on page 20)

MILLER PAY

AFM Hunts Men to Pay Them \$618

NEW YORK, Oct. 1.—Local 802, American Federation of Musicians, this week embarked on a search for some 40 ork men, each of whom has an unexpected check of about \$618 waiting for him. The windfall derives from album use by RCA Victor of old Glenn Miller recordings, collected and issued as a plush LP set titled "The Glenn Miller Army Air Force Band."

The package was a key item in the diskery's fall line. It lists at \$24.95 and was offered to dealers as a premium for bulk orders.

Victor's check to the union totaled \$26,028.75, and 802 recording exec Al Knopf is directing the search for the tootlers.

Porges, Karp To Aussieland

HOLLYWOOD, Oct. 1.—Sandor A. Porges, director of Capitol Records' international department, along with Robert Karp, member of the company's legal staff, left here this week on a two-week business trip to Australia.

Tho not confirmed by official Cap sources, Porges' trip is believed to concern itself with negotiating a new contract for manufacture and distribution of Capitol records with E.M.I. in Australia.

Current Cap pact Down-Under is held by the Australian Record Company.

Victor Adds Pop, Country Artists

NEW YORK, Oct. 1. — RCA Victor added two pop artists and one country warbler to its talent roster this week. In the pop field, artists and repertoire head Joe Carlton signed vocalist Dave Burton and trumpeter Billy Regis. Country a.&r. chief Steve Sholes inked Dick Williams, whose first record will be released next week.

Burton, a former saxophonist and band leader, is managed by Mannie Greenfield. Regis, a California musician, is the trumpeter who was featured on Perez Prado's hit dishing of "Cherry Pink." He's now fronting his own small group, and will record pop material for Victor.

Pops-Country Combo to Hypo 1-Nighter Biz

Parker's Jamboree Attractions Sets 'Em for C.&W. Loop

MADISON, Tenn., Oct. 1.—Col. Tom Parker, of Jamboree Attractions here, one of the nation's foremost bookers and promoters of country and western talent, is instituting a new formula of combining pops with country music to stimulate grosses on the one-nighter country music circuit.

To kick off the new idea, Parker has teamed Bill Haley and His Comets, pop group sporting the Decca label, with the c.&w. name, Hank Snow, RCA Victor artist, for an extended one-nighter swing opening in Omaha October 10. The double impact, hitting at both the pop and country fans, should do much to hypo b.o. takes, Parker feels. Low admission prices and augmented promotion to include both pop and hillbilly disk jockeys should give further impetus to the box office, Parker says.

Following Omaha, the Haley-Snow combo plays Topeka, Kan.; Lincoln, Neb.; Wichita, Kan.; Oklahoma City, and Lubbock and Amarillo, Tex., with other bookings still in the making. Also in the unit will be Jimmie Rodgers Snow (RCA Victor), who will team with Haley in Lubbock and Amarillo while Hank Snow hops to Nashville to appear on "Grand Ole Opry's" national TV hook-up October 15.

Elvis Presley, another solid name in the country field, joins the Haley-Snow talent line-up in Oklahoma City. Working with Parker on the undertaking are veteran promoters A. V. Bamford and Hap Peebles.

ABC-Para in Symp of Air Pact Huddles

NEW YORK, Oct. 1.—If current negotiations conclude successfully the first classical attraction to be featured on Am-Par's ABC-Paramount label will be the Symphony of the Air. Several talks between Sam Clark, Am-Par prexy, and representatives of the orchestra have been held in recent weeks, and others are scheduled.

The orchestra, formerly an RCA Victor stalwart as the NBC Symphony under Arturo Toscanini, would become an exclusive Am-Par property if the deal is closed. Its conductor will probably be Werner Janssen, altho another leader may also be used. Both serious and lighter music will be recorded, paralleling the Boston and Boston "Pops" operation under Victor.

MRIA Board Okay Due on Tape Plans

NEW YORK, Oct. 1.—Three projects aimed at promoting the spread of tape recorder use are expected to get the approval of the Magnetic Recording Industry Association when the org's board of directors holds its next meeting here October 14.

Already prepared and awaiting only the board's official okay for publication is a list of approved service stations equipped technically to handle tape recorder repairs. The list now consists of about 600 outlets across the country who will be entitled to display the MRIA seal.

COL. RELEASING 'RIN TIN TIN' WAX

NEW YORK, Oct. 1.—Columbia Records has ready for release a new series of kiddie disks built around the new ABC-TV show "The Adventures of Rin-Tin-Tin." The project is being handled by Hecky Krasnow, Columbia director of the children's department, in co-operation with Screen Gems, producers of the TV series. Each "original-cast" disk will hold a six-minute story with background music, and will be packaged in an illustrated liner.

MOVIE BOOST

'Rock 'n' Roll' Film to Give R&B Big Hypo

NEW YORK, Oct. 1.—Rock and roll music and talent is getting a tremendous national build-up via the feature film, "Rock 'n' Roll Revue," produced by Studio Films, Inc., and already booked into more than 1,000 houses. Featuring top Negro pop, and rhythm and blues talent, such as Nat Cole, Lionel Hampton, Duke Ellington, the Clovers, Ruth Brown, Larry Darnell, Dinah Washington, Joe Turner, Willie Bryant, the Delta Rhythm Boys and Martha Davis, the film opens in New York October 24 in approximately 70 theaters. These include 28 RKO houses, 10 Skouras houses, eight Brandt theaters, three houses of the J. & J. Circuit and three of the Randforce chain. The film was released in April.

The film, distributed by Jack Goldberg, of the theatrical division of Studio Films, is also in the process of negotiation for play dates in France, Italy, Spain, the Norse countries and Australia. Bookings have already been set for England, Israel and Sweden. (Continued on page 20)

NEW CAMDEN POLICY

RCA Subsid Adopts All-Family Catalog

NEW YORK, Oct. 1.—Camden Records, the RCA Victor low-priced subsidiary label, will celebrate its second anniversary this month. The event will be marked with several important innovations which apparently are designed to give the label status as a full-family catalog product, rather than as a special promotional or connoisseurs' product.

Late this month, Camden will ship its first group of releases in the children's field. A program of "Collectors' Classics," employing name artists of the shellac era, has been set up and will be launched

Record Firms' Fall Steps Out Briskly, Especially Packages

Big Campaigns Add Momentum; Singles Business Also Picks Up

By PAUL ACKERMAN

NEW YORK, Oct. 1.—The fall record season has got off to a brisk start, particularly on the package level. Dealers are already experiencing good sales, but there is much heavy buying in anticipation of exceptionally strong months ahead.

The impact of the various fall promotion campaigns—the last of which, Capitol's, was unveiled last week—has apparently had considerable effect. But the singles business, while picking up, has not showed the same strength as the package field.

The majors are far ahead of last year in package business. Dollar volume racked up by Victor's "Best Buy" campaign is over \$2,500,000 at the retail level, which is just about \$500,000 ahead of last year.

This, despite the price cut and a drop in the number of fall LP releases from 62 to 37 new items.

Columbia has strengthened its position tremendously in the package field. During August, 1,000,000 packages were shipped, according to sales chief Hal Cook, who added that this was apart from mail-order club subscriptions. Of the August sales, 70 per cent represented pop repertoire and 30 per cent classical. September's billings, too, outstripped any previous year and were above those of August of this year. Pressing facilities of the diskery are now on a 20-hour schedule.

Decca Business

Decca has been doing exceptionally heavy business both in the package and singles categories. Lacking the classical strength of

Victor and Columbia, the label has dipped into catalog material and has cut additional new material for its most ambitious year in packages.

Decca, of course, has been outpacing all the other majors in the singles business and racked up exceptionally heavy business even during the summer months.

Capitol execs declared fall business thus far to be the best in the history of the company, with August accounting for more sales than at any other previous time since the formation of the company. Album sales were well divided between EP's and LP's, with single sales also showing a tremendous increase over a like period of the previous year.

London Records this fall is far ahead of last year in package sales. The diskery claims it would have done even better had it not been for the New York dock strikes, which hampered shipping.

Mercury Report

Morrie Price, vice-president and sales manager of Mercury, reported business for this time of the year is the best it has ever been in the history of the company for a comparable period. The jazz line EmArcy, too, has done exceptionally well.

Mercury's kiddie line, says Price, is 30 per cent ahead of last year as a result of the diskery's Baker's Dozen promotion.

M-G-M reports good business on its Lucky Seven promotion. This has been one of M-G-M's biggest campaigns, surpassing its summer (Continued on page 20)

Body Blows Strike Sesac License Org

Harmonia Bolts to BMI: Anti-Trust Suit Pending; Stamps-Baxter Pact to Expire

NEW YORK, Oct. 1.—Sesac's mounting difficulties in maintaining its leading position as a licensing agent for gospel material was highlighted this week when the Harmonia Publishing Company, Sesac's oldest affiliated publisher, bolted to Broadcast Music, Inc.

In addition to this new defection, Sesac is now in the courts defending an anti-trust action, plus one brought charging unfair dispersal of funds.

Harmonia's deal with BMI is effective today. The successor to Harmonie Verlag, the pubbery transferred its operations to this

country about 20 years ago and formed the nucleus about which much of Sesac's repertory was subsequently built.

Sesac, too, is slated to lose representation of the giant gospel firm, Stamps-Baxter, when that publisher's current contract expires in January, 1957. Certain rights to the Stamps-Baxter catalog have been acquired by the Aberbach brothers, to be placed in the latter's Affiliated Music Enterprises, as earlier stories have detailed.

Suits pending against Sesac include two launched by Affiliated Music. One, charging the licensing org with monopoly, was filed in the Federal Court here, and another, in the New York Supreme Court, charges unfair competition. Several months ago a separate action was filed in New York Supreme Court by the Rob Forberg pubbery asking for an accounting of income by Sesac and alleging inadequate payment.

The loss of Harmonia and the pending loss of Stamps-Baxter may play an important role in broadcaster negotiations with Sesac. CBS has been functioning without a Sesac license for the past 18 months, as have several large stations across the country. NBC's pact with Sesac is due to run out in December. Re-negotiations may find Sesac in a poor bargaining position, it is said by traders, in view of the substantial catalog losses suffered by the licensing org.

Vic Damone In Talks With Other Labels

NEW YORK, Oct. 1.—Vic Damone's present contract with Mercury Records will expire next April, but negotiations already are in the works to take his services elsewhere. It is known that the warbler's manager, Milt Ebbins, has been holding talks with Columbia's Mitch Miller and that previously discussions were held with Sam Clark of the new ABC-Paramount label.

Figuring in the Columbia talks is the possibility that the balance of Damone's Mercury contract may be bought up, in order to commence waxing immediately under Miller's aegis. Another deal being considered would have Damone sign with Columbia for single disks, but reserve the right to record special albums for ABC-Paramount.

CIVIL WAR

BMI Not a Confederate Of ASCAP

NEW YORK, Oct. 1.—The rebellious spirit of the Confederacy continues to hang over its various outgrowths, including most recently its songs. The victim of the rebellion would seem to be Broadcast Music, Inc., which claims to have launched the Confederate song revival, only to have the fruits of its labors reaped by the rival camp, the American Society of Composers, Authors and Publishers.

A couple of years ago, BMI published a book, "Songs of the Confederacy," in which were reproduced the original pages of the best-known rebel songs of the Civil War, all of which have been in the public domain for many years. A copy of this was presented to Columbia Records' Executive Vice-President Goddard Lieberson and allegedly provided the inspiration for that successful Lieberson disk production, "The Confederacy."

The latter LP, it is reported, (Continued on page 20)

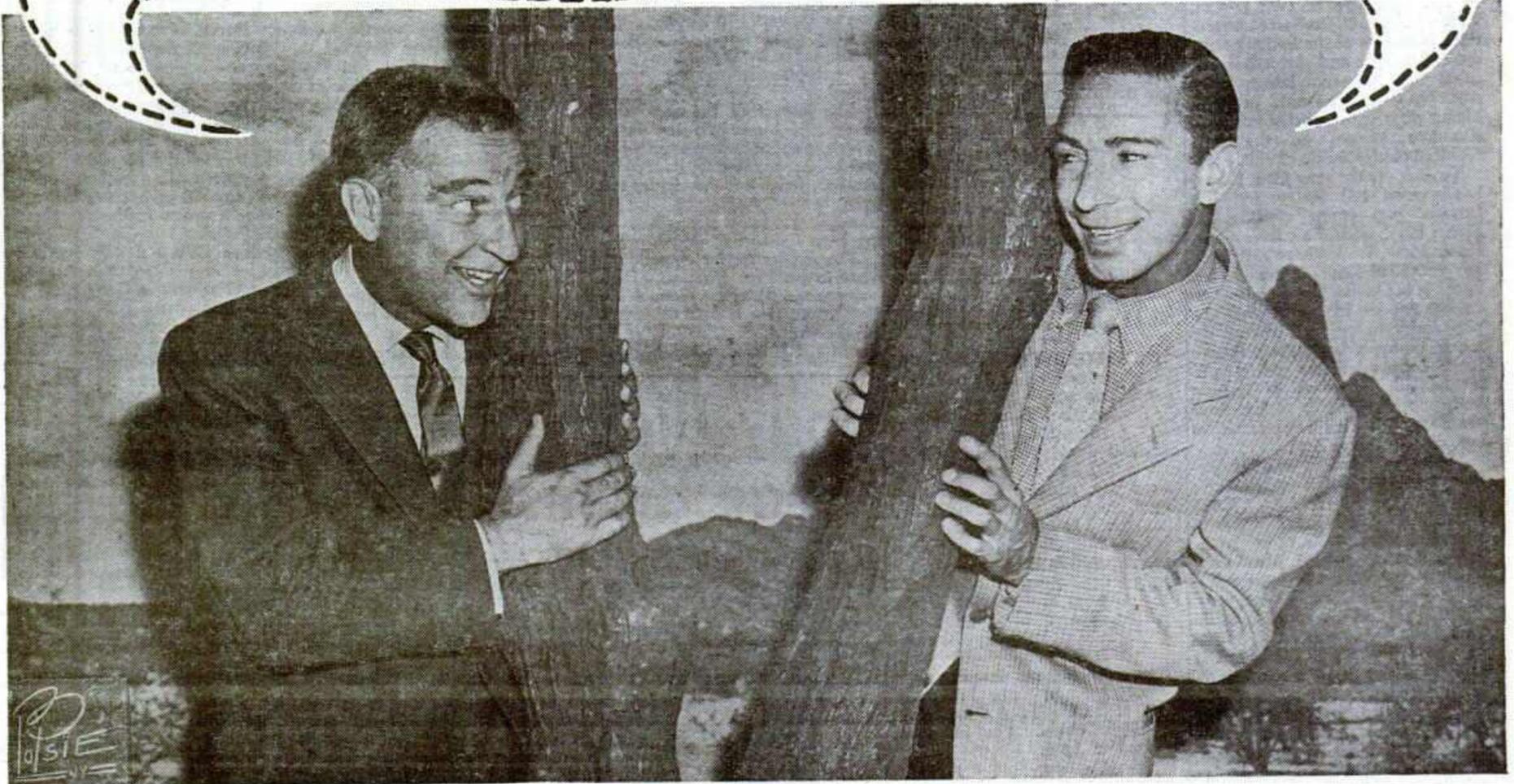
4 Labels Involved In Master Deals

NEW YORK, Oct. 1.—Two transcontinental master deals were made this week, involving four record companies. Atco Records, the new Atlantic subsidiary, leased one coupling from the West Coast Spark indie, and in another deal, the California-based Fantasy label acquired single records right to some album material issued here by Moe Asch's Folkways company.

The Atco acquisition was the Robins' dinking of a rock and roll novelty which has been showing signs of life in Los Angeles and Cleveland. The Fantasy-Folkways deal gives Fantasy the right to put out single diskings of two comic "interviews" with musicians that have been creating a stir locally as part of the Folkways "Radio Programme" LP.

KEN, NO USE HIDING
MAN, IT LOOKS LIKE
YOU HAVE A BIG HIT.

GARY, IN THIS CASE
I SURE HOPE
I'M "IT"!



play

"HIDE AND SEEK"

with

Ken Carson

for a smash!!

Hear Ken Carson on the Gary Moore Show Each Morning on CBS-TV

Media Record 1017

DENVER'S 2D

Wells Retailer Stages Giant Hi-Fi Show

DENVER, Oct. 1.—A single retail dealer, the Wells Music Company, sponsored the second annual Rocky Mountain area hi-fi show that closed a two-day stay in the Albany Hotel here this week with an attendance of more than 3,500 people. In co-operation with 26 manufacturers and 17 recording and tape companies, Wells took over 14 large display rooms of the hotel for this year's show.

Manufacturer execs who flew into Denver for the show termed Denver's hi-fi exhibit one of the most unique and successful they have seen any place in the country. W. J. Sandborn, district manager for Magnavox, from Fort Wayne, Ind., said, "I've seen innumerable shows of this kind thruout the country where a group of large manufacturers combined efforts, but never have I seen such a successful event as this one put on by a single retail outlet."

Several conventions in the city at the time helped pull the walk-in crowd, and a convention of recreational directors from all parts of the U. S. held at the Albany at the same time did nothing to hurt the attendance.

In addition to displays by such manufacturers as Magnavox, Ampex, Webcor and Columbia, a display of stereophonic sound attracted considerable attention. There were no door prizes or drawings offered at the show.

"We believe that the people we want to see this new equipment are those that are truly interested in hi-fi," Leonard Hon, general manager of the show for Wells, said. "When a person comes to see this display, he is a potential customer. It may cut down on the general attendance but not enough to merit giving prizes just to draw the crowd. This usually gives us a higher percentage of good cash customers in the long run," he pointed out.

Newspaper ads, radio spots, outside display cards on city buses and point of sale displays were used extensively, and company officials state that a sharp jump in attendance was noted over last year's crowd.

Miranda Waxery Signs Arthur Lee Simpkins

LEXINGTON, Ky., Oct. 1.—Hi Miranda, head of the new Miranda Records firm, announced today that he has signed Arthur Lee Simpkins, Negro tenor, to a recording pact. Simpkins is slated to cut a series for Miranda in Los Angeles early in December, following his engagement at the Last Frontier, Las Vegas.

The new Miranda label had its premiere at the Ada Meade Theater here Thursday night (29), when Miranda introduced his first four releases before the theater audience and a panel of territorial deejays on stage.

Miranda plans to promote the songs in the territory before expanding his distributing facilities. Claude W. Gee has been named general distributing manager for the firm and will soon embark on an extended promotional tour among the deejays in the area.

Mercury Ships Special Display Kits on Ballet

NEW YORK, Oct. 1.—Special window and counter display kits, prepared by Mercury Records to tie in with the opening of the ballet season, are being shipped to dealers. Items featured include several full-length and excerpt versions of ballet music by the Minneapolis Symphony Orchestra and other artists on the label. Each kit contains 10 separate pieces, including a large centerpiece easel featuring a sketch from the "Sleeping Beauty" album cover, smaller reproductions of the same piece and dummy album packages.

LYONS FORCED OUT AT SECOND

HOLLYWOOD, Oct. 1.—Tinker to Evers to Chance—that's the double-play combination that ex-M-G-M repertoire staffer Dick Lyons almost completed last week.

Recently named assistant story editor at Universal-International Studios, Lyons received a call from Decca a.k.a. topper Milt Gabler last week, asking him to handle a Mary Kaye Trio recording session. Decca's Coast chieftain, Sonny Burke, and George Cates were both out of town.

Lyons agreed, especially since he had previously recorded the Mary Kaye Trio while at M-G-M. And U-I is a subsidiary of Decca anyway.

Sonny Burke spoiled the plot, tho, in the true tradition of a slugger. He returned from his Hawaiian trip in time to handle the session.

MEMORIAL

Jazz Concert Tribute for Bob Gordon

HOLLYWOOD, Oct. 1.—Forty-three of the nation's top jazz musicians have donated their time and services to participate in a memorial jazz concert for saxophonist Bob Gordon, killed in an automobile accident here August 28.

Pacific Jazz, indie jazz diskery to whom Gordon was under contract, has underwritten the concert to be held at the Embassy Auditorium here October 3. Proceeds of the concert are to go to Gordon's widow and her children.

Already slated to appear are Shorty Rogers and His Giants, with Jimmy Giuffre and Pete Jolly; the Chico Hamilton Quintet; Howard Rumsey's All-Stars with Bud Shank, Bob Cooper, Claude Williamson, Stan Levey and Frank Rosolino; Shelly Manne and His Men, with Conte Condoli, Bill Holman and Russ Freeman; the Dave Pell Octet with Ray Sims and Don Fagerquist; the Jack Montrose Ensemble, and the Maynard Ferguson ork. Maestro Pete Rugulo will emcee the concert.

Mercury Sued For 500G for Use of 'Oscar'

NEW YORK, Oct. 1.—A \$500,000 damage suit was filed against Mercury Records this week by the Academy of Motion Picture Arts and Sciences, alleging copyright infringement in the use of the Academy's "Oscar" statuette. Complaint, filed in United States District Court, stated the diskery used an unauthorized reproduction of the emblem on the cover of the album, "Academy Award Favorites." The package contains 12 songs which were awarded "Oscars."

Mercury had sought—and been denied—permission to use the emblem, but did so anyway, the complaint asserts. Use of the reproduction would cause injury to the Academy and would associate the emblem with the diskery's products, the complaint added.

Complaint was filed by O'Brien, Driscoll and Raftery, retained by the Academy as legal counsel.

8 Diskeries on Audio Fair List

NEW YORK, Oct. 1.—Eight disk firms appear on the roster of exhibitors for the Audio Fair, to be held October 13-16 at the New Yorker Hotel here. Companies to be represented include Elektra-Stratford, London, RCA, Victor, Columbia, Mercury, Westminster, Haydn Society-Urania and Dauntless International. The tally shows a net increase of two record exhibitors over last year's total.

Pre-recorded tape takes an increased share of the spotlight this year with Sono-Tape, A-V Tape Libraries, Pentron, RCA, Phonotapes and DuPont listed among tape exhibitors.

In the phono and equipment field, the line-up is again a strong one. Continuing the trend of foreign firms breaking into the U. S. market, companies from Switzerland, Germany, France and Japan have set displays for the show.

According to Harry Reizes, Audio Show exec, exhibits of 150 or more firms will cover four floors of the hotel display area.

SURVEY IN U. S.

EM's Fenwick Takes Notes on Self-Service

NEW YORK, Oct. 1.—George M. Fenwick, who heads up record retailer operations of Electric & Musical Industries, Ltd., in England and manages "His Master's Voice," the Gramophone Company, Ltd., London, was in town last week on the last lap of a survey-visit of record dealers in the U. S.

Specifically, Fenwick was here to study U. S. self-service operations, in line with his plan to enlarge such facilities in his own London showrooms. At the same time, Fenwick conferred with officials of EMI's newly acquired company, Capitol, on dealer problems in general.

According to Fenwick, the best record buyers in England are men of some means, who require highly personal and often lengthy service. However, the exec thinks increased emphasis on self-service will help make the English teen-ager as good a disk buyer as youngsters are here.

System Introduced

Fenwick has introduced some self-service in his store during the last 12 months (notably Capitol's Browser Boxes) and reports that on-the-floor sales have practically doubled, while his counter girls have continued to do their regular amount of business.

In addition to enlarging his self-service facilities, Fenwick is installing 40 listening booths. One of his criticisms of U. S. dealers is that they don't provide adequate listening facilities. He also frowns on some of the more extreme methods used by some dealers here to discourage pilferage (e.g., turnstiles).

At one time Fenwick set up "show-case" record stores for EMI all over the world, but since World War II, the firm has concentrated on the giant London store, to which dealers from all over the world are invited to send their sales people for special training. Fenwick always has at least six or seven foreign sales clerks on staff, in addition to his regular staff of 89.

Fem Clerks

Since his best record customers are men, Fenwick employs only fem clerks, and they have to pass a nine-month period of extensive training (including monthly exams) to qualify. At least 50 per cent of them have degrees from the Royal College of Music, and a knowledge

of languages is essential. In addition to their salaries, Fenwick provides "an occupational allowance" which supplies them with four dresses a year, weekly trips to the hair dresser and specially selected stockings and shoes.

Direct mail, displays and word-of-mouth are the only form of advertising used by Fenwick, so each sales girl has her own mailing list and keeps in touch with customers, via red visiting cards. According to Fenwick, his sales girls are the counterpart of airline hostesses here, in that a large percentage of his ex-employees marry their wealthy customers.

IN MEMORIAM

Chappell to Honor Kern In October

NEW YORK, Oct. 1.—Chappell Music is buttoning down the loose ends on a major promotion next month to mark the 10th anniversary of the death of Jerome Kern. Tie-ins for the memorial event embrace records, books, TV and radio.

Performances of tunes by the melodist are expected to zoom beyond their normally high level during "Kern Memorial Month." Chappell's T. B. Harms firm, the holders of the Kern copyrights, is sending out program ideas and disk listings to all radio stations, who also are receiving a special biographical booklet from the publisher.

Label "X" is mailing out more than 1,000 copies of the recently-issued LP "Yesterday," a collection of Kern performances by Russ Case, to deejays around the country. Tie-in shows are set for the Percy Faith Woolworth Hour, CBS, among others.

Harms, together with T. B. Harms, is publishing "The Jerome Kern Song Book" October 25, and the \$7.50, hard-cover tome will be promoted both thru book and record stores. Also due out in November are two LP's by Walden Records' group collections of "Kern Rarities."

popular routines and songs. . . . Doc Berger, of Avax Music, will leave for the Coast next week to plug the pubby's current ditty, "He."

Billy Eckstine is slated for New Jersey's Stagecoach Inn, October 28 thru November 5. . . . Art Mooney's ork currently is doing one-nighters in the South, to be followed by dates in up-State New York. . . . Alan Logan, M-G-M Records' pianist, will go into the Mermaid Room of New York's Park Sheraton, October 10, 11 and 12, followed by a one-night stint October 14 at Sheraton Hotel, Akron. . . . Hal Smith, personal manager for Carl Smith, has inked Mercury's Benny Martin to a new personal management contract. . . . Richard Ellsasser, M-G-M organist, will appear at the Ritz-Carlton Concert Hall, Montreal, October 22. . . . Joni James will move into Chicago Theater October 14 for a two-week stand.

Wesley Rose, Acuff-Rose topper, was in town this week on business, and reported that the pubby's country record label, Hickory, has upped its talent roster to seven exclusive acts. The three newest signings were bass warbler Wiley Barkdull and the teams of Rusty and Doug and Wilma Lee and Stoney Cooper. . . . On the Pittsburgh territorial chart last week, the No. 5 seller, "Honest, Darling," was erroneously credited to the Four Aces. The correct group would be the Four Voices, and the label is Columbia.

Bob Kornheiser, of Cadence, is on the road with Bill Hayes thru the Midwest promoting the latter's new disks.

MUSIC AS WRITTEN

DECCA, AUSTIN TIE IN ON PREVIEW ALBUM . . .

Decca and the Austin Motor Company have set up a joint promotion on Andre Previn's album, "Let's Get Away From It All." An Austin-Healey is pictured on the album cover, and blow-ups of the album will be displayed in Austin-Healey showrooms. Dealers' display material includes blow-ups of the album, color blow-ups of the Austin-Healey car, etc. Arrangements are being made for album purchasers to get a free demonstration ride in the Austin-Healey car.

HALL, LAMPLIGHTERS SIGNED BY DECCA . . .

Decca Records has signed two new talents. In the pop field, Milt Gabler has pacted the Lamplighters, a California quartet, consisting of Don Cross, Peter Eastman, Bill Manzo and George Luft. In the country field, Paul Cohen has signed Roy Hall, who for the past few years has been pianist for Webb Pierce.

HARMON-KARDON CO. NAMES SALES REPS . . .

Harmon-Kardon, Inc., of Westbury, N. Y., manufacturer of hi-fi products, has announced the appointment of new sales reps, as follows: Grady Duckett Sales, Atlanta, for Southeastern States; Bob Cox Company, Englewood, Colo., Rocky Mountain States; Dellzell-Maynard Sales Company, Dallas, for Arkansas, Texas, Okla-

homa and Louisiana; W. E. Fry and Company, Kansas City, for Iowa, Kansas, Missouri and Nebraska.

CHARLIE LAMB FORMS NASHVILLE AGENCY . . .

Charlie Lamb, well-known figure in country music circles, has formed his own ad and publicity agency. The Charlie Lamb Agency, which will headquarter in Nashville, will handle advertising for country music talent, do special promotions on c.&w. recordings and will act as a medium for promoting public acceptance of country music.

DUCRETET-THOMSON TO LONDON INTERNATL . . .

London Records' International division will soon market another label here, adding to the roster now consisting of London International, Telefunken, L'Oiseau Lyre and Durium. The new addition will be Ducretet-Thomson, important French diskery whose product was formerly released Stateside by Westminster.

TRAVELING RCA EXECS TURN HOMEWARD . . .

RCA Victor's itinerant execs are returning to their roots this week. Howard Letts, operations chief, flew home from Europe Thursday (29), to be followed by Vice-President Manie Sacks and Red Seal repertoire exec Alan Kayes, who will arrive by boat on Tuesday (4). Meanwhile, Musical Director

Henri Rene, who has been attending conferences and sporting events in New York this past week, returned to his California office.

KEYNOTE INKS DEDRICK FOR 3 12-INCH LP'S . . .

Eric Bernay's newly reactivated Keynote diskery this week signed a non-exclusive contract with jazz trumpeter Rusty Dredrick for three 12-inch LP's. Each will present Dredrick with different instrumentations. The instrumentalist was represented in recent releases on Esoteric and Riverside labels.

New York

M-G-M Records' Betty Madigan is touring with the Buick show, "Spacerama," during which time she'll visit Los Angeles, Houston, Chicago, Atlanta, Detroit and New York. While on tour she'll also plug her new disk. . . . The Buddy Morrow ork has commenced a month-long tour of Western one-nighters, starting in Portland, Ore., and winding up in Fort Smith, Ark. During the eight-State swing there are only three open dates for the crew.

Howard Lerner, formerly of Carl Fischer, has replaced Jay Leipzig as ad manager of Mills Music. . . . Toni Arden, recently signed by Am-Par Records, guested on the Kathy Godfrey show on CBS radio. . . . The new Sophie Tucker album, recently cut by Mercury, is skedded for November release. The wax contains some of her most

Victor Coupon Disk Service

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entitles one to the "Glenn Miller Army Air Force Band" album on either five LP's or 15 EP's. Along with a holiday greeting, the package includes an EP of four Miller selections not available elsewhere, a BBC interview with Miller, and a "Where Is the Band Now?" booklet which traces the personnel since the war.

This week, Bullock and other execs will take to the field to personally lay the plan before distributors. Included will be Larry Kanaga, vice-president and operations manager; George Marek, director of artists and repertoire; Jack Burgess, manager of domestic field sales; Bob Yorke, merchandising manager; Bill Alexander, advertising manager; Harry Jenkins, sales planning manager; Irwin Tarr, syndicate sales manager, and Ben Rosner, manager of pop album promotion.

On November 26, the Gift Plan will be introduced consumer-wise via a four-page spread in the Saturday Evening Post. The same ad will run in December issues of all regular record publications. In the December 10 issue of the SEP, there will be a four-color ad as part of a four-page Victor gift

section. Mats of these ads will be available for localized use.

Eliminates Problems

Along with the more obvious advantages of gift certificates Victor execs point out that their plan eliminates dealer gift-wrapping and mailing problems. They point out also that packages will be mailed from the factory using the gift recipient's own address form as a shipping label.

As a special phase of the Gift Certificate promotion, Victor is urging its dealers to go out after industries and business firms which ordinarily buy Christmas gifts in quantity for customers and potential accounts.

DOLA Meet

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Alexander and Leo Peeper, second vice-president, and Lawrence Welk and Sammy Kaye, treasurer. Ballots are currently being prepared and will be mailed to DOLA members shortly.

A board of directors composed of 13 members will also be named. Four officers, in addition to 2 name leaders, 2 bookers, 2 territory leaders and 3 associate or regular members will be selected.

Numerous proposals were made to the DOLA meet regarding ways and means in which to raise funds to pay for the proposed executive director. The details have yet to be worked out, a proposition to hold a national dance festival week, with ballroom ops contributing the facilities and ork leaders their bands, appears likely. Funds from these dances, at which as many as three name bands will appear, will go toward financing the unnamed DOLA executive.

Specific mention was made at the meeting to the effect that DOLA was a dance leaders' organization, inferring that jazz units who played concerts rather than dances, would be excluded from membership. Regular members were determined to be all dance band leaders; associate members include disk jockeys, record company executives, band managers, bookers and agency representatives, and honorary memberships to go to individuals specifically cited by the organization. In this latter category, both James C. Petrillo, president of the AFM, and Jackie Gleason have already been named, with Paul Whiteman and Sid Caesar to be named shortly.

In addressing the DOLA meeting, Tom Archer, former president of NBOA, declared the entire ballroom operators' membership was in complete agreement with the aims and efforts of the band leaders, and that only thru such co-operative effort could both achieve their respective goals and attain mutual respect and understanding of each others problems.

DeSylva Case

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can also grant separate renewal rights as he deems proper, in addition to sharing in the benefits of any other assignment of renewal rights.

Majority of the DeSylva copyrights and renewals are currently held by Music Publishers' Holding Corporation. Case assumes tremendous importance at this time, inasmuch as the DeSylva, Brown & Henderson biography is currently being filmed by 20th Century-Fox.

Welk Returns to L. A. Vid Screens

HOLLYWOOD, Oct. 1.—Maestro Lawrence Welk returned to the video world in Los Angeles today after a 13-week blackout in this area arising out of a dispute with Station KTLA.

Welk's teleshow will once again be seen here, joining the ABC-TV network show currently seen in 158 cities. Station KTLA previously held a much disputed 13-week pact with Welk, which has since run out.

Sam Lutz, personal manager to the band leader, indicated that Superior Court action between the two parties is expected to be settled out of court shortly.

NBOA Meet

• Continued from page 16

held a joint session to discuss mutual problems. Discussions were along very amicable lines, both sides agreeing they are partners in the business and must work together. Dissensions, which have marked previous meetings between the two groups, were noticeably absent.

NBOA Sessions

NBOA members at their sessions agreed to revamp their name band reporting service, which has been a hot issue between bookers and operators. Operators will work over the entire service and come up with new approach. The question of whether the service will be furnished to bookers and band leaders will be left up to a committee of operators making a special study.

NBOA also discussed a proposed dance magazine, which would promote dancing and be sold in ballrooms. No final decision was made but operators indicated they were strong for the project. Details will be worked out later.

Operators also discussed the possibility of helping territory and lesser name bands by making recordings and pushing the disks in local territories thru ballrooms, juke boxes and disk jockeys.

MRIA Board

• Continued from page 17

methods for determining standards had already been approved, and special sub-committees dealing with separate facets of the standardization problem will lay their findings before the board at the October 14 conclave. The over-all standardization committee is chaired by Bob Leon, of Brush Electronics.

American Standards

Once the board approves the committee findings, the recommended standards will be forwarded to the American Standards Association for final action.

MRIA, which now numbers a substantial number of the top tape and recorder firms among its members, is currently on a drive to sign up others in the industry.

Those attending the upcoming board meeting will be Joseph Hards, of Magne-Tronics, MRIA prexy; Russ Tinkham, of Ampex, vice-president; Herman Kornbrodt, of Audio Devices, secretary; Victor Machin, of Shure Brothers, treasurer, and Paul W. Jansen, of Minnesota Mining.

Fall Business

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Baker's Dozen campaign. The diskery also has some good singles.

Coral, of course, has been doing heavy business and has been running about 55 per cent ahead of last year since January. This is the first year it entered the package field with a flourish. Epic, too, reflects the strong package business.

Dot Records, according to Randy Wood, has been doing tremendously well in the singles field. Since the first of the year, the diskery has racked up more than 5,000,000 in unit sales, mostly, of course, in singles. September's sales were well over 700,000, and the August figure was 823,000. Wood stated he was gearing a big push in the package field, which will be backed up by a strong promotional and sales drive.

RCA Subsidiaries Go All-Family

• Continued from page 17

billing to singer Marjorie Lawrence, and to the late pianist, Josef L'Hevinne. Significantly, these items have outstripped the rest of the catalog in sales. The label henceforth will play up the fact that these are "exclusive Camden artists," since, it is claimed, their recordings will not be available on any other label.

In the pop field, Camden now is servicing disk jockeys with its "Today's Hits" packages, and this week is sending one of its artists, Bob Carroll, on a promotion trip to seven Eastern cities. Camden, of course, is footing the bill, altho Carroll, like the other Camden pop artists, is non-exclusive with the label.

Has 5,000 Outlets

Altho Camden was started two years ago as a promotional label for a limited number of big department stores, today it claims 5,000 outlets, including most of the important record shops. The line, once serviced direct from the

factory, now is handled by all 52 Victor distributors. Its new catalog, which will be shipped out next week, contains 160 12-inch LP's retailing at \$1.98, 180 EP's at 79 cents and four six-record packages at \$10.98. New releases will come out at the rate of five LP's and seven EP's per month. All will be reissues from the old Victor lists, with the exception of the current hit covers.

The Camden project, a division of the RCA Victor Custom Record Department, has operated with the same administration since its inception, under Jim Davis, manager of the custom division. Ben Selvin is manager of artists and repertoire, assisted by Peter Dellheim; Dave Finn is sales manager; Frank O'Donnell heads advertising and promotion.

Civil War

• Continued from page 17

fell into the hands of the astute Cleveland deejay Bill Randle, who passed on a few recommendations to a publisher friend. The result was Mitch Miller's "Yellow Rose of Texas," the country's No. 1 song. The tune, slightly altered from its original form, of course, is published by Planetary Music, ASCAP.

But BMI is battling back this week. Hollis Music, a BMI firm, has entered the fray via Miller's new Columbia release, "The Bonnie Blue Gal," based on the Confederacy's "Bonnie Blue Flag."

ATTENTION, DISC JOCKEYS

"AIN'TCHA"

-Gonna Play-

"ROCK-A-WAY"

RUSTY KEEFER and GREEN LIGHTS
featuring RITA DELMAR on
CORAL RECORDS

MYERS MUSIC, INC. 122 N. 12th St.
Phila. 7, Pa.

Getting a Tremendous Play!

EDDIE BALLANTINE

"UKULELE
LADY"

on
WING RECORDS

BOURNE, INC. 136 West 52d St.
New York City, N.Y.

From The 20th Century-Fox
CinemaScope Production
LOVE IS A MANY-SPLENDORED THING

LOVE IS
A MANY-
SPLENDORED
THING

MILLER MUSIC CORPORATION

a Great New Song!
"The
LONGEST WALK"
recorded by
J.P. Morgan

RCA #20/47-6182

ADVANCED MUSIC CORP.

THE NEW SONG
SENSATION

"SUDDENLY
THERE'S A
VALLEY"

Recorded by:

Gogi Grant

ERA-RECORDS

HILL & RANGE SONGS

ANOTHER BMI
"PIN-UP"
HIT

SHIFTING
WHISPERING
SANDS

Recorded by

RUSTY DRAPER ... Mercury
BILLY VAUGHN ... Dot
JOHNSON FAMILY
SINGERS ... Victor

Published by

GALLATIN MUSIC CORP.

Angel
Bells

MILLS MUSIC, INC.

THE LUCKY
LITTLE BELL

Will Bring You Luck

WATCH FOR IT!

THE THREE SUNS

come across with ITALY'S NUMBER ONE HIT!

ARRIVEDERCI ROMA

(Good-bye to Rome)

CHA CHA JOE

20/47-6273



RCA VICTOR 

A "New Orthophonic" High Fidelity Recording

Reviews and Ratings of New Popular Albums

SELECTIONS FROM "OKLAHOMA" 80
 Alfred Drake, Joan Roberts, Howard Da Silva, Lee Dixon (1-12")
 Decca DL 9017

Re-issued at this time to coincide with the flick version of "Oklahoma!", this album still packs a lot of entertainment. All the original performers are there, bringing off the shelves the immortal tunes from the Rodgers and Hammerstein opus like "People Will Say We're in Love," "Oh, What a Beautiful Morning," "Surrey With the Fringe on Top," and nine others. Being sort of the "daddy of them all" among legit collectors, this has enjoyed a healthy sale since its original issue, and timed as it is to ride thru on the pic publicity it should be good for plenty of additional business right now.

NOEL COWARD AT LAS VEGAS 79
 (1-12")
 Columbia ML 5063

Here's a package with tremendous name power among sophisticated buyers. Coward, so unique, so saturated with the traditions of the British theater and music hall, presents on this disk a flock of his own smart songs, winding up with Cole Porter's "Let's Do It." Included are Coward's "Mad Dogs and Englishmen," "Alice Is at It Again," "A Room With a View," and many others of equal charm, wit and sentiment. There's an interesting set of liner notes by Goddard Lieberson, Columbia's own Noel Coward, who recorded the performance at the Desert Inn, Las Vegas, Nev. A prestige package for dealers, and it will sell.

RICHARD RODGERS CONDUCTING THE PHILHARMONIC-SYMPHONY ORCHESTRA OF NEW YORK 78
 (1-12")
 COLUMBIA CL 810

It's not Rodgers and Hammerstein, not Rodgers and Hart, but strictly Richard Rodgers himself. It's theme music that lasts and lasts, taken from some of the spectacular successes in which the composer has been a vital cog. Here, for example, you'll find "Slaughter on Tenth Avenue" (On Your Toes); "March of the Siamese Children" (The King and I); "The Waltz (Carousel)," and the theme music from the TV "Victory at Sea" series and in full orchestral voicing, the music is put in an ideal showcase. Anyone who has ever been a fancier of Rodgers' show music automatically becomes a prospective customer for this package.

THE TORCH 73
 June Valli (1-12")
 Victor LPM 1120

Miss Valli sings some of America's greatest torch songs here, including "One for My Baby," "Can't Help Lovin' Dat Man," "Stormy Weather," "Bill," "Body and Soul." There's a tear in her voice all the way—in keeping with the theme. And Joe Reisman does an outstanding job—conducting the orchestra thru a series of subtle, tasteful arrangements. There is only one thing lacking: The chanter still has not attained status as a catalog artist; maybe this package will help.

THE TWIN PIANOS 72
 Guy Lombardo and his Royal Canadians (1-12")
 Decca DL 8119

In pre-LP days, "Twin Pianos" was a popular two-volume set, and this transference of the material of Volume 1 to vinyl is a good commercial

idea. One of the featured pianists, Fred Kreitzer, has been with the ork from the very beginning, and he is partnered here, first by Frank Vignoneau, and then by Buddy Brennan. The selections are "Humoresque," "Tales From the Vienna Woods," "Barcarolle," "Who?", "Pizzicati," "Annie Laurie," "Swanee River," "Irish Washerwoman," "Doll Dance," "Just One of Those Things," "Roamin' in the Gloamin'" and "Bubble, Bubble, Bubble."

TIME TO TANGO 72
 Alfred Hause and his Ork (1-12")
 Decca DL 8147

This album should be good for substantial sales over the long pull. It's designed primarily for dancing and its safe to guess people will be tangoing for years to come. Alfred Hause, popular German maestro, leads the string ork thru a dozen tangos and it makes for pleasant enough listening thruout.

THE BALLAD RECORD 65
 Ed McCurdy, Guitar (1-12")
 Riverside RLP 12-601

This package is billed as the first cross-section of British and American folk ballads on a single record. There's a limited market for this type of material but for those who fancy folk music, this is definitely something to add to the collection. There are 20 ballads, many of them of very early vintage taken from the English and Scottish lore. Others come from the early American days. In an autobiographical sketch on the liner, McCurdy claims not to be an authentic folk singer, but only an enthusiastic one. This must certainly be true, for he gives a fine and touching reading to the material.

MUSIC FROM THE SOUTH, VOL. 2 60
 Horace Sprott (1-10")
 Folkways FP 651

Horace Sprott is a 64-year-old Negro sharecropper who was interviewed by Frederic Ramsey in his attempt to reconstruct a picture of traditional Negro music in the South prior to 1900. On this LP, Sprott sings six songs that he maintains he learned in the 1880's and 1890's from older Negroes; in some he is accompanied by his mother and neighbors. One side of the LP is occupied by an interview. By today's standards, this is primitive music, rendered for the most part without instrumental accompaniment, but it gives us important insight to the roots of jazz.

Jazz

TWO PART INVENTIONS IN JAZZ VOLS. 1 AND 2 78
 Ruby Braff, Trumpet; Ellis Larkins, Piano (2-10")
 Vanguard VRS 8019, 8020

New star Braff and the long-underrated Larkins have combined their considerable talents for some of the most satisfying chamber jazz in recent months. Their programs consist of standards, show tunes, and two wonderful blues, all played with sensitive rapport, rich invention and warm sound. Their style is based in the swing tradition of the Benny Goodman chamber groups, etc., though there is some feel of "modern." This duo was a happy inspiration, and perhaps the best jazz presentation yet of both Braff and Larkins. One set should sell the other.

BUD SHANK QUINTET 71
 (1-12")
 Pacific Jazz 1205

Two highly contrasted programs are

offered on this LP. Shanks, in one set, plays a group of Shorty-Rogers compositions, and is assisted by Rogers, pianist Jimmy Rowles, bassist Harry Babasin, and drummer Roy Harte. In the other set, he shares solos with Bill Perkins, a brilliant cornet who, like Shank, is proficient on tenor and baritone saxes and flute, as well as alto. The interest of the Shank-Perkins set derives from the unusual color contrasts and harmonic experiments using flutes and sax combinations. The rhythm section for the latter is made up of Hampton Hawes at the piano, Red Mitchell on bass and Mel Lewis on drums. Imaginative playing in a relaxed, unforced modern vein. Disk should enjoy very good sales.

SIDNEY BECHET OLYMPIA CONCERT PARIS 1954 76
 (1-10")
 Blue Note BLP 7029

Dixieland suffused with Gallic enthusiasm; a musical entente between New Orleans and Paris—it's all in this album, a live concert with the legendary Bechet supported by Claude Luter and his band. Tunes include "Buddy Bolden Stomp," "Riverboat Shuffle," "Muskkrat Rumble," "Montmartre Boogie," etc. Collectors will love the package.

SING AND SWING WITH BUDDY RICH 75
 (1-12")
 Norgran MG N 1031

This record is broken down into Rich as two people; one, a drummer and the other, in the less familiar role of singer. On the singing side, Rich shows surprisingly good vocal savvy on such fine tunes as "Everything Happens to Me," "Wrap Your Troubles in Dreams," "Sure Thing," and "Glad to Be Unhappy." On the "drum" side, little need be said except that Rich is at his best in a real jump item called "The Monster," with some fine side men helping all the way.

I'M WILD AGAIN 74
 Frances Faye (1-12")
 Bethlehem BCP 23

It's difficult to catch the unique quality of Frances Faye on disks. This LP is successful in large measure and on some of the tunes, as "Love for Sale," the job is superb. Backing Miss Faye is a fine group of musicians—knowing in jazz, technically qualified, and playing smart arrangements by Russ Garcia. Included are Jerry Wiggins, piano; Al Hendrickson, guitar; Red Mitchell, bass; Chico Hamilton, drums; Herbie Harper and Tommy Pederson, trombones. Tunes include many standards by Gershwin, Porter, DeSylva, Henderson and Brown, Rodgers and Hart, and others.

JACK SHELDON QUINTET 70
 (1-10")
 Jazz: West JWLP 2

This is a straightaway "blowing" session with plenty of facile, often exciting trumpet by Sheldon and red-blooded tenor sax by Zoot Sims. As Herb Kimmel says in his notes, "West Coast Jazz is not all lace panties and highly intricate counterpoint." Half of the tunes are originals by quintet members, altho "Guatamala" is "How High the Moon" in a sombrero. A wholesome if not exactly memorable issue, with a very smart cover.

ON THE WATERFRONT 66
 Burt Bales, Piano (1-10")
 Cavalier CAV 5007

Bales, a former sideman with Turk Murphy and Bob Scobey, apparently is well-grounded in the ragtime tradition. His program here consists of some old rags by Jelly Roll Morton, Scott Joplin and Fats Waller, which he tosses off with energy and authority, if no particular originality. Ragtime piano addicts should account for a fair sale.

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, 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. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony (Stokowski) RCA Victor LM 1984
4. RAVEL: DAPHNIS ET CHLOE—Boston Symphony (Munch) RCA Victor LM 1893
5. PUCCINI: MADAME BUTTERFLY—de Los Angeles, Rome Opera Orchestra (Gavazzeni) RCA Victor LM 6121
6. GERSHWIN: RHAPSODY IN BLUE; PIANO CONCERTO IN F—Katchen, Mantovani Orchestra London LL 1262
7. TOSCANINI OMNIBUS—NBC Symphony (Toscanini) RCA Victor LM 6026
8. MOUSSORGSKY: PICTURES AT AN EXHIBITION; PSYCHE AND EROS—NBC Symphony (Toscanini) RCA Victor LM 1838
9. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy) Columbia ML 4983
10. BERLIOZ: SYMPHONIE FANTASTIQUE — Boston Symphony (Munch) RCA Victor LM 1900
11. VERDI: AIDA SUITE—Kostelanetz Orchestra Columbia CL 755
12. COLORATURA-LYRIC—Maria Callas Angel 35233
13. VIVALDI: THE SEASONS—New York Philharmonic (Cantelli) Columbia ML 5044
14. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271
15. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) Columbia ML 4965
16. BRAHMS: VIOLIN CONCERTO—Heifetz, Chicago Symphony (Reiner) RCA Victor LM 1903
17. LA DANZA—Hollywood Bowl Orchestra (Dragon) Capitol P 8314
18. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St. Louis Symphony (Golschmann) Capitol P 8302
19. J. STRAUSS: WALTZES—Kostelanetz Orchestra Columbia CL 805
20. THE FAMILY ALL TOGETHER — Boston Pops Orchestra (Fiedler) RCA Victor LM 1879

Reviews and Ratings of New Classical Releases

BLOCH: SCHELOMO; BRUCH: KOL NIDREI; CANZONE, OP. 85 (1-12")—Antonio Janigro, Cello; Philharmonic Symphony Orchestra of London; Artur Rodzinski, Cond. Westminster SWN 18007 77

A program of wise merit, this disk groups works of special Hebrew interest, at the same time with strong appeal for any collector of cello records. Janigro, a Westminster stalwart, is one of the finest instrumentalists around and his performances are probing and properly lyric and passionate in turn. Support by Rodzinski is sympathetic. A strong entry in its class.

MENDELSSOHN: SYMPHONY NO. 4 (ITALIAN) (1-12")—Philharmonic Promenade Orchestra; Sir Adrian Boult, Cond. Westminster W-LAB 7008 76

To hi-fi enthusiasts, the high price of this Lab series edition probably will add an element of "snob" appeal. The recording and the interpretation would have to be superb, and they are. There's no close grooving—the work is stretched over two complete faces, where it usually occupies one side in competitive versions—and consequently no discernible distortion. The program booklet includes a clocking of every instrumental detail of the score, and the plastic zipper-case carries the "de luxe" idea a big step further. Should have a lively sale in shops catering to the specialist fringe.

MOUSSORGSKY: KHOVANTCHINA (4-12")—Chorus and Orchestra of the National Opera, Belgrade; Kreshimir Baranovich, Cond. London XLLA 29 75

Known largely to Western audiences only by virtue of a few orchestral excerpts, this opera, saturated as it is with Russian folk influences takes more kindly than many to performance on vinyl. As a first complete recording it is a novelty of the highest importance to opera collectors. And unlike much of the material that reaches us from the East, the sound quality here is of the very finest. Beautifully sung and recorded and due for good sales. In some sets, at least, the libretto is absent, to be mailed to the purchaser later upon receipt of an enclosed request slip.

SPOTLIGHT ON PERCUSSION (1-12")—Arnold Goldberg, Percussionist; Kenny Clarke, Jazz Drummer; Al Collins, Narrator. Vox DL 180 74

A special hi-fi package aimed at, and certain to appeal to, owners of high-powered speaker systems. Here's stuff to astound the neighbors. But it's also educational and producer Ward Botsford is to be congratulated on a difficult project well accomplished. Disks are pressed from master stamper and so fidelity is maintained above the usual level. Some of narrator Al (Jazzbo) Collins' remarks might have better been left to the instructive booklet. The well done they may intrude upon repeated listenings. Audio-fair meat, this.

MASSNET: MANON (HIGHLIGHTS) (1-12")—L'Orchestra et Chorus de L'Opera-Comique, Paris; Albert Wolff,

Cond. London LL 1114 73

The lack of competition in the form of condensed versions on one disk should make this attractive to the dealer. It's a good package for new classical buyers. Excerpts, of course, are from the complete set on London.

MOZART: SERENADE NO. 4 IN D MAJOR (K. 203) (1-12")—New Symphony Orchestra of London; Peter Maag, Cond. London LL 1206 73

Mozart may have written more profound orchestral works, but this eight-section serenade is a gem of classic grace. The recording, made in Kingsway Hall, London, should satisfy the most discriminating. There is only one competitive version available, but price-wise and distribution-wise, this London edition has the edge. Should be recommended.

BRITTEN: SAINT NICOLAS (1-12")—Peter Pears, Tenor; Aldeburgh Festival Choir and Orchestra; Benjamin Britten, Cond. London LL 1254 72

This amiable cantata was a great popular success at the 1948 Aldeburgh Festival in England—and on its repetition there this year, fortunately was recorded in an outstanding performance. With the composer himself leading chorus and orchestra, a spirited and artistically polished reading was insured. Particularly satisfying are the two solo parts, handled by Peter Pears and David Hemmings, who so recently distinguished themselves in the recording of Britten's "Turn of the Screw." The music should eventually rate among the most popular to come from Britten's pen.

GLUCK: FLUTE CONCERTO IN G; PERGOLESI: FLUTE CONCERTO IN G; BOCCHERINI: FLUTE CONCERTO IN D (1-12")—Camillo Wanassek, Flute; Pro Musica, Vienna; Michael Gielen and Charles Adler, Conds. Vox PL 9440 71

The flutist, a sensitive musician, is already known to collectors of baroque music thru earlier recordings on Vox. Here he performs three exquisite concertos with close attention to appropriate style, an approach seconded closely by the orchestra. A disk with good sales potential in larger stores catering to a discerning clientele.

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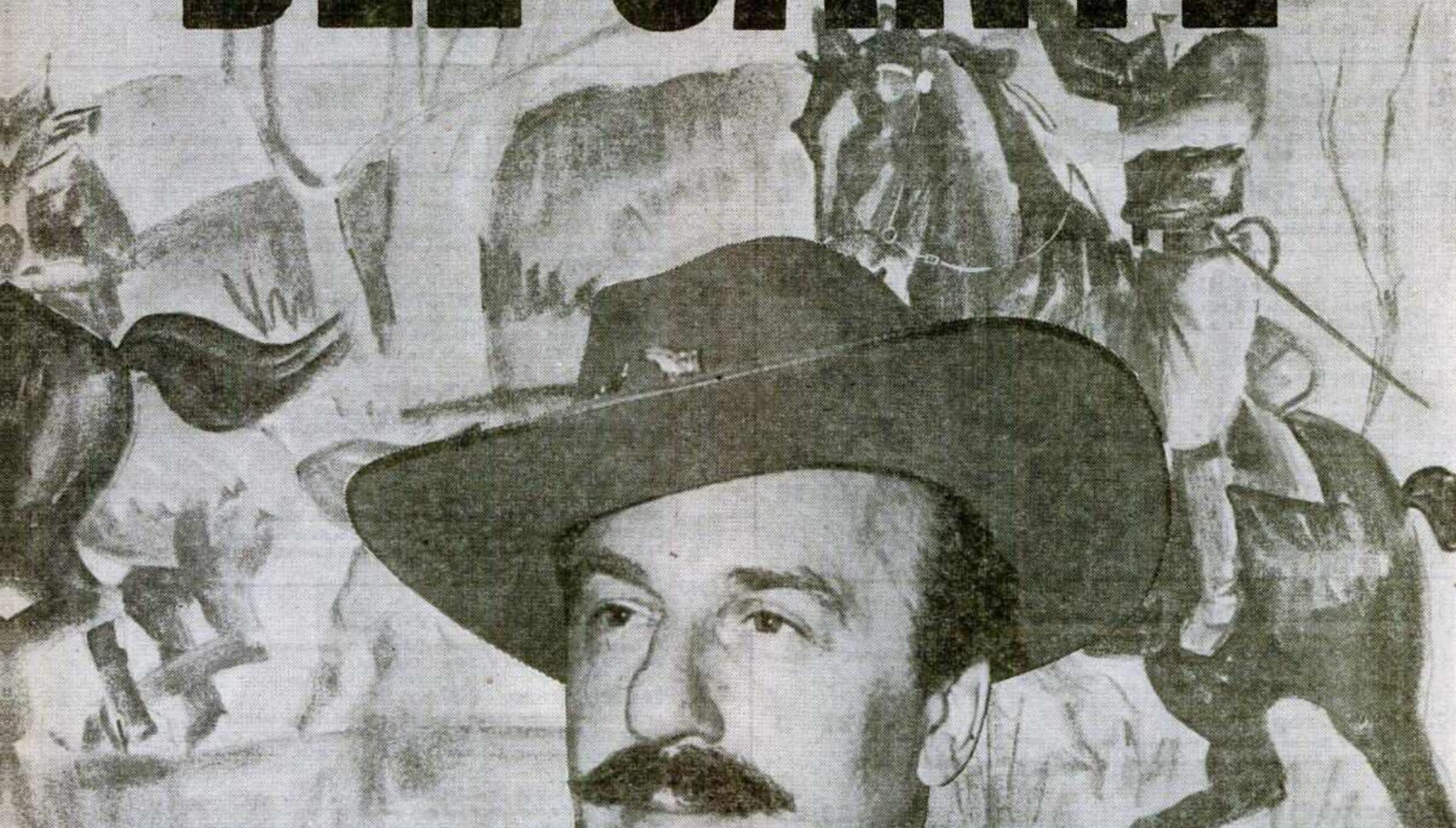
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The Billboard Music Popularity Charts

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

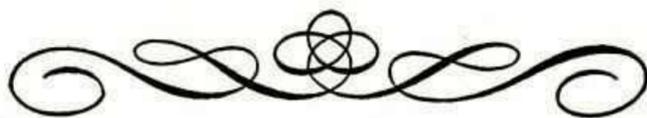
 For survey week ending September 28

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Yellow Rose of Texas		1 10	6. Wake the Town and Tell the People		6 10
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. Galian, X 0161; M. Katz, Cap 3239; T. B. Strength, Cap 3217; E. Tubb, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.			By Gallop & Livingston—Published by Joy (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3120; M. Carson, Col 40537. RECORD AVAILABLE: L. Welk, Coral 61477. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.		
2. Love Is a Many-Splendored Thing		3 7	7. Bible Tells Me So		7 10
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. 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. Autumn Leaves		5 7	8. Suddenly There's a Valley		11 5
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmere (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. Galian, X 0161; J. Gleason, Cap 3223; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.			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. LaRosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686; J. Stafford, Col 40559.		
4. Ain't That a Shame		2 13	8. Moments to Remember		9 5
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 Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539.		
5. Seventeen		4 10	10. Shifting, Whispering Sands		13 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 M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: B. Vaughn, Dot 15409; R. Draper, Mercury 70696. RECORD AVAILABLE: Johnson Family, Vic.		
Second Ten					
11. Tina Marie		11 9	16. I Want You to Be My Baby		16 6
By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.			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.		
12. Longest Walk		15 9	17. He		21 3
By Eddie Pola-Fren Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By Richard Mullan & Jack Richards—Published by Avas (BMI) RECORDS AVAILABLE: K. Armen, M-G-M 12078; A. Hibbler, Dec 29660; McGuire Sisters, Coral 61501.		
13. Rock Around the Clock		3 20	18. Song of the Dreamer		17 9
By Jimmy DeKnight and Max Freedman—Published by Meyers (ASCAP) RECORDS AVAILABLE: S. Doe, Arcade 123; B. Haley, Dec 29124; C. Wolcott, M-G-M 12028.			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.		
14. Maybellene		10 8	18. Black Denim Trousers		23 3
By Chuck Berry—Published by Arc (BMI) RECORDS AVAILABLE: C. Berry, Chess 1604; J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marterie, Mercury 70682; M. Robbins, Col 21446. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.			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.		
15. Hard to Get		13 16	20. Hummingbird		18 13
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.		
Third Ten					
21. I'll Never Stop Loving You		19 13	25. Same Ole Saturday Night		25 3
By Kahn and Bradszky—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.			By Sammy Cahn & Frank Reardon—Published by Barton (ASCAP) RECORD AVAILABLE: F. Sinatra, Cap 3154.		
22. Gum Drop		21 8	27. Medic Theme (Blue Star)		28 11
By Rudy Toombs—Published by Toombs (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70668; Gum Drops, King 1496; O. Williams, DeLuxe 6090; Mills Brothers, Dec 20686.			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.		
23. Learnin' the Blues		20 21	28. I Hear You Knocking		- 1
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.			By David Bartholomew—Published by Commodore (BMI) RECORDS AVAILABLE: G. Storm, Dot 15412; S. Lewis, Imperial 5356.		
23. My Bonnie Lassie		26 3	29. You Are My Love		- 1
By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208.			By Nabbie—Published by Jubilee (ASCAP) RECORD AVAILABLE: J. James, M-G-M 12066.		
25. Only You		24 2	29. Pete Kelly's Blues		- 3
By Buck Ram—Published by Ram (BMI) RECORDS AVAILABLE: Platters, Mercury 70633; L. Dee, Wing 90015.			By Ray Heindorf & Sammy Cahn—Published by Mark VII Music, Inc. (ASCAP) RECORDS AVAILABLE: R. Anthony, Cap 3176; J. Christy, Cap 3213; E. Fitzgerald, Dec 29609; R. Heindorf, Col 40533. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.		

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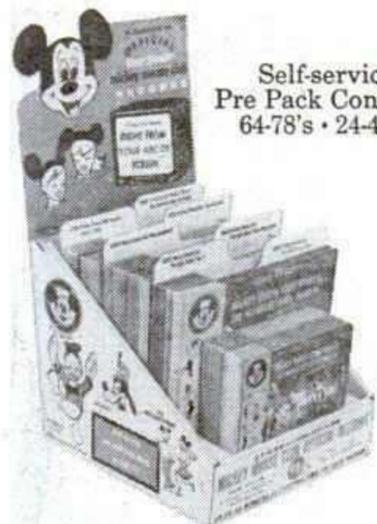
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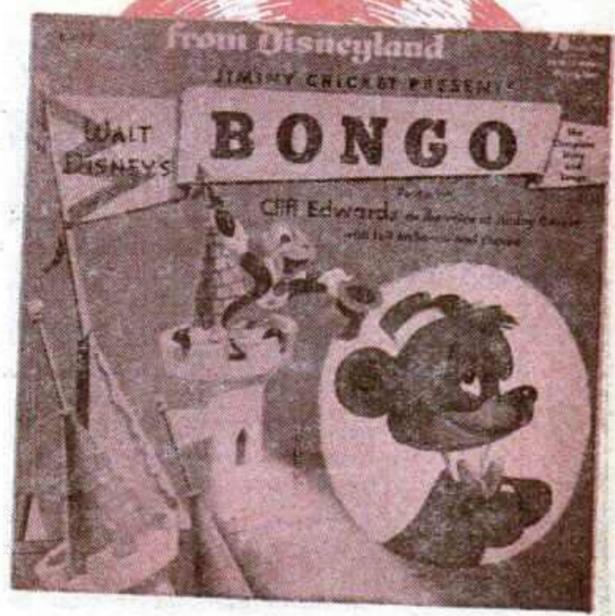
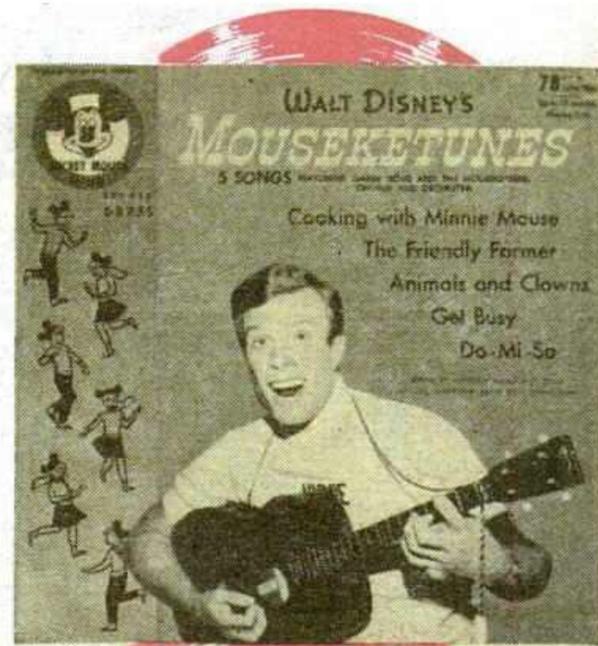


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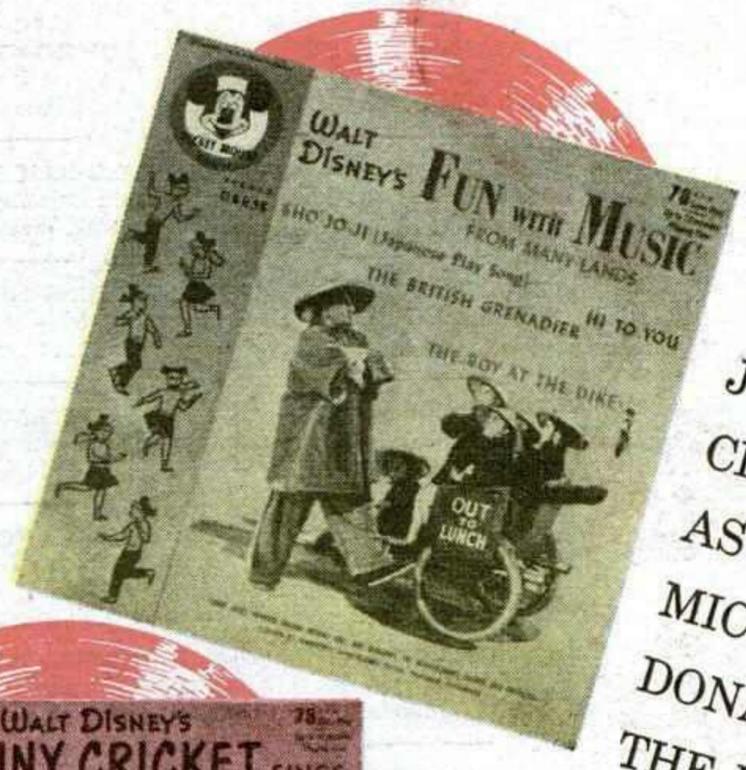


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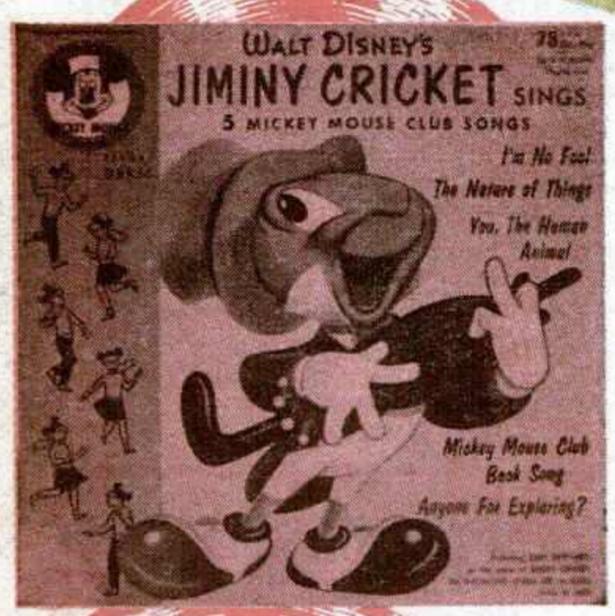
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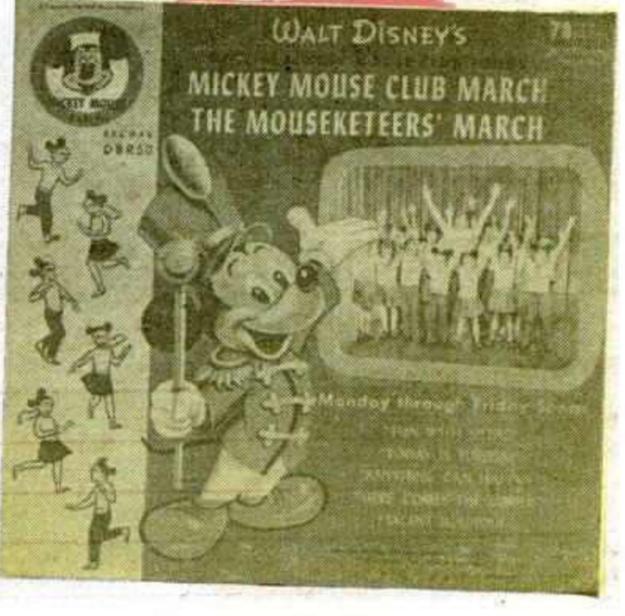
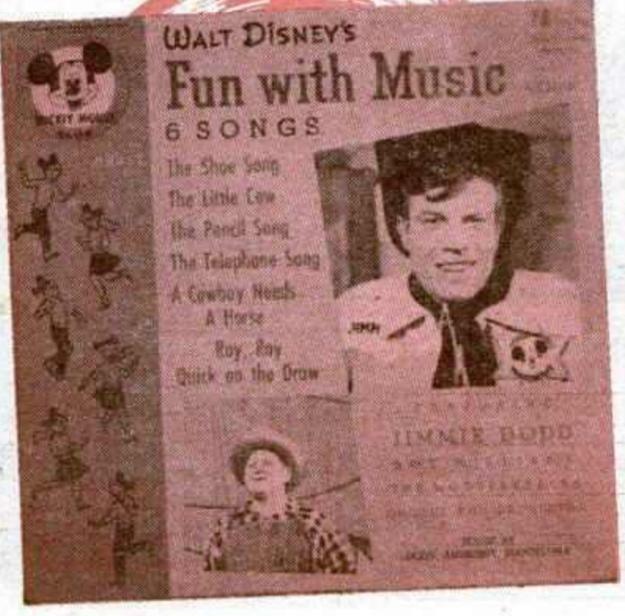
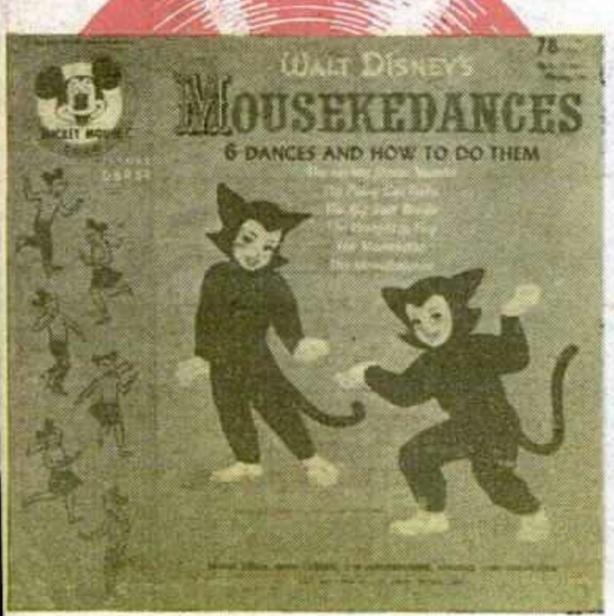


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HONOR ROLL OF HITS

TRADE MARK REG.

The Nation's 10 Top Tunes

FOR THE WEEK ENDING—SEPTEMBER 28, 1955

... based on **Billboard** weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators

1.	YELLOW ROSE OF TEXAS
2.	LOVE IS A MANY-SPLENDORED THING
3.	AUTUMN LEAVES
4.	AIN'T THAT A SHAME
5.	SEVENTEEN
6.	WAKE THE TOWN AND TELL THE PEOPLE
7.	BIBLE TELLS ME SO
8.	SUDDENLY THERE'S A VALLEY <i>First time in Top Ten</i>
9.	MOMENTS TO REMEMBER
10.	SHIFTING WHISPERING SANDS <i>First time in Top Ten</i>

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending September 28

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. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	2	6	6
Shine On, Harvest Moon (ASCAP)—Dec 29625			
2. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller.....	1	10	10
Blackberry Winter (BMI)—Col 40540			
3. AUTUMN LEAVES (ASCAP)—R. Williams.....	3	9	9
Take Care (BMI)—Kapp 116			
4. AIN'T THAT A SHAME (BMI)—P. Boone.....	4	13	13
Tennessee Saturday Night (BMI)—Dot 15377			
5. MOMENTS TO REMEMBER—(ASCAP)—Four Lads.....	5	6	6
Dream On, My Love, Dream On (ASCAP)—Col 40539			
6. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	6	9	9
You're in Love With Someone (ASCAP)—Coral 61476			
7. SEVENTEEN (BMI)—Fontane Sisters.....	9	7	7
If I Could Be With You (ASCAP)—Dot 15386			
8. TINA MARIE (ASCAP)—P. Como.....	7	8	8
Fooled (ASCAP)—Vic 20-6192			
9. SHIFTING, WHISPERING SANDS (Parts I & II) (BMI)—B. Vaughn....	13	3	3
Dot 15409			
10. BIBLE TELLS ME SO (ASCAP)—D. Cornell.....	11	5	5
LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467			
11. MAYBELLENE (BMI)—C. Berry.....	9	8	8
Wee Wee Hours (BMI)—Chess 1604			
12. BLACK DENIM TROUSERS (BMI)—Cheers.....	17	3	3
Some Night in Alaska (BMI)—Cap 3219			
13. ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	8	22	22
Thirteen Women (BMI)—Dec 29124			
14. SHIFTING, WHISPERING SANDS (BMI)—R. Draper.....	22	2	2
Last Frontier (ASCAP)—Mercury 70696			
15. SEVENTEEN (BMI)—B. Bennett.....	12	14	14
Little Old You-All (BMI)—King 1470			
16. GUM DROP (BMI)—Crew Cuts.....	16	7	7
Present Arms (ASCAP)—Mercury 70668			
17. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter.....	14	9	9
I'll Never Stop Loving You (ASCAP)—Cap 3120			
18. ONLY YOU (BMI)—Platters.....	21	2	2
Bark, Battle and Ball (BMI)—Mercury 70633			
19. HE (BMI)—A. Hibbler.....	19	2	2
Breeze (ASCAP)—Dec 29660			
20. LONGEST WALK (ASCAP)—J. P. Morgan.....	15	5	5
Swanee (ASCAP)—Vic 20-6182			
21. SUDDENLY THERE'S A VALLEY (BMI)—G. Grant.....	—	1	1
Love Is (BMI)—Era 1003			
22. MY BONNIE LASSIE (ASCAP)—Ames Brothers.....	—	1	1
So Will I (BMI)—Vic 20-6208			
23. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—M. Carson.....	24	7	7
Hold Me Tight (ASCAP)—Col 40537			
24. SONG OF THE DREAMER (BMI)—E. Fisher.....	17	7	7
Don't Stay Away Too Long (ASCAP)—Vic 20-6196			
25. HARD TO GET (ASCAP)—G. MacKenzie.....	20	19	19
Boston Fancy (BMI)—X 0137			

DEALERS AND OPERATORS...

Top Ten Tunes Poster

is on page 31

Tomorrow's Hits... Today

Poster is on page 48

• THIS WEEK'S BEST BUYS

AT MY FRONT DOOR (Tollie, BMI)

NO ARMS CAN EVER HOLD YOU (Gil, BMI)
—Pat Boone—Dot 15422

Boone has taken over another r.&b. tune, with impressive commercial results. "At My Front Door" has moved out especially fast in Southern and Midwest areas. Chicago, Cincinnati, Milwaukee, Kansas City, St. Louis, Richmond, Durham, Nashville report outstanding volume. On the Eastern Seaboard, best reports were received from Providence, Baltimore and Philadelphia. "No Arms" is the preferred side at this time, but enough action on the flip has been indicated to make it a threat. A previous Billboard "Spotlight" pick.

HE (Avas, BMI)—The McGuire Sisters—Coral 61501

With two records by the McGuire Sisters released within a short time, the public has had a chance to choose a favorite. "He" clearly is it. The disk has taken over the steam that "Give Me Love" worked up, and is now snowballing into a leading chart threat. The majority of sales areas checked indicated good to strong volume. Flip is "If You Believe" (Chappell, ASCAP). A previous Billboard "Spotlight" pick.

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

AMUKIRIKI (Famous, ASCAP)

MAGIC MELODY (Iris-Trojan, BMI)—Les Paul and Mary Ford—Capitol 3248

The duo is following up "Hummingbird" with another fast seller. In the boxes and over the counter, this disk is pulling in a heap of coin. Territories reporting particularly keen action included Philadelphia, Buffalo, Pittsburgh, Cleveland, Milwaukee, Detroit, Providence, Richmond, Baltimore and St. Louis. "Amukiriki" is the leading side by a considerable margin, but the flip is doing nicely in many areas and could be a sleeper. A previous Billboard "Spotlight" pick.

SUDDENLY THERE'S A VALLEY (Warman-Hill & Range, BMI)—Jo Stafford—Columbia 40559

As this tune continues to climb up the "Honor Roll of Hits," all versions keep on growing. Records by Gogi Grant and Julius LaRosa were previously picked as Best Buys, and still lead Stafford. The latter thrush has a strong following, however, and they are now bringing their forces forward. The Columbia disk is selling nicely in Providence, Pittsburgh, Milwaukee, Detroit, Nashville, Durham, Atlanta and St. Louis. Flip is "Night Watch" (Copar, BMI). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending September 28

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 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 (ASCAP)—M. Miller.....	1	8	8
Blackberry Winter (BMI)—Col 40540			
2. AIN'T THAT A SHAME (BMI)—P. Boone.....	2	13	13
Tennessee Saturday Night (BMI)—Dot 15377			
3. SEVENTEEN (BMI)—Fontane Sisters.....	4	8	8
If I Could Be With You (ASCAP)—Dot 15386			
4. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond.....	5	7	7
You're in Love With Someone (ASCAP)—Coral 61476			
5. ROCK AROUND THE CLOCK (ASCAP)—B. Haley.....	3	17	17
Thirteen Women (BMI)—Dec 29124			
6. MAYBELLENE (BMI)—C. Berry.....	7	6	6
Wee Wee Hours (BMI)—Chess 1604			
7. LONGEST WALK (ASCAP)—J. P. Morgan.....	11	7	7
SWANEE (ASCAP)—Vic 20-6182			
8. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces.....	13	3	3
Shine On, Harvest Moon (ASCAP)—Dec 29625			
9. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter.....	9	4	4
I'll Never Stop Loving You (ASCAP)—Cap 3120			
9. AUTUMN LEAVES (ASCAP)—R. Williams.....	16	4	4
Take Care (BMI)—Kapp 116			
11. TINA MARIE (ASCAP)—P. Como.....	8	6	6
Fooled (ASCAP)—Vic 20-6192			
12. HARD TO GET (ASCAP)—G. MacKenzie.....	6	14	14
Boston Fancy (BMI)—X 0137			
13. SEVENTEEN (BMI)—B. Bennett.....	10	7	7
Little Old You-All (BMI)—King 1470			
14. HUMMINGBIRD (ASCAP)—L. Paul & M. Ford.....	13	11	11
Goodbye, My Love (ASCAP)—Cap 3165			
15. SONG OF THE DREAMER—E. Fisher.....	11	4	4
DON'T STAY AWAY TOO LONG (ASCAP)—Vic 20-6196			
16. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—M. Carson.....	16	4	4
Hold Me Tight (ASCAP)—Col 40537			
17. AIN'T THAT A SHAME (BMI)—Fats Domino.....	18	11	11
La La (BMI)—Imperial 5348			
17. BIBLE TELLS ME SO (ASCAP)—D. Cornell.....	19	3	3
LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467			
19. LEARNIN' THE BLUES (ASCAP)—F. Sinatra.....	15	17	17
If I Had Three Wishes (ASCAP)—Cap 3102			
19. I WANT YOU TO BE MY BABY (BMI)—L. Briggs.....	—	1	1
Don't Stay Away Too Long (BMI)—Epic 9115			

• Most Played by Jockeys

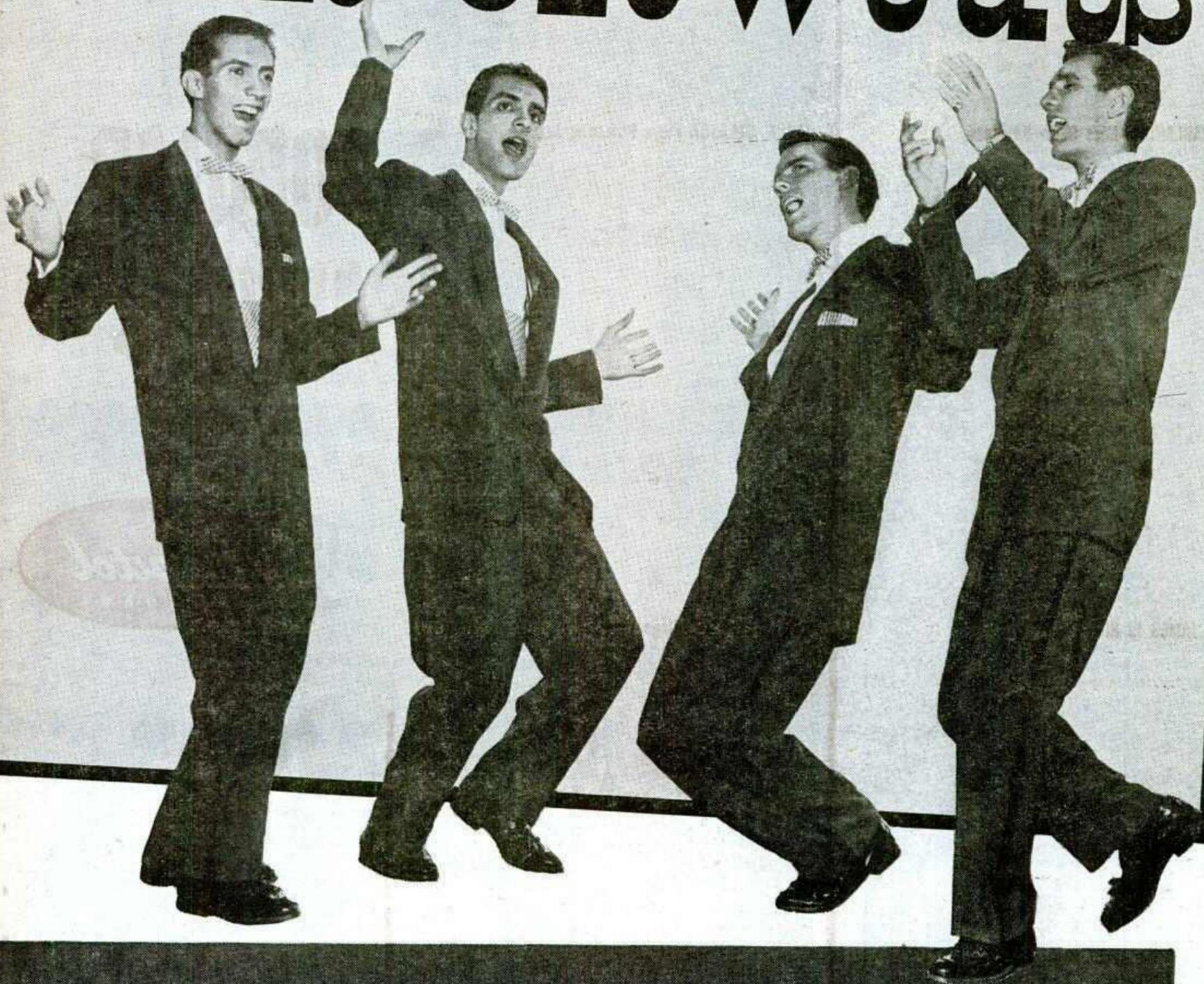
For survey week ending September 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout 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	10	10
Blackberry Winter (ASCAP)—Col 40540			
2. LOVE IS A MANY-SPLENDORED THING—Four Aces.....	2	7	7
Shine On, Harvest Moon (ASCAP)—Dec 29625			
3. AUTUMN LEAVES—R. Williams.....	4	5	5
Take Care (ASCAP)—Kapp 116			
4. AIN'T THAT A SHAME—P. Boone....	3	22	22
Tennessee Saturday Night (BMI)—Dot 15377			
5. YELLOW ROSE OF TEXAS—J. Desmond.....	5	8	8
You're in Love With Someone (ASCAP)—Coral 61476			
6. WAKE THE TOWN AND TELL THE PEOPLE—L. Baxter.....	6	9	9
I'll Never Stop Loving You (ASCAP)—Cap 3120			
7. MOMENTS TO REMEMBER (ASCAP)—Four Lads.....	9	4	4
Dream On, My Love, Dream On—Col 40539			
8. TINA MARIE—P. Como.....	7	8	8
Fooled (ASCAP)—Vic 20-6192			
9. SEVENTEEN—Fontane Sisters.....	8	8	8
If I Could Be With You (BMI)—Dot 15386			
10. SHIFTING, WHISPERING SANDS (Parts I & II) (BMI)—B. Vaughn....	11	3	3
Dot 15409—BMI			
11. LONGEST WALK—J. P. Morgan.....	10	8	8
Swanee (ASCAP)—Vic 20-6182			
12. BLACK DENIM TROUSERS—Cheers.....	—	1	1
Some Night in Alaska (BMI)—Cap 3219			
13. SAME OLE SATURDAY NIGHT—F. Sinatra.....	15	3	3
Fairy Tale (ASCAP)—Cap 3218			
14. WAKE THE TOWN AND TELL THE PEOPLE—M. Carson.....	—	5	5
Hold Me Tight (ASCAP)—Col 40537			
15. SUDDENLY THERE'S A VALLEY—G. Grant.....	19	2	2
Love Is (BMI)—Era 1003			
16. MY BONNIE LASSIE—Ames Bros.....	—	2	2
So Will I (ASCAP)—Vic 20-6208			
17. I WANT YOU TO BE MY BABY—G. Gibbs.....	14	3	3
Come Rain or Come Shine (BMI)—Mercury 70685			
18. BIBLE TELLS ME SO—D. Cornell....	20	4	4
Love Is a Many-Splendored Thing (ASCAP)—Coral 61467			
19. I WANT YOU TO BE MY BABY—L. Briggs.....	18	2	2
Don't Stay Away Too Long (BMI)—Epic 9115			
20. SUDDENLY THERE'S A VALLEY—J. LaRosa.....	—	1	1
Every Time That I Kiss Carrie (BMI)—Cadence 1270			

America's Most Consistent Hit Makers

The Crewcuts



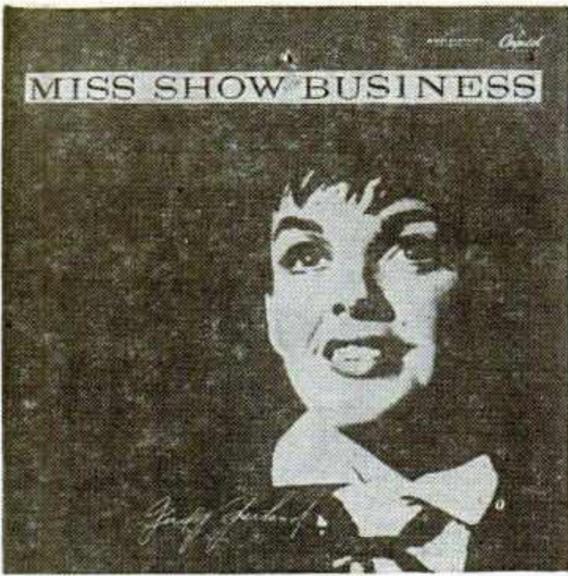
**"ARE YOU HAVIN'
ANY FUN"**

AND

"SLAM BAM"

MERCURY 70710

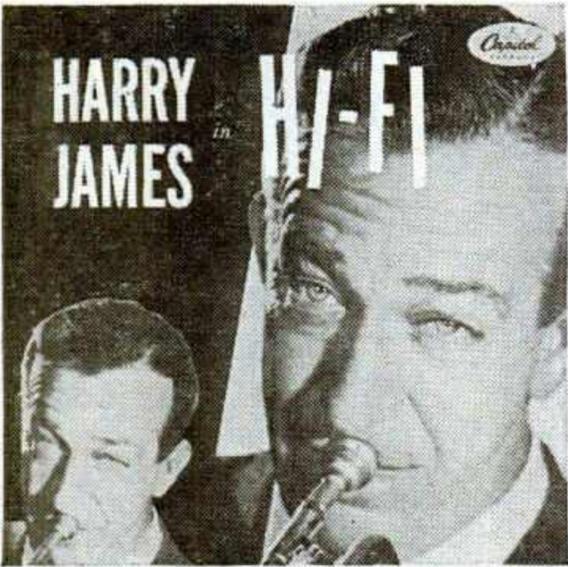




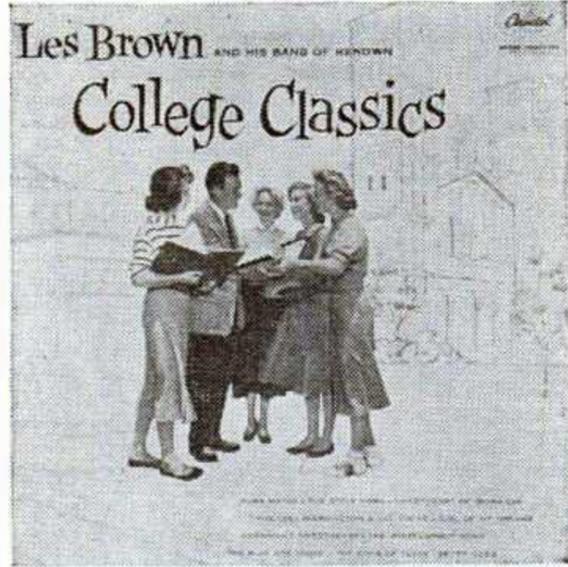
JUDY GARLAND — Miss Show Business
 Mixing laughter and tears as only she can, Judy sings 17 great songs from her fabulous career—all presented in a big High Fidelity package. **No. 676**



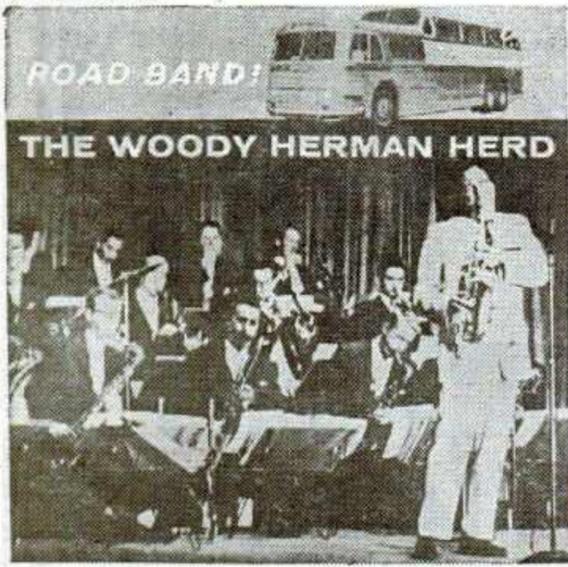
JACKIE GLEASON Plays Romantic Jazz
 The paragon of the tender moment and the sentimental mood has turned his touch to jazz! The result: swinging, up-tempo arrangements of everybody's favorite ballads **No. 568**



HARRY JAMES in Hi-Fi
 In brilliant High Fidelity, and more exciting than ever... the Music Makers, with memorable tunes of their great 15-year history... featuring vocalist Helen Forrest. **No. 654**



LES BROWN — College Classics
 The famously renowned band of Les Brown launches into a nostalgic selection of melodies familiar to prom-goers the nation over **No. 657**

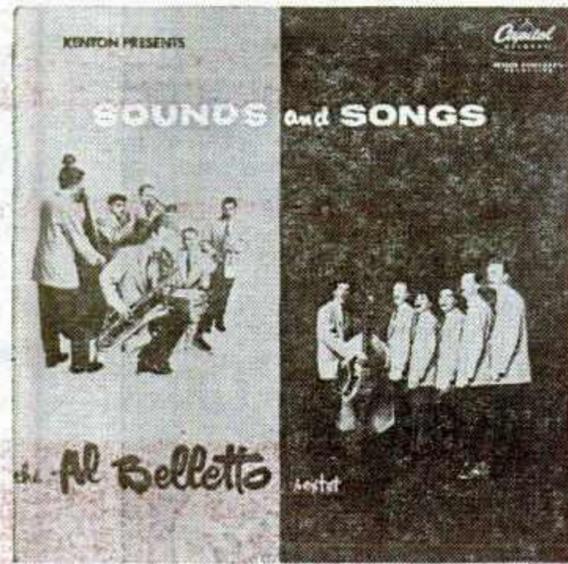


WOODY HERMAN — Road Band!
 The famous Third Herd plays originals and wonderful, wistful standards with the zest and sensitivity that have made all of Woody's Herds famous. **No. 658**

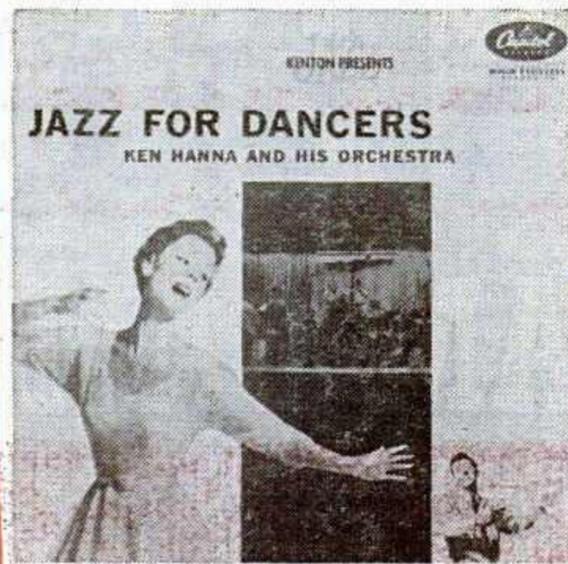


THE LES BROWN ALL STARS
 Four of Les Brown's most talented performers lead talented groups of their own through modern, high-style arrangements of originals and standards **No. 659**

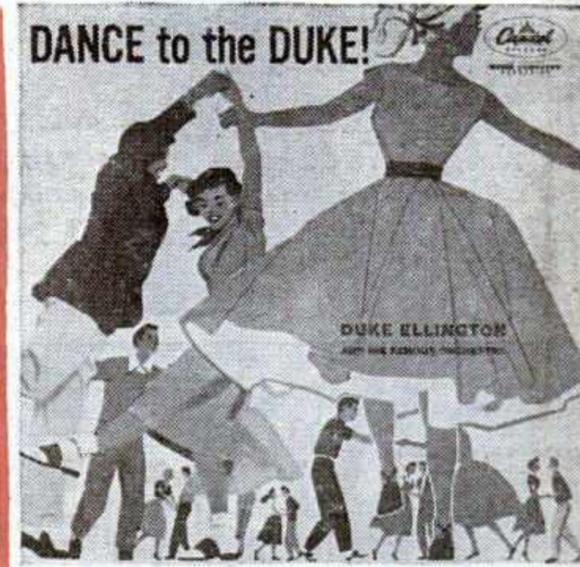
The most powerful array of **POPULAR ALBUMS** ever released by 



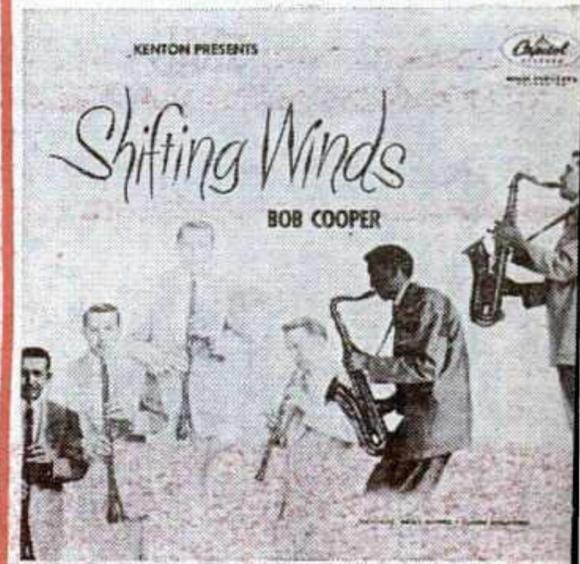
AL BELLETTO SEXTET — Sounds And Songs
 Six men who double adeptly on vocals and instrumentals... with an album of contemporary, moody, happy jazz **No. 6514**



KEN HANNA — Jazz For Dancers
 Neat, imaginative, big-band arrangements of music directed to people in love with dancing and good jazz, or just one of the two. **No. 6512**



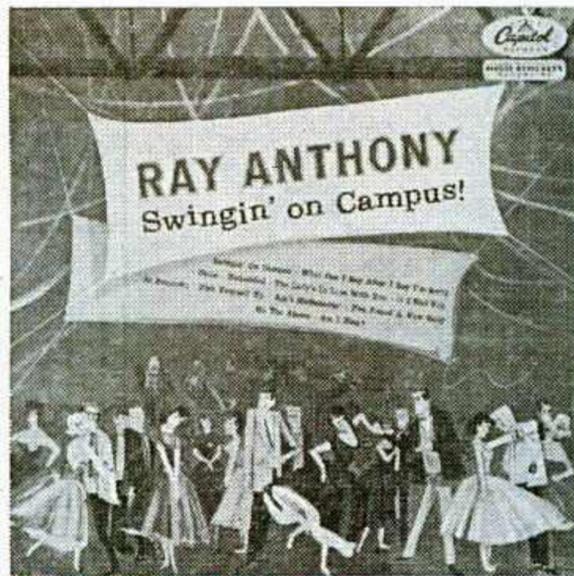
DUKE ELLINGTON — Dance To The Duke!
 For jazz fans and dance fans alike, the sophisticated jungle style of the Duke, with a unique selection of jazz classics **No. 63**



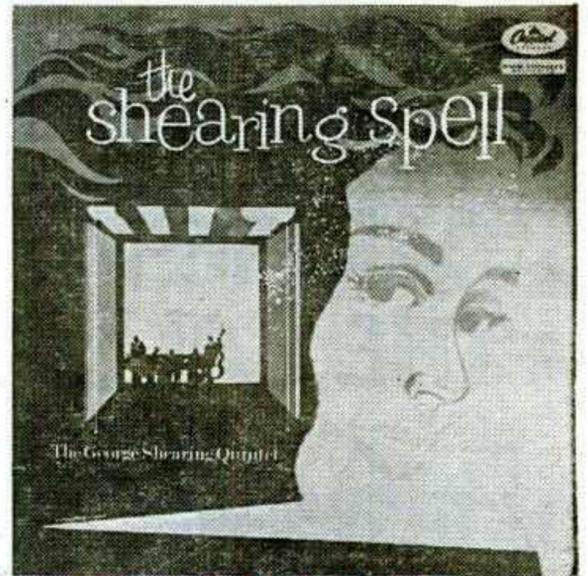
BOB COOPER OCTET — Shifting Winds
 Versatile West Coast artist Cooper directs a group of great talents through a many-colored collection of original jazz designs. **No. 65**



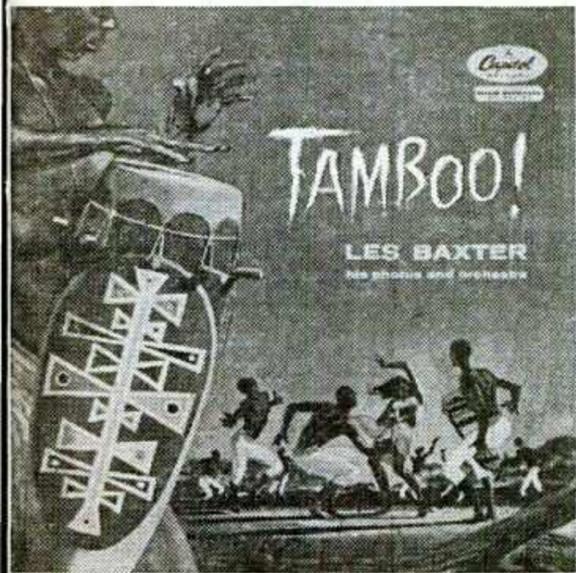
JUNE CHRISTY, STAN KENTON — Duet
For the first time on record in duet performances... Stan and June with a fine, stylish program of songs... a tasteful tribute to the craft of jazz musicianship. No. 656



RAY ANTHONY — Swingin' On Campus
For everybody — on campuses and off — young Mr. Music and his well-known horn... performing a swinging, sentimental array of tunes. No. 645



GEORGE SHEARING — The Shearing Spell
The pianist and the group that packs in knocked-out night-club audiences all over the country here perform finely swinging, exotic jazz. No. 648



LES BAXTER — Tamboo!
Les' original compositions and their rhythmic arrangements express in glowing musical terms the brilliant and subtle color of African and Latin-American music. No. 655



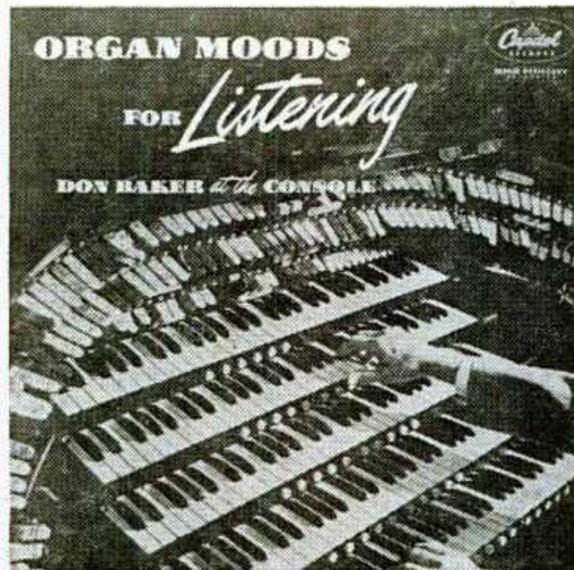
KAY STARR — In A Blue Mood
The mistress of the blues is at her best as she sings her way through this collection of sad and lovely songs. No. 580



STAN KENTON — Contemporary Concepts
Outstanding big band jazz, as Stan and group do standards like Yesterdays and Cherokee. The arrangements are by Bill Holman. No. 666



JUNE HUTTON, AXEL STORDAHL — Afterglow
Arranger Stordahl and singer Hutton create tasteful, poignant music throughout this collection of very familiar tunes. No. 643



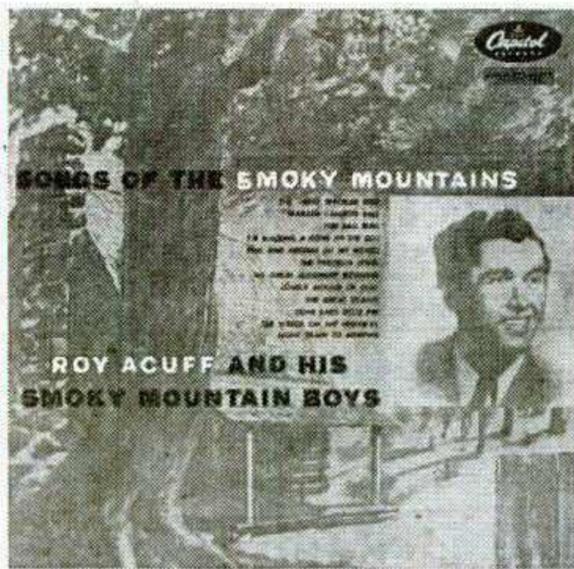
DON BAKER — Organ Moods For Listening
Masterfully manning the Mighty Wurlitzer, Don Baker dispels any archaic notion that the organ's music is for cathedrals only. The tunes he plays are well-loved standards. No. 612



WEBLEY EDWARDS — Hawaii Calls at Twilight
Authentic Hawaiian music, recorded on the beach at Waikiki, and beautifully reflecting the natives' warm regard for song fests at sundown. No. 582



JIMMY GIUFFRE — Tangents in Jazz
A revolution in modern music, brilliantly conceived by Jimmy Giuffre, and interpreted by his quartet of gifted West Coast jazz musicians. No. 634



ROY ACUFF — Songs of the Smoky Mountains
An album of Country and Western favorites, performed in a sincere, neighborly style by a well-beloved artist of almost legendary fame. No. 617



JOE "Fingers" CARR Plays The Classics
Mister Carr reduces time-honored compositions to his uninhibited idiom, and thereby creates bright, brash, wonderful ragtime. No. 649

The Billboard Music Popularity Charts
POPULAR RECORDS

• **Territorial Best Sellers**

For survey week ending September 28

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. Autumn Leaves, R. Williams, Kap.
3. Ain't That a Shame, P. Boone, Dot
4. You Win Again, Paulette Sisters, Cap.
5. He, A. Hibbler, Dec.

Baltimore

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Moments to Remember, Four Lads, Col.
4. Ain't That a Shame, P. Boone, Dot
5. Seventeen, B. Bennett, Kng.
6. Yellow Rose of Texas, M. Miller, Col.
7. Song of the Dreamer, E. Fisher, Vic.
8. Bible Tells Me So, D. Cornell, Cor.
9. Yellow Rose of Texas, J. Desmond, Cor.
10. Tina Marie, 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. Longest Walk, J. P. Morgan, Vic.
6. Bible Tells Me So, D. Cornell, Cor.
7. Tina Marie, P. Como, Vic.
8. Shifting, Whispering Sands B. Vaughn, Dot
9. I'm So Glad, Mickey & Sylvia, Rbw.
10. Black Denim Trousers, Cheers, Cap.

Buffalo

1. You Are My Love, J. James, M-G-M
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Autumn Leaves, R. Williams, Kap.
4. I Want You to Be My Baby G. Gibbs, Mer.
5. Tina Marie, P. Como, Vic.
6. He, A. Hibbler, Dec.
7. Yellow Rose of Texas, J. Desmond, Cor.
8. He, McGuire Sisters, Cor.
9. Black Denim Trousers, Cheers, Cap.

Chicago

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. Seventeen, B. Bennett, Kng.
6. Tina Marie, P. Como, Vic.
7. Only You, Platters, Mer.
8. Rock Around the Clock, B. Haley, Dec.
9. Rememb'ring P. L. Hayes & M. Healy, Col.
10. Shifting, Whispering Sands R. Draper, Mer.

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. Moments to Remember, Four Lads, Col.
5. Ain't That a Shame, P. Boone, Dot
6. Only You, Platters, Mer.
7. Seventeen, B. Bennett, Kng.
8. Tina Marie, P. Como, Vic.
9. Black Denim Trousers, Cheers, Cap.
10. Bible Tells Me So, D. Cornell, Cor.

Cleveland

1. Autumn Leaves, R. Williams, Kap.
2. Yellow Rose of Texas, M. Miller, Col.
3. Black Denim Trousers, Cheers, Cap.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. Moments to Remember, Four Lads, Col.
6. Shifting, Whispering Sands B. Vaughn, Dot
7. He, A. Hibbler, Dec.
8. Only You, Platters, Mer.
9. Someone You Love N. (King) Cole, Cap.

Dallas-Fort Worth

1. Yellow Rose of Texas, M. Miller, Col.
2. Autumn Leaves, S. Allen, Cor.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. At My Front Door, El Dorados, VJ.
5. Suddenly There's a Valley G. Grant, Era.
6. Ain't That a Shame, P. Boone, Dot
7. He, A. Hibbler, Dec.
8. Shifting, Whispering Sands B. Vaughn, Dot
9. Song of the Dreamer, E. Fisher, Vic.

Denver

1. Ain't That a Shame, P. Boone, Dot
2. Yellow Rose of Texas, M. Miller, Col.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Autumn Leaves, R. Williams, Kap.
5. Shifting, Whispering Sands R. Draper, Mer.
6. Moments to Remember, Four Lads, Col.
7. Song of the Dreamer, E. Fisher, Vic.

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. Shifting, Whispering Sands B. Vaughn, Dot
7. Black Denim Trousers, Cheers, Cap.
8. Ain't That a Shame, P. Boone, Dot
9. My Bonnie Lassie, Ames Brothers, Vic.
10. Hawk-Eye, F. Laine, Col.

Kansas City

1. Moments to Remember, Four Lads, Col.
2. Shifting, Whispering Sands B. Vaughn, Dot
3. Autumn Leaves, R. Williams, Kap.
4. Yellow Rose of Texas, M. Miller, Col.
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Bible Tells Me So, D. Cornell, Cor.
7. Suddenly There's a Valley G. Grant, Era.
8. Tina Marie, P. Como, Vic.
9. Wake the Town and Tell the People M. Carson, Col.

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. Black Denim Trousers, Cheers, Cap.
6. Tina Marie, P. Como, Vic.
7. Ain't That a Shame, P. Boone, Dot
8. Wake the Town and Tell the People L. Baxter, Cap.

Milwaukee

1. Autumn Leaves, R. Williams, Kap.
2. Moments to Remember, Four Lads, Col.
3. Black Denim Trousers, Cheers, Cap.
4. Gum Drop, Crew Cuts, Mer.
5. Shifting, Whispering Sands R. Draper, Mer.
6. You Win Again, Paulette Sisters, Cap.
7. Love Is a Many-Splendored Thing Four Aces, Dec.
8. Tina Marie, P. Como, Vic.
9. Suddenly There's a Valley G. Grant, Era
10. Yellow Rose of Texas, M. Miller, Col.

Mpls.-St. Paul

1. Autumn Leaves, R. Williams, Kap.
2. Shifting, Whispering Sands B. Vaughn, Dot
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Yellow Rose of Texas, J. Desmond, Cor.
5. Yellow Rose of Texas, M. Miller, Col.
6. Black Denim Trousers, Cheers, Cap.
7. Ain't That a Shame, P. Boone, Dot
8. Gum Drop, Crew Cuts, Mer.
9. Shifting, Whispering Sands R. Draper, Mer.
10. Rock Around the Clock, B. Haley, Dec.

New Orleans

1. Yellow Rose of Texas, M. Miller, Col.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Only You, Platters, Mer.
4. Autumn Leaves, R. Williams, Kap.
5. Maybellene, C. Berry, Chs.
6. Moments to Remember, Four Lads, Col.
7. He, A. Hibbler, Dec.
8. Seventeen, Fontane Sisters, Dot
9. You Are My Love, J. James, M-G-M
10. Soldier Boy, S. Gale, Vic.

New York

1. Yellow Rose of Texas, M. Miller, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Wake the Town and Tell the People L. Baxter, Cap.
5. Gum Drop, Crew Cuts, Mer.
6. Hard to Get, G. MacKenzie, X
7. Only You, Platters, Mer.
8. Ain't That a Shame, P. Boone, Dot

Philadelphia

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Yellow Rose of Texas, M. Miller, Col.
5. Bible Tells Me So, N. Noble, Wag.
6. Wake the Town and Tell the People M. Carson, Col.
7. Ain't That a Shame, P. Boone, Dot
8. Seventeen, Fontane Sisters, Dot
9. Moments to Remember, Four Lads, Col.
10. Shifting, Whispering Sands R. Draper, Mer.

Pittsburgh

1. Yellow Rose of Texas, M. Miller, Col.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Come Home, B. Johnson, Kng.
4. He, A. Hibbler, Dec.
5. Black Denim Trousers, Cheers, Cap.
6. Autumn Leaves, R. Williams, Kap.
7. At My Front Door, El Dorados, VJ.
8. Shifting, Whispering Sands R. Draper, Mer.
9. Honest, Darling, Four Voices, Col.
10. Moments to Remember, Four Lads, Col.

St. Louis

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Shifting, Whispering Sands R. Draper, Mer.
4. Moments to Remember, Four Lads, Col.
5. Shifting, Whispering Sands B. Vaughn, Dot
6. Tina Marie, P. Como, Vic.
7. Yellow Rose of Texas, M. Miller, Col.
8. Longest Walk, J. P. Morgan, Vic.
9. He, A. Hibbler, Dec.
10. Fooled, P. Como, Vic.

San Francisco

1. Yellow Rose of Texas, M. Miller, Col.
2. Ain't That a Shame, P. Boone, Dot
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Rock Around the Clock, B. Haley, Dec.
5. Seventeen, Fontane Sisters, Dot
6. Autumn Leaves, R. Williams, Kap.
7. Gum Drop, Crew Cuts, Mer.
8. Tina Marie, P. Como, Vic.
9. Hard to Get, G. MacKenzie, X

Seattle

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Shifting, Whispering Sands B. Vaughn, Dot
3. Yellow Rose of Texas, M. Miller, Col.
4. Moments to Remember, Four Lads, Col.
5. Gum Drop, Crew Cuts, Mer.
6. Seventeen, Fontane Sisters, Dot
7. Song of the Dreamer, E. Fisher, Vic.
8. Black Denim Trousers, Cheers, Cap.
9. Suddenly There's a Valley J. Stafford, Col.
10. Autumn Leaves, R. Williams, Kap.

Toronto

1. Ain't That a Shame, P. Boone, Dot
2. Yellow Rose of Texas, J. Desmond, Cor.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Moments to Remember, Four Lads, Col.
5. Rock Around the Clock, B. Haley, Dec.
6. Autumn Leaves, R. Williams, Kap.
7. Wake the Town and Tell the People L. Baxter, Cap.
8. Bible Tells Me So, D. Cornell, Cor.
9. Tina Marie, P. Como, Vic.

M-G-M CARRIES THE BALL

JONI JAMES

YOU ARE MY LOVE

and I LAY ME DOWN TO SLEEP

MGM 12066 78 rpm
K 12066 45 rpm

Billboard Best Buy

ORCH. & CHORUS CONDUCTED BY DAVID TERRY

4 SPECIALS

DAVID ROSE and his Orchestra

LOVE IS A MANY-SPLENDORED THING

and YOU AND YOU ALONE (Gelsomina)

MGM 30883 78 rpm
K 30883 45 rpm

THE ONLY INSTRUMENTAL VERSION

BETTY MADIGAN

THERE SHOULD BE RULES (Protecting Fools Who Fall in Love)

STRANGERS

MGM 12094 78 rpm • K 12094 45 rpm

JOE LIPMAN and his Orchestra

DOG FACE SOLDIER

STREET SCENE

MGM 12102 78 rpm • K 12102 45 rpm

RAY CHARLES singers

AUTUMN LEAVES and **EARLY AUTUMN**

MGM 12068 78 rpm • K 12068 45 rpm

AUTUMN NOCTURNE

THE RAY CHARLES SINGERS

X271 45 rpm extended play
X1123 45 rpm extended play

MITZI MASON

BRING ME A BLUEBIRD

BUT I WAS WRONG

MGM 12097 78 rpm • K 12097 45 rpm

ART MOONEY and his Orchestra

THE GIRL I LEFT BEHIND ME

GIVE ME A BAND AND MY BABY

MGM 12073 78 rpm • K 12073 45 rpm

GEORGE RUSSELL and his Orchestra

COLLEGE MEDLEY

Part 1
On, Brave Old Army Team
On Wisconsin
Rambling Wreck From Georgia Tech
Notre Dame Victory March

Part 2
Anchors Aweigh
Yale Boo!a
Fight On (Southern California)
The Eyes of Texas (University of Texas)

MGM 12101 78 rpm • K 12101 45 rpm

ROBBIN HOOD

DANCIN' IN MY SOCKS

and **HAPPY IS MY HEART**

MGM 12046 78 rpm • K 12046 45 rpm

Laurie Johnson and his Orchestra

SONG OF THE PEARL FISHERS

LETTER TO VIRGINIA

MGM 12069 78 rpm • K 12069 45 rpm

RAY HANEY

WALKING THE BLUES

and **TATERED OUT**

MGM 12062 78 rpm • K 12062 45 rpm

Billboard Review Spotlight

JACK VALENTINE

GUNSMOKE

and **RECKON I'M HOMESICK**

MGM 12063 78 rpm • K 12063 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE. NEW YORK 36, N. Y.

Double **AA** presents...

a great NEW Singing Discovery

Dick Roman

Singing

'HOW MANY OTHERS'

Already Breaking
BIG in Boston,
Philadelphia
and Chicago

The most exciting
voice to come along
in the last ten years

'I'M YOUR BOY'

Double AA #116

Arranged and Conducted by **GEORGE SIRAVO**



George Siravo (right) checks orchestration as Dick belts out lyrics

Double **AA**

SHE ROCKS YOU

WITH THIS RHYTHM AND BLUES HIT!



**WHY
DON'T
YOU
WRITE
ME?**

Published by
Golden State Songs (BMI)
Mercury #12118

JOYCE



Personal Management ROY RODDE Productions

*SHE THRILLS YOU
WITH THIS TENDER LOVE BALLAD!*

**LOVE
IS A
MANY-
SPLENDORED
THING**

Published by
Miller Music Corp. (ASCAP)
Mercury #12117

BRADLEY

**NEWEST
MERCURY
SENSATION!**

Orchestrations by HAL BORNE • Backed by THE STARLIGHTERS



Leo J. Meyberg Company

— RCA VICTOR DISTRIBUTOR



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satisfied
REPUBLIC
customer!

"We route shipments via REPUBLIC CARLOADING for two reasons. First, they know how important speed and safety is to a record distributor, and second, they know how to provide it."

Mr. G. Kelley
Mr. G. Kelley
Traffic Mgr.
Leo J. Meyberg Co.

Write today for a FREE copy of our Service Guide. A helpful booklet covering factual forwarder information also available on request. Address your reply to our Headquarters—168 Twelfth Avenue, N. Y. 1, N. Y.

At this moment hundreds of record shipments are moving safely and swiftly to market via REPUBLIC. We are familiar with the transportation requirements of the record industry, and appreciative of the need to get shipments delivered in time to meet changing consumer demands.



The Original—The Best Selling—The #1 Record!

GOGI GRANT 'SUDDENLY THERE'S A VALLEY'

THIS WEEK'S BEST BUYS

SUDDENLY THERE'S A VALLEY (Warman-Hill & Range, BMI)—Gogi Grant—Era 1003
The past few weeks have witnessed a lively struggle between numerous competing versions of this tune. The original recording by Gogi Grant has not only held its own, but is still at the top of the heap.

ERA RECORDS
1213 N. Highland Ave., Hollywood 38, Calif.
Phone HOLLYWOOD 2-6608

Large RCA Victor Record Distributor
Has Opening For

SALES MANAGER

Record Department.

Executive position. All replies strictly confidential.

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BOX D-153

c/o The Billboard, Cincinnati 22, O.

ACE RECORDS JACKSON, MISS.

AMERICA'S NEWEST POP HITS

"THOSE LONELY, LONELY NIGHTS"

"I HAD A DREAM" by ANN CLARK



#1006
'THE WEDDING SONG'
(UNTIL DEATH DO US PART)
by RITA RAINES
records 64 W. Randolph, Chicago

It's Beautiful! It's Wonderful!

That's what everybody says about the new Cardinal record No. 1031 (ASCAP)

Dr. Inscho's "In the Twilight Rays" • "Love's Sweet Story"

Played on all stations in United States and Canada.

On 200 Juke Boxes in K. C.!

Played Everywhere Live Music Is Played in K. C.!

and on Thousands of Juke Boxes From Coast to Coast.

If your record dealer doesn't have it, order from Jenkins Music Co., Kansas City, Mo.

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. You Are My Love **Joni James**
(ASCAP) M-G-M 12066
2. He **McGuire Sisters**
(BMI) Coral 61501
3. Suddenly There's a Valley ... **Julius LaRosa**
(BMI) Cadence 1270
4. Same Ole Saturday Night
Fairy Tale **Frank Sinatra**
(ASCAP); (ASCAP) Capitol 3218
5. Suddenly There's a Valley **Jo Stafford**
(BMI) Columbia 40559
6. Someone You Love
Forgive My Heart **Nat (King) Cole**
(BMI); (ASCAP) Capitol 3234
7. Hawk-Eye **Frankie Laine**
(BMI) Columbia 40558
8. At My Front Door **El Dorados**
(BMI) Vee-Jay 147
9. Amukiriki
Magic Melody **Les Paul & Mary Ford**
(ASCAP); (BMI) Capitol 3248
10. At My Front Door
No Arms Can Ever Hold You **Pat Boone**
(BMI); (BMI) Dot 15422

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

- A Satisfied Mind (R)—Starrite—BMI
- Ain't That a Shame (R)—Commodore—BMI
- At My Front Door (R)—Tollie—BMI
- Autumn Leaves (R)—Ardmore—ASCAP
- Bible Tells Me So (R)—Paramount-Rogers—ASCAP
- Domani (R)—Montauk—BMI
- Foiled (R)—Harms—ASCAP
- Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP
- Hard to Get (R)—Witmark—ASCAP
- Hummingbird (R)—Jungnickel—ASCAP
- I'll Never Stop Loving You (R) (F)—Feist—ASCAP
- Johnny Be Smart (R)—Stratton—BMI
- Learnin' the Blues (R)—Barton—ASCAP
- Longest Walk (R)—Advanced—ASCAP
- Love and Marriage (R)—Barton—ASCAP
- Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
- My Bonnie Lassie (R)—Leeds—ASCAP
- People Will Say We're in Love (R)—Williamson—ASCAP
- Rockin' the Cha Cha (R)—Porgie—BMI
- Same Ole Saturday Night (R)—Barton—ASCAP
- Seventeen (R)—Lois—BMI
- Soldier Boy (R)—E. B. Marks—BMI
- Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
- Sweet Song of India (R)—Tee-Kaye—ASCAP
- Then I'll Be Happy (R)—Bourne—ASCAP
- Tina Marie (R)—Roncom—ASCAP
- Toy Tiger (R)—Northern—ASCAP
- Wake the Town and Tell the People (R)—Joy—ASCAP
- Yellow Rose of Texas (R)—Planetary—ASCAP
- Young Ideas (R)—Harms—ASCAP

Television

- Ain't That a Shame (R)—Commodore—ASCAP
- At My Front Door (R)—Tollie—BMI
- Autumn Leaves (R)—Ardmore—ASCAP
- Banjo's Back in Town (R)—World—ASCAP
- Bible Tells Me So (R)—Paramount-Rogers—ASCAP
- Croce Di Oro (R)—Shapiro-Bernstein—ASCAP
- Fairy Tales (R)—Miller—ASCAP
- Gobs and Gobs of Gobs (R)—Durante—ASCAP
- Gum Drop (R)—Toombs—ASCAP
- Hard to Get (R)—Witmark—ASCAP
- He (R)—Avas—BMI
- Heart (R)—Frank—ASCAP
- I Kiss You a Million Times (R)—E. H. Morris—ASCAP
- I Want You to Be My Baby (R)—Victory—BMI
- If It's a Dream (R)—Chappell—ASCAP
- I'll Never Stop Loving You (R)—Feist—ASCAP
- Learnin' the Blues (R)—Barton—ASCAP
- Longest Walk (R)—Advanced—ASCAP
- Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
- Love Me or Leave Me—Bregman, Vocco & Conn—ASCAP
- Lover, Lover (Never Leave Me) (R)—Ardmore—ASCAP
- Play a Waiting Game (R)—Country—BMI
- Rock Around the Clock (R) (F)—Myers—ASCAP
- Seventeen (R)—Lois—BMI
- Something's Gotta Give (R) (F)—Robbins—ASCAP
- Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
- Sweet and Gentle (R)—Peer—BMI
- Teen-Ager's Waltz (R)—Tee-Pee—ASCAP
- Wake the Town and Tell the People (R)—Joy—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... Planetary	1		9
2. Autumn Leaves... Ardmore	2		4
3. Love Is a Many-Splendored Thing... Miller	4		5
4. Bible Tells Me So... Paramount-Roy Rogers	3		8
5. Wake the Town and Tell the People... Joy	5		8
6. Seventeen... Lois	6		7
7. Suddenly There's a Valley... Warman-Hill & Range	7		4
8. Ain't That a Shame... Commodore	8		7
9. I'll Never Stop Loving You... Feist	9		12
10. Hard to Get... Witmark	10		16
11. Moments to Remember... Beaver	13		2
12. He... Avas	11		2
12. Longest Walk... Advance	—		2
14. Song of the Dreamer... Ludlow	14		4
14. Blue Star (Medic)... Chappell	—		10

A BIG NEW HIT FROM...

Lawrence WELK



BONNIE BLUE GAIL

Vocal
by
THE
SPARKLERS

b/w
SAM,
THE OLD
ACCORDION
MAN

CORAL
61515
(78 RPM)
P-61515
(45 RPM)

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hits are
on...

CORAL RECORDS
America's Fastest Growing Record Company

KaHill SPECIAL EDITION

#1006

"I'VE GOT NEWS FOR YOU"

WRITTEN BY BILL HALEY

PENNY SMITH

"THE GAL WITH THE BEAT"

#1006

"MAD MAD MAD"

Written by Bill Anson

OTHER FAST MOVING KaHill Records

#1001

"Oh Baby Doll"

by the Three Twins

#1002

"Broken Promises"

by Dolph Hewitt

#1003

"Company Comin'"

by Lu Lu Bell & Scotty

#1004

"You'll Do It Some Day"

by the Three Twins

#1005

"Monkey Dance"

by Ron Terry & Evie Evaci

BE SURE TO SEND FOR YOUR COPY TODAY
GET ON OUR MAILING LIST FOR FUTURE HITS

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VOX JOX

By JUNE BUNDY

WAIN MOVES WIGWAM: Norman (Big Chief) Wain, erstwhile WDOK, Cleveland, deejay, has switched his teepee to WJW, same city. Wain, whose nickname stems from his mother's Iroquois blood, will hold down two different slots on WJW—from 11:30 a.m. to 1:30 p.m., and 7:15 to 9:30 p.m. On his shows he'll feature Cleveland's top 20 plus music for all types of dancing. . . . Jockey Jerry Kay has left WTIK, New Orleans, for a long move north to WAVZ, New Haven, Conn., where he'll do two morning shows.

AUDIENCE BUILDERS: "I'd rather listen to Bill Davis than watch Marilyn Monroe because . . ." The writers of the best wind-up to this sentence get a full album of jazz or r.&b. music from jockey Bill Davis, who has a daily two-hour show on KTLN, Denver. . . . Bill Keene and Merrie Lynn (KVOD, Denver), do a daily afternoon remote from the Denver airport called "Flight 630." Between records, important personalities flying in and out of the city are interviewed at the main flight gate. Plans now in the works point to participating sponsorship by the five major airlines with scheduled stops at Denver.

Tom Edwards, WERE, Cleveland, uses a daily "Memory Tune" gimmick to draw mail. Listeners send in their favorite song explaining why it's their favorite. Edwards plays the tune, reads the letter and sends the writer a free record by mail. . . . Jim Aylward of WHIL, Medford, Mass., uses taped interviews of people whose job or hobby leads up to a song cue. He sings live on the show, as well as playing recorded music. . . . At WBNY, Buffalo, Chuck Stevens did a complete show from an Air Force jet flying over the city at 550 miles per hour. He did the bit to help promote a local recruiting drive.

Doing his jockey show from the Kentucky State Fair Grounds, WHAS, Louisville, deejay John Farley pulled off a cute switch on the gift routine. Instead of steak knives, perfume, etc., he awarded a half bottle of shampoo, one earring, a dish cloth full of holes and other useless gifts. Audience was much impressed, he reports. . . . "Coburn's Caravan of Records" on KOL, Seattle, is running a contest on "Black Denim Trousers." The 10 listeners who give the best answer to "What happened to the terror of Highway 101 and his motorcycle" get free record albums.

A neat tie-in with dealers and distributors has been worked out by Don Sherman of WAFB-TV, Baton Rouge, La. Four new records each week vie for the title "Hit Song of the Week." Listeners vote by mail, and writers of the first 15 letters get free copies of the win-

Don Sawyer's "Dawn Patrol" on WWPB, Miami, is the only all-night deejay show in Florida. Sawyer works a unique club deal on the show, in which listeners who write in get special membership cards. Several sponsors, including a gas station, restaurant, an ice cream firm and a florist honor the cards with special discount and give-away deals. Between records, the deejay conducts in-person and long-distance phone interviews with recording artists.

YESTERYEAR'S TOPS—

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

OCTOBER 6, 1945:

1. Till the End of Time
2. On the Atchinson, Topeka and Sante Fe
3. I'll Buy That Dream
4. I'm Gonna Love That Guy
5. If I Loved You
6. Gotta Be This or That
7. Along the Navajo Trail
8. It's Only a Paper Moon
9. I Wish I Knew
10. You Came Along
11. How Deep Is the Ocean
12. Tampico
13. Love Letters
14. That's for Me
15. Chopin's Polonaise

OCTOBER 7, 1950:

1. Goodnight Irene
2. Mona Lisa
3. Play a Simple Melody
4. All My Love
5. Sam's Song
6. Can Anyone Explain?
7. Bonaparte's Retreat
8. Harbor Lights
9. La Vie En Rose
10. I'll Never Be Free

ing record. Distributors furnish records free and get plugged on the show. Record stores all plug the "Hit Record" on counters in a special display which also plugs the show.

JOCKEY BITS: Johnnie Andrews, of WTAM, Cleveland, whose "Morning Bandwagon" show is a featured local morning program, has signed a contract extension with the station. . . . Eddie Chase of CKLW, Windsor, Ont., and Detroit, takes off on a one-month tour of Africa next month. He'll tape descriptions of his travels and do interviews with kings of various tribes. These will be sent back for spots on his program which will continue in his absence. . . . Ray Grant has been signed as a jockey by KTSA, San Antonio. . . . Harold Carr succeeds Bill Terry as program director at KENS, also in San Antonio. Terry moves over to KFJZ, AM and TV, Fort Worth.

Bob Storm, KTLN, Tallulah, La., turned the tables on his listeners by winning a contest himself—the RCA Victor one on Tony Martin's last record. . . . Alice Gallaher, WINX, Rockville, Md., writes that on the "Gaithersburg Teen Show" the station asks listeners to identify an old song and artist, with the "record of the day" given away as a prize, plus a monthly album award. The mystery-oldies augment the program's regular line-up of the seven top tunes of the week. . . . On the subject of requests (mail vs. phone department), Michael Whorf, WOCB, West Yarmouth, Mass., says he prefers letters, since the phones keep him hopping from the mouthpiece to the mike on his Saturday show, "Rendezvous in Rhythm." More than 127 calls poured in one Saturday, and Whorf was the only one on duty.

Kenny Vincent, WEOL, Elyria, O., started a June Valli contest for the girl whose lip imprint is the closest match to that of the canary. He got the idea from a promotion card sent out on her recent record. . . . Bob Smith is conducting a daily "Bag of Dough" contest over WOXF, Oxford, N. C., featuring a weekly mystery tune gimmick, with Smith calling listeners. . . . Ray Corbin, WTFY, Brownsfield, Tex., pulled an extra 500 cards and letters the first week of a request-writing contest, wherein he gave 12 disks to the person writing the most cards and letters between August 15 and September 15. . . . Stan Wayne, WAYS, Charlotte, N. C., also reports a healthy mail response to a contest he ran to determine which version of "Gum Drop" his audience liked best—Otis Williams' or the Crew Cuts'. In one week he received 834 votes, and in two weeks, Wayne reports, he received 9,749 requests (all mail, no telephone calls) for records in general.

A GREAT NEW RELEASE



BY AMERICA'S NEWEST
SINGING STAR!

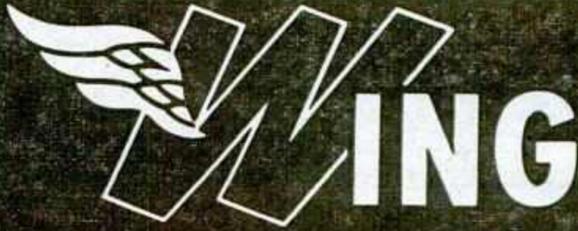
NICK NOBLE

**"THE BEST IS
YET TO COME"**

AND

**"IF IT HAPPENED
TO YOU"**

WING 90028



WING RECORDS A SUBSIDIARY OF MERCURY RECORD CORP.

The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on . . .

RECORDS

JAYE P. MORGAN . . . RCA Victor 6282 . . . PEPPER HOT BABY (Sheldon, BMI)

IF YOU DON'T WANT MY LOVE (Von Tilzer, ASCAP)
"Pepper" looks like a red-hot contender. It's a bouncy jump tune and the gal gets the most from the slick lyrics. The flip is a pleasant ballad, backed by heavy promotion via the November Pageant mag. Either side can generate plenty of action. Other version of "Pepper Hot Baby" released this week: Gisele MacKenzie—"X" 172.

MITCH MILLER ORK . . . Columbia 40575 . . . THE BONNIE BLUE GAL (Hollis, BMI)

The tune is based on another Confederate song, "The Bonnie Blue Flag," and replete with Miller's marching beat, it should be a money-making follow-up to "Yellow Rose." The flip, "Bel Sante," features chorus and ork in a tune based on an 18th century French melody. (Planetary, ASCAP). Other version released this week: Lawrence Welk—Coral 61515.

PATTI PAGE . . . Mercury 70713 . . . CROCE DI ORO (Shapiro-Bernstein, ASCAP)

SEARCH MY HEART (Berkshire, BMI)

This two-sided pick features Miss Page in completely different moods. "Croce" is a sweet, "Vaya Con Dios" type love song which gets a touching reading, using the multiple-voice technique. "Search My Heart" is a switch to the rhythm and blues pattern.

JOAN REGAN . . . London 1605 . . . CROCE DI ORO (Shapiro-Bernstein, ASCAP)

Miss Regan shows lots of poise on this touching love song. The sensitive, classy treatment of the tune shapes as one of the British thrush's best efforts to date. The flip is another well-voiced ballad, "Evermore" (Piccadilly, BMI).

KITTY KALLEN . . . Decca 29708 . . . HOW LONELY CAN I GET? (Northern, ASCAP)

SWEET KENTUCKY ROSE (Schwartz, ASCAP)

These two sides show the Kallen gal at her very best. "How Lonely Can I Get?" a lovely nostalgic tune, is sung in simple, tasteful style with emphasis on the melody thruout. "Kentucky Rose" is a nicely sung old-fashioned waltz ditty again spotlighting the gal in top form. There are several other versions of the song already out, but either side here is good enough to break out big. Other version of "Sweet Kentucky Rose" released this week: Jeffrey Clay—Coral 61511.

EDDY ARNOLD . . . RCA 6290 . . . THE RICHEST MAN (Showcase, BMI)

I WALKED ALONE LAST NIGHT (Reis, ASCAP)

See Country and Western Review Spotlight section.

• 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

BILL HAYES
White Buffalo82

CADENCE 1275—Hayes has a strong entry in this saga of the redman. James Brown will sing his M-G-M recorded version of the tune in an upcoming "Tin Tin" TV airer, but the Hayes side can cash in plenty from the plug too. This looks like a real contender. (Bourne, ASCAP)

The Legend of Wyatt Earp . . . 79
This is a fine tune with plenty of the currently hot "pioneering" flavor. Ralph Young is already out with a Decca version, but this one can keep the coin jingling too. (Four Jays, ASCAP)

DOROTHY COLLINS
My Boy Flat Top82

CORAL 61510—This answer to "Seventeen," like the flip, carries a bright sound. Likely to get good deejay exposure.

In Love . . . 78
A very smartly-produced disk with a bright sound. Dorothy Collins belts out a pop-styled r.&b. number with a lot of class.

NICK NOBLE
If It Happened to You81

WING 90028—Noble delivers this one with ease and assurance and the resemblance to Como, in the material, arrangement and vocal treatment won't hurt a bit. Jockeys and operators could easily go for it. (Oxford, ASCAP)

The Best Is Yet to Come . . . 76
This is one of those happy, "bright side of life" type ditties that bounces along. Ikt's pleasantly sung and Noble gets support from a good vocal group. Should

get its share of juke action. (Judy, ASCAP)

TONY MARTIN
Ev'rywhere80

VICTOR 6283—This fine English ballad is delivered with touching feeling. The Henri Rene ork and chorus sound good too. (Mills, ASCAP)

Hold Me in Your Heart . . . 79
This is a new take on "Sorrento" and it's one of Martin's better recent efforts. All the usual vocal savvy comes thru in a slow ballad that's well suited to the singer's style. (Rogers, ASCAP)

BILL HAYES
Kwela-Kwela80

CADENCE 1274—This is an African type ditty with a folksy flavor and enough commercialism to break thru. The side features the new sound of the "pogo cello" a one-stringed instrument used for percussion. (Peer, BMI)

That Do Make It Nice . . . 75
This is a cover of the Eddy Arnold country novelty, already on The Billboard c.&w. charts. It's a nice effort by Hayes. (Trinity, BMI)

FERKO STRING BAND
Deep in the Heart of Texas79

MEDIA 1016—Like the flip this is a number calculated to get the crowd singin' and swingin'. Should make lots of juke boxes jingle. (Melody Lane, BMI)

Happy Days Are Here Again . . . 77
This is another Ferko rouser with all the familiar gimmicks. A natural for big juke play. (Advanced, ASCAP)

LAWRENCE WELK ORK
Bonnie Blue Gal79

CORAL 61515—Welk is a hot property at the moment with a successful TV airer and a new album that's moving well. Altho this must battle the Mitch Miller waxing, it still can come in for good deejay support. (Hollis, BMI)

Sam, the Accordion Man . . . 73
This is a revival of a cute novelty item. It's good for TV showcasing but the flip will get the action.

LES BAXTER ORK
Monika78

CAPITOL 3259—"Monika" is another background-type tune given the usual fine Baxter treatment on this side. Flowing strings give it lush sound. Disk jockeys should go strong for it. (Starlight, ASCAP)

Song of the Bayou . . . 78
Baxter scores again with this standard. The ork sounds fine and the singers put forth a tasteful effort, building to an exciting climax, then sliding off to a lovely quiet finish. This could make the platter a two-sider for the maestro. (Feist, ASCAP)

THE MODERNAIRES
At My Front Door78

CORAL 61513—Another strong cover etching, altho flip should do better. Coupling is ideal for teen-age juke spots. (Tollie, BMI)

Alright, Okay, You Win . . . 77
Smart, pop cover of the rhythm item doing right well in r.&b. versions by the Count Basie ork and Ella Johnson, could rake in lots of coin. A spirited side that moves. (Munson, BMI)

GISELE MacKENZIE
Pepper Hot Baby78

"X" 172—The thrush is spotlighted here in a rockin' tune that moves fast and carries some cute lyrics. Jaye P. Morgan's disk of the tune spells big competition, but on the strength of her recent click "Hard to Get," Miss MacKenzie could break thru on this one. (Sheldon, BMI)

That's the Chance I've Got to Take . . . 76
This is a ballad well adapted to the gal's style. Altho the less flashy entry of the two sides, it makes pleasant listening and could win its share of spins. (Hill & Range, BMI)

CRAZY OTTO
If You Knew Susie78

(Like I Know Susie)
DECCA 29673—The venerable evergreen is recreated with great verve by the 88'er and his rhythm section. Should be enough of the honky-tonk piano trend around to spell okay sales and spins for this new entry from a b r o a d. (Shapiro-Bernstein, ASCAP)

Somebody Else Is Taking My Place . . . 76
More of the same in a relaxed shuffle beat. Shapiro-Bernstein, ASCAP)

CLIFFIE STONE ORK
Here Comes the Train78

CAPITOL 3244—Descriptive opus with a strong r.&b. beat is sung engagingly by Bob Roubian. Together with the train sounds etched on the platter, the vigorous chanting and orking will appeal to many. Could be a big one on the coin boxes. (Central, BMI)

Gonna Marry That Gal . . . 73
Another good side by the "Pooped to Pop" boys. Flip has the edge. (Central, BMI)

NORMAN LEYDEN ORK
Down in the Meadow77

DOT 15418—Leyden, one of the top arrangers for vocal dates, emerges here under his own aegis, leading a bright, colorful pop polka adaptation. Bernie Nee solos with the chorus, and soprano saxes lend a special cornball touch. Should do well. (Trinity, BMI)

Promise Me . . . 74
Attractive reading by Nee, Leyden and company of a cornball ballad with banjo, soprano saxes, etc. Could be a commercial entity. (Trinity, BMI)

THE CREW CUTS
Are You Having Any Fun?77

MERCURY 70710—This is one of the straightest things the group has turned out. It's a standard and they stick pretty much to melody and harmony with a decided lack of vocalistics. This marks it as a contrast and since it's generally a good job, the side could click. (Crawford, ASCAP)

Slam Bam . . . 76
This is another one of those slam bang Crew Cut traditionals, in the style of "Sh Boom" and "Oop Shoop" and on the strength of that plus the "Cuts" general popularity, this could be another big one for them. (E. B. Marks, BMI)

RUSS MORGAN
Dog Face Soldier77

DECCA 29703—Ditty is from the Universal flick and is likely to get heavy promotional play. Russ Morgan has made a rousing side of it, in the currently popular march tempo, with strains of fife and drum blending with a chanting chorus. Watch it.

Don't Cry Sweetheart . . . 73
Pleasant, melodic ballad gets a smooth reading by Morgan, with a chorus chanting nicely.

RALPH MARGERIE ORK
Ring Dang Doo76

MERCURY 70720—This covers the Chuck Willis r.&b. wax of a tune

which carries enough lyric punch to get some interesting action. Should move well enough in pop markets. (Berkshire, BMI)

John and Julie . . . 73
A listening treat with lush strings backing Marterie in a fine trumpet solo. Jockeys will like it. (Leeds, ASCAP)

BETTY MADIGAN
There Should Be Rules (Protecting Fools Who Fall in Love)76

M-G-M 12094—Altho the tune never fulfills the promise of the title, Miss Madigan hands it a warm, penetrating warble that could win jockey support. Distinctive backing by the Norman Leyden ork. (Wilmark, ASCAP)

Strangers . . . 76
A forceful reading of this pleader, with some effective use of Johanie Ray mannerisms. (Wemar, BMI)

JIMMY YOUNG
The Man From Laramie76

LONDON 1609—This is another entry in the series of America's legendary heroes of the West put to music. It's a good tune, full of the frontier feeling and this side should compete well with the Ralph Young version now on the market. (Columbia Pictures, ASCAP)

No Arms Can Ever Hold You . . . 76
Altho Young sings this love song with lots of feeling, the record will have some pretty sharp competition from Georgie Shaw, Pat Boone and the Gaylords, all of whom have waxed the tune. (GB, BMI)

RUSS CARLYLE ORK
Every Word You Speak76

"X" 170—The vocalist essays an intimate lyric in the Sinatra manner, crisply phrased and lightly fanciful. A fine performance set to an appealingly orchestrated backing. Deserves generous spins. (Brandon, ASCAP)

Christopher Columbus . . . 74
An instrumental that involuntarily recalls the era when dance bands truly swung. The taut, insistent beat and the touches of humor in the arrangement are noteworthy; dancers will respond happily to this opus. (Mayfair, ASCAP)

DICK CONTINO
Song of the Islands75

MERCURY 70709—Contino gets lots of fine lush sounds from the accordion and the whole thing is helped along by a high soprano and muted mixed chorus background. (E. B. Marks, BMI)

Mambo Calypso . . . 75
Another good effort for Contino's flying fingers. This time there's a bit of vocal mamboning and a driving drumbeat to keep up the exciting pitch. (Peer, BMI)

KAREN CHANDLER
The Price You Pay for Love75

CORAL 61514—Here's a tune that harks back to another day and a tune called "Glory of Love." Miss Chandler does right well by herself. (Hill & Range, BMI)

If I Can't Have the One I Love . . . 73
This one, too, bears the stamp of the old days and it's a pleasing enough tune at that. This is a cover of the Four Pals' version on Roost. (Broadway, ASCAP)

GARY CROSBY
Yaller Yaller Gold75

DECCA 29692—This tune, backed with the usual Disneyland hoopla, bids fair to be big, with several versions out and more due soon. Crosby, in spite of the competition, could go with this one. (Wonderland, BMI)

Give Me a Band and My Baby . . . 73
Crosby gives out with plenty of gusto on this one. It's strictly a ragtime arrangement, complete with banjos and tuba, etc. Altho two other versions are already off and running, this one will get its share of the loot. (Columbia Pictures, ASCAP)

THE WILDER BROTHERS
Yes and No75

"X" 169—The brothers make an attractive thing of this swiny novelty. The Jack Cathcart ork keeps the boogie beat at a sustained clip, and provides an exciting instrumental chorus that dancers will like. (Manning, BMI)

Timber . . . 73
A slower boogie, but no less groovy. Like the flip, this side has humor, slick delivery and a rocking beat. Fine for juke boxes. (Manning, BMI)

THE DREAM WEAVERS
It's Almost Tomorrow74

DECCA 29683—A weeper in waltz time, this disk has a deceptive simplicity. Watch it, for it is likely to get some action. (Northern, ASCAP)

You've Got Me Wondering . . . 74
The Dream Weavers belt this one out in brisk fashion, with fine accompaniment instrumentally. It's a rapid tempo country ditty. Good for jocks. (Northern, ASCAP)

JEFFREY CLAY
Unknown to Me74

CORAL 61511—This is a very good tune with spiritual overtones and it gets help from a strong arrangement and inspired singing by Clay. (Radioir, BMI)

Sweet Kentucky Rose . . . 72
This is a pretty, nostalgic-type tune in waltz tempo. It's nicely handled by Clay with pleasant ork and chorus background. (Schwartz, ASCAP)

THE FOUR KNIGHTS
Perdido74

CAPITOL 3250—Revival of the rhythmic opus results in a live and energetic performance that should do

(Continued on page 46)

The Soldiers Sang it!
 U. S. Army Divisions Marched to it!
 And Now, it's the BIG SONG
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DECCA
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The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

Continued from page 44

right well in teen-age juke spots. (Tempo, ASCAP)
After... 73
 Warm and resonant chanting of the slow ballad, with the mid-portion in bouncy upbeat fashion. Good listening here. (Johnstone-Montel, BMI)

HELEN GRAYCO
Love and Marriage... 74
 "X" 168—Fine rearing of the much covered ditty from the TV "Our Town" score faces tough competition. If the tune makes it, tho, this should scrape off some of the action. (Barton, ASCAP)
When You're In Love You Believe... 72
 Multi-dub treatment of the tuneful ballad rests mighty easy on the ear. Deejays ought to hand this frequent spins. (Leeds, ASCAP)

JILL COREY
Ching Ching-a-Ling... 74
 COLUMBIA 40566—A bright, polka-style tune is sung with youthful charm and sweetness by the thrush. Should get good juke support in many sectors. (Joy, ASCAP)
Look! Look!... 72
 The vocalist sells with personality this hunk of off-beat novelty material. It's more production than tune here, and jocks looking for something dif-

ferent could give it a good send-off. (Trinity, BMI)

MICKEY KATZ ORK
Roisselle From Texas
 (The Yellow Rose of Texas)74
 CAPITOL 3239—The expected parody, punched out explosively by the comic. Pretty good sales to Mickey Katz regulars. (Halmish, BMI)
Sweet and Gentle... 72
 Same goes here. (Peer, BMI)

THE SPENCER-HAGEN ORCHESTRA AND CHORUS
Gentlemen Marry Brunettes... 74
 "X" 171—Plack re this flick has already become thick, and interest in this tune should be high among the jocks. Female solo alternates with male chorus to good effect. (Broadcast, BMI)
John and Julie... 71
 Conrad Gozzo's trumpet sings the melody of this pretty tune, and is given a dreamy quality by the humming of chorus and the lush string background. Good programming for the "background" or "listening" type of radio show. (Toff)

JEAN STRANGE
Charm Bracelet... 74
 DOT 15419—The thrush's voice is echoed to the utmost in this tearful

three-beater. The tune tells a sad, simple story which may find takers. (Remick, ASCAP)
When I Was Your Age... 62
 A teen-ager laments her parental supervision. May have trouble finding its market. (Randy-Smith, ASCAP)

LES VEGAS AND BILLY WOODS
Rock, Roll and Yodel... 73
BARCLAY 1304—A wild one, with all the elements indicated in the title —r.&b. and country. There are some pistol shots, too. A hybrid, but has some novelty value. (Kohn, ASCAP)
I'm Not Afraid... 73
 Tender, sacred song in three-beat tempo. Nicely done. (Kohn, ASCAP)

LARRY SONN ORK
Follow That Man... 73
CORAL 61489—Good material, with unusual lyric. The Sonnets do a nice vocal here. (Mayfair, ASCAP)
Idaho... 70
 Fair band side, with vocal chorus by the Sonnets. (Mills, ASCAP)

THE INK SPOTS
Don't Laugh at Me... 73
KING 1512—The Spots have found themselves an excellent new tenor lead in Jimmy Holmes, who carries off this pleading ballad in a manner that should win both pop and r.&b. support. (Wemar, BMI)
Keep It Movin'... 68
 The reconstituted Spots, sans Billy Kenny, essay a simple riff tune here in the mold of "Opus One." It's unlikely to cause much stir. (Sheraton, BMI)

WAYNE KING ORK
Paradise... 72
DECCA 29637—This is a remake of a perennial Wayne King waltz favorite with the alto sax in spotlight. The terp set will undoubtedly give it plenty of support on the boxes. (Feist, ASCAP)
If You Will Dream of Me... 72
 This is in the same styling and beat of the flip, with a pleasant vocal by Nancy Evans. It's the kind that could become a standard over the years with dancers on the jukes and on the home players. (C&C, ASCAP)

PEE WEE HUNT ORK
Vanessa... 72
CAPITOL 3251—The pretty Bernie Wayne melody is handed a bouncy performance in typical Pee Wee Hunt fashion. (Meridian, BMI)
Pefunia's Patch... 71
 Steady two-beater is attractively set forth by the ork. Good terp material. (Blackhawk, BMI)

TONY TRAVIS
Our Town... 72
VICTOR 6272—Title song from the TV spectacular is sung warmly by Travis. Not much chance to happen, tho. (Barton, ASCAP)
Marilyn... 70
 More pleasant chanting by actor Travis. (Songsmiths, ASCAP)

LES ELGART ORK
Honky Tonk Train Blues... 72
COLUMBIA 40571—Recalling the long run juke success of T. Dorsey's "Boogie Woogie," this possibly could

be Elgart's biggest instrumental single to date. Persistent beat and clean ensemble. (Shapiro-Bernstein, ASCAP)
Ain't She Sweet?... 69
 A highly danceable, swingy instrumental in the typical Elgart style. (Advanced, ASCAP)

TEDD SMITH
Unto the Hills... 71
VICTOR 6252—Beautiful P. D. piece gets a sensitive instrumental go featuring Smith on piano. (PD)
I Surrender All... 71
 Ditto, but a much longer disk: 3:38. (PD)

HERB SHRINER HARMONICA ORK
It's the Talk of the Town... 71
COLUMBIA 40555—The pretty melody is played with tonal beauty by the mouth organs. A good deejay item for change-of-pace programming. (Joy, ASCAP)
Tumbling Tumbleweeds... 70
 The harmonicas, in all sizes, combine to produce an attractive tone in this listenable reading. (Williamson, ASCAP)

MACK SISTERS
Long Range Love... 71
HUDSON 1001—A bright, snappy hunk of corn is shouted with contagious charm by the Sisters. Could do okay on the boxes, if it gets distribution. (Blossom, ASCAP)
Stop What You're Doin'... 70
 These gals have ebullient, old-time spirit in the manner of the DeJohn

(Continued on page 47)



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DON'T CHANGE YOUR PRETTY
WAYS**
We'll Never Meet Again
Federal 12243

**EARL BOSTIC
For All We Know**
Beyond the
Blue Horizon
King 4829

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**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Reviews of New Pop Records

• Continued from page 46

Sisters. The tune is a catchy doo-wacky-doo affair with banjo, etc. (Brighton, ASCAP)

THE SHANNON SISTERS
Your Bright Red Lips71
MAESTRO 307 — A well-produced, rhythmic side by the girls and a good-sized ork. May get some deejay help. (Studio, BMI)

I Hit the Jackpot....64
A comparatively weak effort. (Sherwin, ASCAP)

VAUGHN HORTON'S PINETOPPERS
A Big Stack O' Barley70
DECCA 29639 — This instrumental comes on like a Scotch folk air, with first the electric guitar, and then Hammond organ simulating the whining bagpipe. An unusual sounding tune that catches the ear and is favored with a rocking beat. (Paco, ASCAP)

A Sailor Is Always True...65
Mixed chorus harmonizing expertly to a thumping three-quarter beat makes a good impression but material does not stand out in any way. (Southern, ASCAP)

THE SCHOLARS
Figaro (The Barber of Milano).....65
PIC 26—An energetic mambo production with group chanting. Good sound and rhythm, but little content. (Bing, ASCAP)

Women Drivers....62
An inconsequential lyric is added to a conventional swingin' riff pattern by the ork. Some jocks may be able to use it, but sales should be limited. (Bing, ASCAP)

ELLEN FARREN
Him!65
HARMAD 106—Novelty ditty has a lively beat and gets a pleasant reading by Miss Farren. (Okun, BMI)

Lullaby My Love....61
Slow-paced three beat item. (Okun, BMI)

DICK NOEL
It's Our Destiny65
FRATERNITY 720—A strong piece of material, semi-sacred in nature, belted out in fine style. (Buckeye, BMI)

The Rest of My Days....64
Dick Noel chants this ballad with

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- IN THE STILLY NIGHT
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- THE UNFORGIVING MINUET
- SWEETHEART, BELIEVE IN ME
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- YOU STOLE MY HEART

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style and sincerity. Merits good deejay exposure. (Buckeye, BMI)

DON FRIEND
Carmel by the Sea63
HARMAD 107 — Conventional, tho melodic love song gets a fair vocal. (Okun, BMI)

I Want the Facts....55
He charges her with arson for setting his lips on fire; and he calls for the facts of the case. But it doesn't come off. (Okun, BMI)

LAMBSIE PENN
Ootsie Bootsie Cootsie61
MIRANDA 4-55-1—A thrush in her early teens tees off the label's first release with a showmanly rendition of a nonsense novelty. The material is on the painful side. (Miranda, ASCAP)

How Could I Fall for You....55
The youngster's red-hot mamma affectations are embarrassing. (Miranda, ASCAP)

CLIFF AYERS
Pretty Baby55
EMERALD 2008—Pop-style r.&b. material, chanted in routine manner, with indifferent accompaniment. (Cavalcade, BMI)

Hey! Hey! Farmer Gray
(Took Another Load Away)....55
This is the oldie, with what seems a set of new lyrics. (Gate, ASCAP)

RICHARD CHARLES
It's All Over Now54
ANTHONY 501—Altho Charles has a pleasant quality, this is a pretty pallid production. (Melo, ASCAP)

Madonna, Madonna....52
This version of the Bob Merrill song comes many months after the Tony Bennett. It's doubtful that it could cause any stir at this time. (Oxford, ASCAP)

• Reviews of New Sacred Records

GENEVA WHITE
Blessed Assurance74
NASHBORO 563—The soprano gives a straightforward reading of the venerable hymn, letting her beautiful voice and the hymn's melody work their own natural charms. Marie Strange gives splendid backing at the organ. (Excellorec, BMI)

Just as I Am Without One Plea...70
A Hammond organ solo, with this
(Continued on page 52)

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THE WEDDING

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I DON'T KNOW, I DON'T CARE
1273

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(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of **The Billboard** Music Popularity Charts***YOU ARE MY LOVE****I HEAR YOU KNOCKING****AT MY FRONT DOOR****SAME OLE SATURDAY NIGHT****FAIRY TALE****SOMEONE YOU LOVE****FORGIVE MY HEART****HAWK-EYE****MY BOY FLAT-TOP****PETE KELLY'S BLUES**

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending September 28

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. CATTLE CALL (ASCAP)— E. Arnold & H. Winterhalter.....	2	16
KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
2. I DON'T CARE (BMI)—W. Pierce..... Your Good for Nothing Heart (BMI)—Dec 29480	1	15
3. JUST CALL ME LONESOME (BMI)—E. Arnold... THAT DO MAKE IT NICE (BMI)—Vic 20-6198	4	8
4. SATISFIED MIND (BMI)—P. Wagoner..... Itchin' for My Baby (BMI)—Vic 20-6105	3	20
5. LOVE, LOVE, LOVE (BMI)—W. Pierce..... IF YOU WERE ME (BMI)—Dec 29662	6	3
6. ALL RIGHT (BMI)—F. Young..... Go Back You Fool (BMI)—Cap 3169	5	10
7. SATISFIED MIND (BMI)—R. & B. Foley.....	7	16
8. SATISFIED MIND (BMI)—J. Shepard..... Take Possession—Cap 3118	8	16
9. I FORGOT TO REMEMBER TO FORGET (BMI)— E. Presley.....	14	4
MYSTERY TRAIN (BMI)—Sun 223		
10. THERE SHE GOES (BMI)—C. Smith..... Old Lonesome Times (BMI)—Col 21382	9	22
11. MOST OF ALL (BMI)—H. Thompson.....	11	6
Simple Simon (BMI)—Cap 3188		
12. THERE'S POISON IN YOUR HEART (BMI)— K. Wells.....	12	11
I'm in Love With You (BMI)—Dec 29577		
13. IN THE JAILHOUSE NOW (BMI)—W. Pierce..... I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	—	35
14. YELLOW ROSES (BMI)—H. Snow..... Would You Mind? (ASCAP)—Vic 20-6057	—	26
15. YOU OUGHTA SEE PICKLES NOW (BMI)— T. Collins.....	13	2
I GUESS I'M CRAZY (BMI)—Cap 3190		
15. BEAUTIFUL LIES (BMI)—J. Shepard.....	—	1
I THOUGHT OF YOU (BMI)—Cap 3222		

• Most Played in Juke Boxes

For survey week ending September 28

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.

This Week	Last Week	Weeks on Chart
1. I DON'T CARE (BMI)—W. Pierce..... Your Good for Nothing Heart (BMI)—Dec 29480	1	15
2. SATISFIED MIND (BMI)—P. Wagoner..... Itchin' for My Baby (BMI)—Vic 20-6105	2	14
3. THAT DO MAKE IT NICE (BMI)—E. Arnold..... JUST CALL ME LONESOME (BMI)—Vic 20-6198	5	6
4. CATTLE CALL (ASCAP)— E. Arnold & H. Winterhalter.....	2	11
Kentuckian Song (ASCAP)—Vic 20-6139		
5. ALL RIGHT (BMI)—F. Young..... Go Back You Fool (BMI)—Cap 3169	6	5
6. SATISFIED MIND (BMI)—R. & B. Foley..... How About Me? (BMI)—Dec 29526	4	14
7. YONDER COMES A SUCKER (BMI)—J. Reeves....	7	4
I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
8. SATISFIED MIND (BMI)—J. Shepard..... Take Possession (BMI)—Cap 3118	8	12
9. IF YOU WERE ME (BMI)—W. Pierce..... LOVE, LOVE, LOVE (BMI)—Dec 29662	—	1
10. I FORGOT TO REMEMBER TO FORGET (BMI)— E. Presley.....	—	1
Mystery Train (BMI)—Sun 223		
10. BLUE DARLIN' (BMI)—J. Newman.....	10	5
Let Me Stay in Your Arms (BMI)—Dot 1260		

• Most Played by Jockeys

For survey week ending September 28

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..... Dec 29480—BMI	1	16
2. SATISFIED MIND—P. Wagoner..... Vic 20-6105—BMI	2	18
3. ALL RIGHT—F. Young..... Cap 3169—BMI	3	9
4. JUST CALL ME LONESOME—E. Arnold..... Vic 20-6198—BMI	5	6
5. THAT DO MAKE IT NICE—E. Arnold..... Vic 20-6198—BMI	4	8
6. CATTLE CALL—E. Arnold & H. Winterhalter..... Vic 20-6139—ASCAP	10	13
7. THERE SHE GOES—C. Smith..... Col 21382—BMI	6	19
8. YELLOW ROSE OF TEXAS—E. Tubb..... Dec 29633—BMI	12	4
9. YONDER COMES A SUCKER—J. Reeves..... Vic 20-6200—BMI	6	7
10. YELLOW ROSES—H. Snow..... Vic 20-6057—BMI	—	23
11. LOVE, LOVE, LOVE—W. Pierce..... Dec 29662—BMI	12	2
12. SATISFIED MIND—R. & B. Foley..... Dec 29526—BMI	10	12
13. WHEN I STOP DREAMING—Louvin Brothers..... Cap 3177—BMI	8	5
14. MOST OF ALL—H. Thompson..... Cap 3188—ASCAP	9	3
15. MAYBELLENE—M. Robbins..... Col 21446—BMI	15	2

• C & W Territorial Best Sellers

For survey week ending September 28

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. If You Were Me, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. All Right, F. Young, Cap.
4. Cattle Call, E. Arnold, Vic.
5. Too Much, S. James, Cap.
6. Just Call Me Lonesome, E. Arnold, Vic.

Charlotte

1. I Don't Care, W. Pierce, Dec.
2. If You Were Me, W. Pierce, Dec.
3. Satisfied Mind, J. Shepard, Cap.
4. When I Stop Dreaming, Louvin Brothers, Cap.
5. Satisfied Mind, R. & B. Foley, Dec.
6. All Right, F. Young, Cap.
7. That Do Make It Nice, E. Arnold, Vic.
8. Just Call Me Lonesome, E. Arnold, Vic.
9. You Oughta See Pickles Now, T. Collins, Cap.
10. Love, Love, Love, W. Pierce, Dec.

Cincinnati

1. Cattle Call, E. Arnold, Vic.
2. Love, Love, Love, W. Pierce, Dec.
3. Beautiful Lies, J. Shepard, Cap.
4. Cattle Call, E. Arnold, Vic.
5. Yellow Rose of Texas, T. B. Strength, Cap.
6. Satisfied Mind, J. Shepard, Cap.

Dallas-Fort Worth

1. Cattle Call, E. Arnold, Vic.
2. I Don't Care, W. Pierce, Dec.
3. Most of All, H. Thompson, Cap.
4. Satisfied Mind, R. & B. Foley, Dec.
5. Blue Guitar, R. Foley, Dec.
6. Love, Love, Love, W. Pierce, Dec.

Houston

1. Just Call Me Lonesome, E. Arnold, Vic.
2. Satisfied Mind, P. Wagoner, Vic.
3. I Don't Care, W. Pierce, Dec.
4. If You Were Me, W. Pierce, Dec.
5. Yonder Comes a Sucker, J. Reeves, Vic.
6. I Forgot to Remember to Forget, E. Presley, Sun.
7. Seasons of My Heart, G. Jones, Sdy.
8. We're On the Mainline Now, L. Payne, Sdy.
9. Making Believe, K. Wells, Dec.
10. Yellow Rose of Texas, E. Tubb, Dec.

Memphis

1. I Forgot to Remember to Forget, E. Presley, Sun.
2. Love, Love, Love, W. Pierce, Dec.
3. Cry, Cry, Cry, J. Cash, Sun.
4. Beautiful Lies, J. Shepard, Cap.
5. Just Call Me Lonesome, E. Arnold, Vic.
6. Ballad of Davy Crockett, T. Ernie, Cap.
7. Yellow Roses, H. Snow, Vic.
8. Mystery Train, E. Presley, Sun.

Nashville

1. Love, Love, Love, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. All Right, F. Young, Cap.
4. I Don't Care, W. Pierce, Dec.
5. Cry, Cry, Cry, J. Cash, Sun.
6. I Thought of You, J. Shepard, Cap.
7. Beautiful Lies, J. Shepard, Cap.
8. When I Stop Loving You, Louvin Brothers, Cap.
9. There She Goes, C. Smith, Col.
10. I'll Be Here for a Lifetime, F. Huskey, Cap.

New Orleans

1. All Right, F. Young, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. I Guess I'm Crazy, W. Fairburn, Col.
4. I Guess I'm Crazy, T. Collins, Cap.
5. I Forgot to Remember to Forget, E. Presley, Sun.
6. I Don't Care, W. Pierce, Dec.
7. Satisfied Mind, R. & B. Foley, Dec.
8. Satisfied Mind, P. Wagoner, Vic.

Richmond, Va.

1. If You Were Me, W. Pierce, Dec.
2. You Oughta See Pickles Now, T. Collins, Cap.
3. All Right, F. Young, Cap.
4. Mystery Train, E. Presley, Sun.
5. Most of All, H. Thompson, Cap.
6. Satisfied Mind, P. Wagoner, Vic.
7. You're Right, I'm Left, She Gone, E. Presley, Sun.

St. Louis

1. Cattle Call, E. Arnold, Vic.
2. Satisfied Mind, P. Wagoner, Vic.
3. I Don't Care, W. Pierce, Dec.
4. Daydreaming, J. Newman, Dot.
5. Love, Love, Love, W. Pierce, Dec.
6. Just Call Me Lonesome, E. Arnold, Vic.

M-G-M to Promote Brown's 'Buffalo'

NEW YORK, Oct. 1. — Heavy promotion, at both trade and consumer levels, has been set by M-G-M Records for the new James Brown "White Buffalo" disk. Brown, who plays Lt. Rip Masters on the ABC-TV filmed "Rin Tin Tin" ailer, will sing the tune, by special arrangement, on the October 14 episode of the show.

Copies of the record, including a special wrap-around calling attention to the TV airing, are being sent to a list of 2,500 country and western, and pop disk jockeys. Direct mail flyers, at the same time, will be sent to dealers, juke operators, one-stops, and chain and department stores.

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Hank Snow will headline an impressive line-up of country talent at the opening of three new Ralston-Purina mills, the first at Harrisburg, Pa., October 22. On November 10, a similar show will be presented in Tampa, and in Springdale, Ark., November 12. Production and direction of the three events are being handled by Col. Tom Parker, of Hank Snow Attractions. Show is also scheduled to make a series of appearances on the new hour-long, live "Grand Ole Opry" network TV show under sponsorship of Ralston-Purina, which begins October 15 over the ABC-TV network.

T. Tommy Cutrer, widely known country deejay and a recording artist in his own right (Mercury), Sunday (2) joined the staff of Station WSM, Nashville. He moved to Nashville from KCLJ, Shreveport, La. . . Martha Carson, currently on the West Coast thru October 9, plays the Lyric Theater, Indianapolis, for Dick Blake, October 30, along with Ferlin Huskey and Bill Carlisle. On November 7, the same trio works the Terrace Ballroom, Newark, N. J., for Don Larkin. On November 13, Miss Carson plays for Casey Clark at Flint, Mich.

Les Paul and Mary Ford have been selected as gueststars for the first of the "Grand Ole Opry" spectaculars, which will originate from Ryman Auditorium, Nashville, on a national TV hook-up October 15 at 6 p.m., C.S.T. . . Webb Pierce will have a half-hour show over 130 stations on ABC-TV immediately preceding the "Grand Ole Opry" show every fourth Saturday beginning October 15. Pierce's seg will originate from WSIX, Nashville. . . Ted Edlin has just taken over the managerial reins on Hawkshaw Hawkins and Jean Shepard. . . Hal Smith, personal manager for Carl Smith, is now working in a similar capacity with Benny Martin, former sideman for Johnny and Jack. Martin is heard on the Mercury label.

The Elvis Presley Jamboree, featuring Jimmy Newman, Jean Shepard, Bobby Lord, Johnny Cash, Floyd Cramer and the Elvis Presley unit is set for Abilene, Tex., October 11; Midland, Tex., 12; Amarillo, Tex., 13; Odessa, Tex., 14, and Lubbock, Tex., 15. On October 17, Presley plays El Dorado, Ark., en route to Cleveland, where he opens on the Roy Acuff show at the Circle Theater October 19. Same unit is set for St. Louis October 21-23. . . Grandma and Ramona Jones are celebrating the arrival of a son, Mark Allen, who checked into this world September 15 in Nashville. . . Del Wood's latest RCA Victor release, "Rocky Mountain Express" b.w. "Dream Train," hits the music counters this week.

Goldie Hill, who has been working under the management of Bill King, Louisville, is now booking directly thru Jim Denny, of the WSM Artist Service Bureau, Nashville. Goldie began a 11-day tour Sunday (2) in Akron, which will be followed by a 10-day safari thru Canada. Miss Hill's latest on the Decca label is "Ain't Gonna Wash My Face" b.w. "Why Don't You Let Me Go?" She will be one of the features on the initial "Grand Ole Opry" national TV network hook-up from Nashville October 15. . . Chuck Rogers, former Nashville musician, was in Dallas last week to cut his first wax, "You Can't Divorce My Heart" b.w. "Out of Gasoline," for Frolics Records at Jim Beck's studio. Rogers is the writer of "Tied Down," which Roy Acuff recorded a year ago.

Double-talking Charlie Lamb has given up country & western trade talk reporting to open his own country music publicity, advertising and promotion agency at 319 Seventh Avenue, North, Nashville. He claims he already has a number of top c.&w. names on his books. . . Georgie Riddle, country singer popular in Knoxville radio and TV circles, is currently on a string of personals thru Tennessee, Kentucky

and North Carolina. Working with George are Jimmy Murphy (Columbia) and Carlos Henderson, five-string banjo wizard. Riddle is a regular with the Cas Walker shows, popular down Knoxville way. Others with the Walker unit are Danny Bailey, James Carson, Carl Butler and the Masters Family. Carl Butler and the Masters Family.

Jack Turner (RCA Victor), and his steel man, Jimmy Porter, journey from Montgomery, Ala., where they hold forth on their own TV show over WSFA-TV, to McComb, Miss., September 24 to occupy the honor roll in the celebration of Jack Turner Day. To celebrate the event, Jack and Jimmy were featured on "Saturday Night Jamboree," which is broadcast over WHNY for three hours each week. Over 1,500 were on hand to greet Jack and his partner. Other artists featured on the all-day celebration were Bobby Enlaw and the Country Colonels, of Columbia, Miss.; Felder Casanova and the Lazy C Boys, of Amite, La.; Tex Childs, Jerry Hart and Salvatore Delaney, of New Orleans; Jack Show, of Brookhaven, Miss., and a special square-dancing group from Tyler-town, Miss., who hoofed it to the music of the Amite County Coon Hunters from Louisiana.

Buddy Griffin, whose initial release on Ekko Records is "The Bartender's Girl" b.w. "A Red Rose, A Bouquet (Or a Roomfull)," hits the road this week to promote the platter with deejays in Texas, Louisiana, Arkansas, Oklahoma and New Mexico. Deejays may obtain a copy by writing to Charles Wright, Box 5413, Dallas. . . Marilyn Hacker, 16-year-old singer, is the latest addition to "Rocky Mountain Barn Dance," one of the largest live TV shows in the Rocky Mountain area, heard each Monday night over KBTB, Denver. Hour-long show is emceed by Hal Taft and features Andy Anderson and His C Bar 9 Rhythm Riders. Square dance groups from the territory are chosen to appear on the show, with a different Rocky Mountain area represented each week.

J. F. Dolan reports from Dallas that "Big D Jamboree's" recent 10th anniversary was a whopper, with more than 1,000 turned away. Webb Pierce was gueststar for the occasion. Sonny James, fresh from a Coast jaunt, and Hank Locklin, just returned from a New England-Canada swing, returned to "Big D" Saturday (1). A number of "Big D" turns have spot bookings at the State Fair of Texas, Dallas, October 7-23. The Belew Twins, Lafawn Paul and Marvin Montgomery were in Springfield, Mo., Tuesday (4) for a repeat on the variety show which goes out over the ABC-TV network from there.

Carl Stuart's "Downeast Hoe-down," heard daily over WVOM, Boston, continues to get whopping reception in the New England area and parts of Canada, according to word from Carl's personal manager, Herb L. Shucher. Stuart's evening programs, Monday thru Friday, are tape recorded, thus affording him more time for personals. For the last several weeks, Stuart has been making appearances with Eddie Dyer, who recently returned to Boston after a tour with the Billy Monroe unit. This week, Carl is working p.a.'s in the Greater Boston area. Stuart (Continued on page 54)

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This Week's Best Buys

MAYBELLENE (Arc, BMI)—Marty Robbins—Columbia 21446
This disk has been coming up slowly for the past several weeks, but is now beginning to take off in most Southern territories. It is hitting an impressive clip in Richmond, Atlanta, Birmingham, New Orleans and Nashville, in all of which areas the original r.&b. disk had begun to entrench itself with the c.&w. customers, as well as with the pop and r.&b. buyers. Flip is "This Broken Heart of Mine" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

DEAR MISTER BROWN (Central, BMI)
I'LL BE HERE FOR A LIFETIME (Central, BMI)—Ferlin Huskey—Capitol 3233

Huskey is doing an excellent selling job with his latest disk. Already one of the top 10 in Nashville, the record is shaping as a two-sided hit in other Southern areas and such Northern territories as Eastern Pennsylvania, up-State New York, St. Louis, Cincinnati and Chicago. Preference as to side is almost evenly split at this stage. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

EDDY ARNOLD

The Richest Man (Showcase, BMI)
I Walked Alone Last Night (Reis, ASCAP)—Arnold and Winterhalter are riding along at a fast clip with their "Cattle Call" still high up on the charts this week. Latter disk also did well in the pop field, a pattern this new two-sided pack may well follow.

JIM REEVES

I've Lived a Lot in My Time (Valley, BMI)—Reeves' current entry, "Yonder Comes a Sucker," retains a good spot on the chart. Now comes another semi-philosophical type tune with the rich, sincere voice heard to fullest effect. Flip is "Jimbo Jenkins" a Bimbo-type novelty ably rendered.

TALENT

ROY HALL

Whole Lotta Shakin' Goin' On (Marlyn, BMI)
All by Myself (Commodore, BMI)—Decca 29697—Webb Pierce's pianist takes a stab in the vocal field and shows a highly distinctive, flavorsome voice, showcased in two rock 'n' roll type entries.

SACRED

ERNEST TUBB

When Jesus Calls (Tubb, BMI)
I Met a Friend (Tubb, BMI)—Decca 29624—These are two fine devotional items performed in Tubbs' typical down-to-earth style. His regular following should go for it.

Reviews of New C & W Records

THE FARMER BOYS
It Pays to Advertise . . . 78
CAPITOL 3246—The Boys, one of the more promising new harmony units, have themselves a good-natured bit of country humor here. Should sell nicely for them. (Central, BMI)
You Lied . . . 71
A more routine vehicle here. (Central, BMI)

THE CARLISLES
On My Way . . . 78
MERCURY 70712—Weeper ballad is handed an affecting performance. A fine side by the group, and it should pull lots of spins and sales. Bears watching. (Acuff-Rose, BMI)
Middle Age Spread . . . 76
Good advice for hubbies is etched here. A humorous slicing delivered with all their professional know-how by the top-ranked entertainers. (Valley, BMI)

JIM REEVES
Are You the One? . . . 78
ABBOTT 184—Reeves teams up with thrush Alvaean Coker in this bouncy novelty, and they make a happy imprint. A good juke box coin-puller. (Dandelion, BMI)
How Many? . . . 73
Reeves (alone on this side) casts jealous eyes on his girl's former suitors and can't reassure himself that she can be true to him. This isn't one of his better hunks of wax. (Opal, BMI)

YORK BROTHERS
Don't Get Your Dander Up . . . 78
KING 1503—The two brothers give out with an okay effort on a bouncy ditty. "Crazy Otto" type piano is in the backup spotlight. (Lois, BMI)
Whatever You Do . . . 68
The York boys register well enough on this ballad, but the material itself falls somewhat short. (Jay & Cee, BMI)

JAMES BROWN
The White Buffalo . . . 78
M-G-M 12080—Brown is scheduled to introduce this on his popular "Rin Tin Tin" TV show shortly. The plug could set up another big one, starting among the frontier-loving mope-pets.
It's Lonesome Out Tonight . . . 71
Brown does a fine job on this country and western ballad. Routine lines, however.

GLENN DOUGLAS
You Just Stood There . . . 76

DOT 1268 — There's an authentic country sound to Douglas' chanting. (Volunteer, BMI)
Standing at the End of the World . . . 75
Good country weeper, and it's belted out in strong fashion by Douglas. (Volunteer, BMI)

MERLE TRAVIS AND THE WHIPPOORWILLS
Hunky-Dory . . . 76
CAPITOL 3247 — Travis warbles a contagious hunk of spirited nonsense here. A strong job, backed by fine guitar work. (Golden West, BMI)
If You Want It, I've Got It . . . 72
Another happy, the lightweight, side. (Golden West, BMI)

THE ABBOTT SINGERS
The Grass Is Green . . . 74
FABOR 129—The considerable talents of Jim Edward and Maxine Brown, Bonnie, Dido Rowley and LaFawn Paul make up the Abbott Singers, and they make a rousing thing of this bit of Americana of the Civil War era. The success of other tunes of this type makes it necessary to consider this seriously. (Dandelion, BMI)
Lookin' On . . . 73
In a more characteristic country vein is this tune with a religious theme. Taken at a brisk clip, the fine harmonizing of the group should attract both c.&w. and sacred customers. (Dandelion, BMI)

EARNEY VANDAGRIFF
You Can't Come In . . . 74
RURAL RHYTHM 502—This side moves along to considerably better effect than the flip. There's a good beat in evidence, with a tune that gives the singer a much better chance to register. (Sage Brush, BMI)
Swamp Water . . . 71
Repetition of a theme can sometimes be used for great impact. But in this case, attempt to develop an atmosphere thru constant repetition of a phrase results in monotony, altho the singer shows a fine feel for the lyric. (Sage Brush, BMI)

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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending September 28

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 rhythm and blues 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. MAYBELLENE (BMI)—C. Berry	1	10
Wee Wee Hours (BMI)—Chess 1604		
2. ONLY YOU (BMI)—Platters	2	11
Bark, Battle & Ball (BMI)—Mer. 70633		
3. ALL BY MYSELF (BMI)—F. Domino	3	4
Troubles of My Own (BMI)—Imperial 5357		
4. AIN'T THAT A SHAME (BMI)—F. Domino	5	22
La, La (BMI)—Imperial 5348		
5. WHY DON'T YOU WRITE ME (BMI)—Jacks	6	9
Smack Dab in the Middle (BMI)—RPM 428		
5. I HEAR YOU KNOCKING (BMI)—S. Lewis	9	5
Bumpy Bump (BMI)—Imperial 5356		
7. IT'S LOVE, BABY (BMI)—L. Brooks	4	13
Chicken Shuffle (BMI)—Excello 2056		
8. EVERYDAY (BMI)—Count Basie	7	14
Come Back (BMI)—Clef 89149		
9. FEEL SO GOOD—Shirley & Lee	8	7
You'd Be Thinking of Me—Aladdin 3289		
10. ALL AROUND THE WORLD (BMI)—		
Little Willie John.....	—	1
Don't Leave Me, Dear (BMI)—King 4818		
11. AT MY FRONT DOOR (BMI)—El Dorados	—	1
What's Buggin' You, Baby (BMI)—Vee Jay 147		
12. WALKING THE BLUES (BMI)—J. DuFree	12	8
Daybreak Rock—King 4812		
13. TEN LONG YEARS (BMI)—B. B. King	—	1
What Can I Do (BMI)—RPM 437		
14. SOLDIER BOY (BMI)—Four Fellows	10	15
Take Me Back Baby (BMI)—Glory 234		
15. ROCK AROUND THE CLOCK (ASCAP)—		
B. Haley.....	15	14
Thirteen Women (BMI)—Dec 29124		

Most Played in Juke Boxes

For survey week ending September 28

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 rhythm and blues 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. MAYBELLENE (BMI)—C. Berry	1	9
Wee Wee Hours (BMI)—Chess 1604		
2. AIN'T THAT A SHAME (BMI)—F. Domino	3	23
La La (BMI)—Imperial 5348		
2. ONLY YOU (BMI)—Platters	5	5
Bark, Battle and Ball (BMI)—Mercury 70633		
4. EVERYDAY (BMI)—C. Basie	4	12
Come Back (BMI)—Clef 89149		
5. IT'S LOVE, BABY (BMI)—L. Brooks	2	13
Chicken Shuffle (BMI)—Excello 2056		
6. WALKING THE BLUES (BMI)—W. Dixon	8	2
If You're Mine (BMI)—Checker 822		
6. ALL BY MYSELF (BMI)—F. Domino	—	3
Troubles of My Own (BMI)—Imperial 5357		
8. HIDE AND SEEK (BMI)—J. Turner	—	5
Midnight Cannonball (BMI)—Atlantic 1069		
9. WHY DON'T YOU WRITE ME (BMI)—Jacks	6	7
Smack Dab in the Middle (BMI)—RPM 428		
10. THOSE LONELY, LONELY NIGHTS (BMI)—		
E. King.....	10	2
Baby, You Can Get Your Gun (BMI)—Ace 509		
10. AT MY FRONT DOOR (BMI)—El Dorados	—	1
What's Buggin' You, Baby (BMI)—Vee Jay 147		

Most Played by Jockeys

For survey week ending September 28

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	1	9
Chess 1604—BMI		
2. ALL BY MYSELF—F. Domino	2	4
Imperial 5357		
3. WHY DON'T YOU WRITE ME?—Jacks	8	10
RPM 428—BMI		
4. HIDE AND SEEK—J. Turner	5	7
Atlantic 1069—BMI		
5. I HEAR YOU KNOCKING—S. Lewis	4	5
Imperial 5356—BMI		
5. ONLY YOU—Platters	5	3
Mercury 70633—BMI		
5. AIN'T THAT A SHAME—F. Domino	11	21
Imperial 5348—BMI		
8. WALKING THE BLUES—J. DuFree	9	8
King 4812—BMI		
9. SEVENTEEN—B. Bennett	10	4
King 1470—BMI		
10. IT'S LOVE, BABY—L. Brooks	—	13
Excello 2056—BMI		
11. AT MY FRONT DOOR—El Dorados	7	3
Vee Jay 147		
12. IT'S LOVE, BABY—R. Brown	6	5
Atlantic 1072—BMI		
13. FEEL SO GOOD—Shirley & Lee	13	2
Aladdin 3289—BMI		
13. SHIP OF LOVE—Nutmegs	14	2
Herald 459—BMI		
13. NIP SIP—Clovers	—	1
Atlantic 1073—BMI		
13. MY BOY FLAT-TOP—B. Bennett	—	1
King 1494—BMI		

Reviews of New R & B Records

THE SPIDERS

Is It True?.....79
IMPERIAL 5366—The beat here is slow and relaxed, but it isn't long before it proves to have a real grip. The fine lead of the group rides the beat in his usual tasty syncopated style. The Spiders have a good commercial record here. (Commodore, BMI)

Witchcraft.....77
This side is quite a contrast to the flip. Picking up the beat, the group grabs hold of this simple, but easily-remembered riff and lays it down solid. Another commendable side. (Commodore, BMI)

THE CUES

Burn That Candle.....78
CAPITOL 3245—With gospel fervor, a fine new group shouts an attractive piece of material by the writer of "Tweedlee Dec." Has a good chance. (Roosevelt, BMI)

Oh My Darlin'.....77
An effective ballad featuring strong bari lead. This one was clefted by Calhoun, writer of "Shake, Rattle and Roll." (Roosevelt, BMI)

RUSTY BRYANT

The Honeydrinker.....77
DOT 15420—A driving, honking version of the Joe Liggins number. Plenty of beat. Watch it. (Liggins, BMI)

Moonlight Garden Stomp.....76
Lot of vitality to this one too. (Shirley, BMI)

THE MIDNIGHTERS

Don't Change Your Pretty Ways.....77
FEDERAL 12243 — This side really rocks and there's an unusual ork sound gimmick that will spark listener interest. Especially good for the jukes. (Armo, BMI)

We'll Never Meet Again.....75
Spiritual flavor of this blues lament will please many. Another good side. (Armo, BMI)

JOHNNY FULLER

Garden of Memories.....76
IMPERIAL 5365—A tender ballad of the sophisticated "Pledging My Love" type that is becoming increasingly popular. Fuller turns in one of his best recent readings on this pretty, heart-tugging material. (Commodore, BMI)

Mercy Mercy.....71
Going back to the Southern blues idiom, Fuller shows good form and gets in some telling licks. The material is fairly shop-worn, however. (Commodore, BMI)

THE FOUR FELLOWS

Angels Say.....75
GLORY 236—Good performance on this refined r.&b. ballad whose lyric tells of a lovers' rendezvous amidst the angels in the sky. (Byrden, BMI)

In the Rain.....74
Another tender love song, quite pop in sentiment, chanted in good style.

CROWN PRINCE WATERFORD

Driftwood Blues.....75
EXCELLO 2065—She ruined all his credit and he can't pay the bills. Waterford shouts the story. "You don't know what trouble is," he says. (Excellorec, BMI)

I'm Gonna Do Right.....70
The Crown Prince shouts a blues. Disk is not too well produced, but has authentic sound. (Excellorec, BMI)

LARRY BIRDSONG

You Won't Be Needin' Me No More.....74
EXCELLO 2064—Good blues chanting, backed with an arrangement carrying a good riff. (Excellorec, BMI)

It Won't Be This Way Always.....74
Same comment. (Excellorec, BMI)

BRUNO SISTERS

Don't Leave.....74
IMPERIAL 5364—The sisters shout and plead, as if at the same time they were tearing their hair out. Undeniably, a performance with plenty of excitement. (Commodore, BMI)

Dreaming.....71
Another poppish star-dusted ballad that is so common nowadays in this field. The girls show great harmonizing ability, and style the tune prettily. (Commodore, BMI)

THE CATS

I Don't Care No More.....73
FEDERAL 12238—Here's a swingin' blues job in the new trend of refined r.&b. The Cats almost sing it "straight" in comparison to the usual r.&b. weep and wails. The new group sounds okay and some acceptable tenor work is also heard. (Valjo, BMI)

After I Gave You My Heart.....73
For a first effort, this side rates well. The duo again scores with a somewhat restrained styling altho there were spots that could have been done with a bit more assurance. (Gallo-Otis, BMI)

THE SYCAMORES

I'll Be Waiting.....72
GROOVE 121—A tender ballad, in slow tempo, in the currently popular r.&b. style. (Roger, BMI)

Darling, Is It True?.....72
This side's the same type of material and style. (Tee Pee, ASCAP)

RAY JOHNSON COMBO

Hop Scotch.....72
FLIP 308—The Johnson Combo gives

(Continued on page 53)

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The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

• R & B Territorial Best Sellers

For survey week ending September 28

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. Ten Long Years, B. B. King, RPM
5. \$64,000 Question, B. Tuggles, Che.
6. Those Lonely, Lonely Nights, J. Watson, RPM
7. Nip Sip, Clovers, Atl.
8. Ain't That a Shame, F. Domino, Imp.
9. Hide and Seek, J. Turner, Atl.

Charlotte

1. Maybellene, C. Berry, Chs.
2. Ain't That a Shame, F. Domino, Imp.
3. Why Don't You Write Me? Jacks, RPM
4. I Hear You Knocking, S. Lewis, Imp.
5. Feel So Good, Shirley & Lee, Ala.
6. All By Myself, F. Domino, Imp.
7. Only You, Platters, Mer.
8. Everyday, C. Basie, Clf.

Chicago

1. Maybellene, C. Berry, Chs.
2. Seventeen, B. Bennett, Kng.
3. Only You, Platters, Mer.
4. Rock Around the Clock, B. Haley, Dec.
5. Walking the Blues, J. DuPree, Kng.

Cincinnati

1. Why Don't You Write Me? Jacks, RPM
2. Maybellene, C. Berry, Chs.
3. Come Back Maybellene, J. Greer, Grv.
4. I Hear You Knocking, Lewis, Imp.
5. Everyday, C. Basie, Clf.

Detroit

1. All Around the World, Little Willie John, Kng.
2. Ten Long Years, B. B. King, RPM
3. It's Love, Baby, L. Brooks, Exc.
4. Everyday, C. Basie, Clf.
5. Pressing On, Rev. C. L. Franklin, Chs.
6. Don't Start Me Talkin' S. B. Williamson, Chs.
7. Walking the Blues, J. DuPree, Kng.
8. Maybellene, C. Berry, Chs.
9. All Right, Okay, You Win, C. Basie Clf.
10. Ain't That a Shame, F. Domino, Imp.

Los Angeles

1. Adorable, Colts, Via.
2. Maybellene, C. Berry, Chs.
3. Emily, Turks, Mon.
4. It's Love Baby, L. Brooks, Exc.
5. Soldier Boy, Four Fellows, Gly.
6. Everyday, C. Basie, Clf.

New Orleans

1. Only You, Platters, Mer.
2. All By Myself, F. Domino, Imp.
3. Maybellene, C. Berry, Chs.
4. At My Front Door, El Dorados, V. J.
5. I Hear Those Bells, D. Washington, Mer.
6. All Around the World, Little Willie John, Kng.
7. Soldier Boy, Four Fellows, Gly.
8. Those Lonely, Lonely, Nights, E. King Acc
9. I Hear You Knocking, S. Lewis, Imp.
10. Traveling Mood, Wee Willie Wayne, Imp.

New York

1. Only You, Platters, Mer.
2. I Concentrate On You, D. Washington, Mer.
3. Maybellene, C. Berry, Chs.
4. All Right, Okay, You Win, C. Basie, Clf.
5. Seventeen, B. Bennett, Kng.
6. Ship of Love, Nutmegs, Her.

Philadelphia

1. Feel So Good, Shirley & Lee, Ala.
2. It's Love Baby, R. Brown, Atl.
3. Maybellene, C. Berry, Chs.
4. It's Love Baby, L. Brooks, Exc.
5. Only You, Platters, Mer.

St. Louis

1. Don't Start Me Talkin, S. B. Williamson, Chs.
2. At My Front Door, El Dorados, V. J.
3. It's Love Baby, L. Brooks, Exc.
4. All Around the World, Little Willie John, Kng.
5. Soldier Boy, Four Fellows, Gly.
6. Why Don't You Write Me? Jacks, RPM
7. She Don't Want Me, J. Reed, V. J.
8. Everyday, C. Basie, Clf.
9. Walking the Blues, W. Dixon, Chs.
10. Together, R. Berry, Fla.

Washington, D. C.

1. Ain't That a Shame, P. Boone, Dot
2. Maybellene, C. Berry, Chs.
3. Only You, Platters, Mer.
4. Seventeen, B. Bennett, Kng.
5. Rock Around the Clock, B. Haley, Dec.
6. Soldier Boy, Four Fellows, Gly.
7. Ain't That a Shame, F. Domino, Imp.
8. Everyday, C. Basie, Clf.

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

As this month rolls along, all eyes are focused on Carnegie Hall. On October 29, Lew Krefetz's "Top Ten" show moves into this hallowed concert hall. It is a significant booking. Carnegie for decades has presented the greatest names in the classical musical world. In later years, its bookings also included the greats in the jazz world. It is fitting and proper, now that the popularity of rhythm and blues is at a peak, that our top r.&b. artists be showcased in this traditional home of great talent. Deejay Hal Jackson has promoted the affair, and he deserves a bow. Let's hope that columns of national publicity accrue. A smattering of r.&b. talent has played Carnegie before, but this is the first exclusively r.&b. show to make it.

Sonny Til and His Orioles are set for a choice booking. They will go into the Chicago Theater for two weeks with the Joni James show, starting October 14. Til, by the way, has revamped the group. . . . In mid-October the dance fans down Texas way are set for a treat. Shaw Artists has booked both the Fats Domino and Ray Charles bands to play joint engagements in Dallas, Houston, Oklahoma City and Tulsa, Okla. . . . The Spence Twins, just back from summer bookings in Alaska, will soon go to Atlanta for two weeks at the Royal Peacock.

Lavern Baker, Al Hibbler, Red Prysock and the Sweethearts are making the theater circuit. Currently at the Howard, Washington, they play one week at the New York Apollo starting October 7. . . . Sarah Vaughan will play the Colonial Tavern, Toronto, October 3, thence goes to La Fontainebleau, Miami Beach, for one week starting October 11. . . . Buddy Johnson is touring with his "Rock and Roll" show. . . . Earl Gaines has replaced Gene and Eunice in the "Top Ten" show. . . . The Count Basie-George Shearing-

Ruth Brown package will hit the road in November.

The Drifters have their first non-McPhatter record out in a rush this week. It's "Adorable," a cover of the Colts' record on Vita, and was cut by Atlantic's Nesuhi Ertegun on the Coast. Also out this week is a special Lavern Baker-Clyde McPhatter coupling on Atlantic.

Deejay Jack Allyn, WROV, Roanoke, Va., runs a deejay contest from his live record dance hop at the Star City Auditorium every Saturday. Contestants get on the air to show their ability as jockeys. . . . Johnny Williams, WHIE, Griffin, Ga., writes us that his "Johnny's Jive" show is now in its seventh year without a break. From 4 to 6 p.m. daily, Johnny's show is 80 per cent sold out. He thanks the indies for their disks.

Bill Bailey, of WLOG, Logan, W. Va., wants some help in getting r.&b. wax. "I've tried everything I can think of except holding up a distrib by pistol and moonlight!" . . . Groove Records has signed two chanters—Emmett Hobson, formerly with Central Records, and Cousin Leroy.

• Reviews of New Sacred Records

• Continued from page 47

well-known hymn as the theme. Miss Strange is very competent and gives an effective improvisation on the melody. Both sides will be useful to stations with sacred programs. (Excel-torec, BMI)

MARIE STRANGE THE MUSICAL MESSENGERS

I've Been With Jesus . . . 50 OXFORD 7374 — A sincere, but amateurish group from Saratoga, Ind., sings a lively sacred tune, which, poorly recorded as it is here, cannot have more than local appeal. Peace Like a River . . . 40 The mixed chorus, backed by piano and guitar as above, strains with might and main, but to little avail, to put over a lackluster piece of material that would have been best left unrecorded.



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- 4- **"THIS MUST BE PARADISE"**
The Meadowlarks #372
- 5- **"WETBACK HOP"**
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The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

This Week's Best Buys

DON'T START ME TALKIN' (Arc, BMI)—(Sonny Boy) Williamson—Checker 824

After a quick take-off in Southern areas, this disk is now beginning to click sales-wise in Northern territories also. This week finds it on the Detroit and St. Louis territorial charts, and selling strong in Atlanta, Durham, Nashville and Chicago. Sales in New York are also good. The flip is "All My Love in Vain" (Arc, BMI).

Review Spotlight on . . .

RECORDS

CHUCK WILLIS

Ring Dang Doo (Berkshire, BMI)
Search My Heart (Berkshire, BMI)—Okeh 7062—Willis turns up with two fine sides. The first is a jump item with classy lyrics while the flip is a slower paced number that gets a sock treatment. Both could hit for big loot.

OTIS WILLIAMS

Miss the Love (That I've Been Dreaming of) (Jay and Cee, BMI)
Tell Me Now (Lois, BMI)—DeLuxe 6088—The former Charms' lead has a new group behind him and they sound good twice here. "Miss the Love" is delivered in sock style with a great gimmicky backing, while the flip is a slow, melodious pleader sung with feeling. Both sides due for plenty of action.

CLYDE McPHATTER—RUTH BROWN

Love Has Joined Us Together (Maggie, BMI)—Atlantic 1077—Two top personalities in the field team up on a moving ballad of mutual devotion with a distinctive prayer-meeting flavor. Figures to get maximum initial attention from the spin set, then should carry thru well on its own. Flip is a good shouter called "I Gotta Have You" (Bellemeade, BMI).

TALENT

THE FOUR PALS

If I Can't Have the One I Love (Broadway, ASCAP)
I Flipped (Forshay, BMI)—Royal Roost 610—A brand-new group somewhat reminiscent of the old Ink Spots comes thru in handy fashion. The first is a weeper that gets a fine reading. Then the boys deliver again on a cute novelty item. The group has the power to build a strong following.

Reviews of New R & B Records

Continued from page 51

out with some very pleasing, if not especially imaginative jazz stylings here. There's a fine beat with good solo work thruout. (Limax, BMI)
Ghost Town . . . 71
This is a slow-moving, bluesy instrumental marked by some good piano and tenor sax solos. (Limax, BMI)

THE TWO SEETHARTS
True Love Is Missing . . . 72
GROOVE 122—The gals harmonize prettily in this listenable pop-styled ballad. Should pull spin action. (Raleigh, BMI)
If You Asked Me . . . 70
Bouncy reading of a sprightly opus. Another side that figures to win spins. (Maggie, BMI)

ROSALLE & DONELL
Beginning of Our Love . . . 72
FLIP 307—The duo teams up on an r.&b. item that's marked by pleasant singing of lyrics and restrained ork backup, and an absence of vocal gimmicks. (Limax, BMI)
Shame on You . . . 68
This is a rhythm item with arrangement, beat and even lyrics that are much reminiscent of the earlier Fats Waller material. Aside from this, there's little else to distinguish the effort. (Limax, BMI)

EARL GAINES
Baby, Baby, What's Wrong? . . . 71
EXCELLO 2063—She don't treat him

like she used to. "Tell me what's wrong" he shouts. Fair blues sides with good rhythm. (Excellorec, BMI)
Can't Keep From Cryin' . . . 69
Routine blues, with Gaines' chanting carrying some mood. (Excellorec, BMI)

EARL BOSTIC ORK
For All We Know . . . 71
KING 4829—Bostic's first release in some months is another in which he backs his virtuosic sax with big string ork. His loyal fans should buy, tho such material would probably do best on an L.P. (Feist, ASCAP)
Beyond the Blue Horizon . . . 69
Altho the tune itself holds out great promise for Bostic's flashy style, this is a minor effort for the saxophonist. (Famous, ASCAP)

BLUES ROCKERS
Calling All Cows . . . 71
EXCELLO 2062—The unlikely combination of the calypso with a humorous rustic lyric sometimes almost succeeds here. This might have been a very interesting record. As it is, it will pique the initial interest of a number of jockeys. (Excellorec, BMI)
Johnny Mae . . . 64
A primitive sounding Southern blues that is handled well enough by the lead, but he has neither the material to work with nor a strong enough rhythm backing to get this moving. (Excellorec, BMI)

BILL JENNINGS QUINTET
Willow Weep for Me . . . 70
KING 4828—This version of a fine standard moves very slowly at first, but halfway thru things pick up and plenty of fine sounds are in evidence from guitar, vibes and piano toward the end. (Bourne, ASCAP)
Glide On . . . 68
This is an okay sounding combo with the leader featured on guitar. (Jay & Cee, BMI)

LIGHTNIN' SLIM
I Can't Be Successful . . . 66
EXCELLO 2066—A primitive Southern blues that lacks the beat and stylistic authority necessary to put this form over. (Excellorec, BMI)
Lightnin' Blues . . . 62
The vocalist succeeds even less on this side, and gets poor instrumental backing as above. (Excellorec, BMI)

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'TOO LATE'

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" (Arc, BMI).

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THE FINAL CURTAIN

ARONSON—Samuel M., 69, retired concessionaire, September 22 in White Plains, N. Y. He had worked for A. & L. Theater Concessions, which operated soft drink and hat check concessions in theaters throughout the country. His widow, a son, a daughter and two sisters survive.

BENJAMIN—Samuel, veteran amusement park executive, September 24 in Walled Lake, Mich. (Details in Parks section.)

BURNS—William, 39, producer of a trained bird act, September 15 in New York. Survived by his widow, Irene, and a son, William Jr. Burial in Rochester, N. Y.

CURLEY—Katherine M. (Kit), veteran carnival personality, recently in Springfield, Mass. She and her husband, Frank P. Curley, owned the Northeast Amusement Company.

CURTIS—Guthrie, E., 65, owner of the Lona Theater, Manclona, Mich. Survived by his widow. Burial in Maple Mill Cemetery, Cadillac, Mich.

DEAN—James, young Warner Bros. movie star, October 1 as result of automobile accident near San Luis Obispo, Calif. He won The Billboard's Donaldson Award and the Perry Award (best debut by an actor in a dramatic play) for his part in "The Immoralist," his only Broadway appearance. He was signed by Elia Kazan for role of Caleb in John Steinbeck's "East of Eden," which shot him to stardom in the movies. Had just recently finished his latest film, "Giant," and had also appeared in the yet-to-be-released "Rebel Without a Cause." An amateur racing car enthusiast, he was on his way to weekend road races at Salinas, Calif., when the accident occurred.

FABRE—Emile, 86, playwright and long-time administrator of the Comedie Francaise, September 25 in Paris. He gained fame as a playwright in the late Nineties and continued for 20 years turning out such French successes as "L'Argent," "La Rabouilleuse," "Un Grand Bourgeois" and "La Vie Publique." The last three won awards from the Academie Francaise, and "Rabouilleuse" was performed in the U. S. by Otis Skinner as "The Honor of the Family," a watered-down version. Fabre was general administrator of the Comedie Francaise from 1915 to 1936.

HOLLAND—Dr. L. C., 73, Suffolk, Va., dentist and amateur clown, at Suffolk recently. He clowned at many events and was guest in clown alley on many circuses, starting with John Robinson. He used clown props and gags in his practice of dentistry in order to amuse young patients. He was also active in civic affairs. Burial in Suffolk.

KIDDER—Charles Bernard, 69, one-time superintendent of construction on World of Mirth, Royal American and various other shows, September 22 in Tampa. Survived by his widow, Maybelle; two daughters, Mrs. Mason Knobe and Mrs. Walt Lockman; his mother, a sister and a stepson, Gilman Brown. Burial in Myrtle-Hill Cemetery, Tampa.

LEIDER—Marie Ann, 34, sister of Francine Lee, known professionally as Minnie Meyers, annex attraction on various carnivals, recently in Detroit of circus.

MATTHISON—Edith Wynne, 83, English-born actress prominent on the American stage, September 24 in West Los Angeles. She made her stage debut in England in 1896, later touring with Sir Henry Irving in "The Merchant of Venice." Brought to this country in 1902 by Daniel Frohman, the producer, she appeared on Broadway in "Everyman," continuing her classic roles with "Twelfth Night," "Othello," "Antigone," "The Merchant of Venice" and, on tour with Sir Herbert Beerbohm Tree, in "Henry VIII." The wife of playwright Charles Rann Kennedy, Miss Matthison also starred in her husband's plays, including "The Servant in the House," "The Terrible Meek," "The Winter Feast" and "A Fool From the Hills." She had met her husband in amateur theatricals in England and touring with the Ben Greet English Theatrical Company. Rounding out her career, Miss Matthison also played on Broadway in Maurice Maeterlinck's "Sister Beatrice," "The Betrothal" and "Bluebird." She appeared in one silent film, "The Governor's Lady," and did a great deal of work in organizing Shakespeare and Greek drama festivals in colleges throughout the country. Two brothers survive.

MAYES—A. C. (Slim), 54, former musician and old Abilene, Tex., theater man, September 15 in Abilene. He began his show business career around 1920 when he joined a "rep" show, and later joined the John Philip Sousa band as a clarinetist. In 1935 Mayes played the clarinet and violin for a theater orchestra in Columbia, Mo., returning to Abilene in 1952. Recently he had been a projectionist at the Key City Drive-In Theater, there. Burial September 17 in the Ross Cemetery, Clyde, Tex. His widow, two sons, two daughters, his father and a sister survive.

McKIBBIN—Edna Macy, 86, noted exhibition roller skater of the 1880's, September 19 in Arnot-Ogden Hospital, Elmira, N. Y. (Details in Rink Department.)

MILLER—Charles A., 43, veteran race driver, September 24 at a meet in Shelby, N. C. (Details in Outdoor section.)

OXNER—Douglas, 50, president of the Magicians' Alliance of the Eastern States and vice-president of the New Jersey Magicians' Society, September 27 in Jersey City, N. J., of injuries suffered in an automobile accident. He was an amateur magician widely known throughout the East. Survived by his widow, a son, a daughter, five brothers and eight sisters.

PLUMB—Helen, former executive secretary of the Detroit Society of Arts and Crafts, September 24 in London.

SAMPSON—David V., 82, retired vaudeville and minstrel performer, September 25 in Atlantic City. He started in show business at the age of 18 and was a member of Culham, Chance and Weston's minstrels. He also starred for three seasons with Louise Lenoir in a Broadway musical, "Gay Manhattan." His widow, Alberta, survives.

SELZER—Louis William, 82, veteran outdoor showman, September 20 in Monticello, Ark. Known professionally as Uncle Louis, he was a tight wire and trapeze performer on various circuses and carnivals. Survived by his widow, Elizabeth, also a performer and known in show business as Aunt Lizzie.

SHELLAM—Mrs. John A., 78, vaudeville star in earlier days known professionally as Cora Wright, September 23 at her home in Brigantine, N. J. As one of the three Wright Sisters, a song and dance team, she toured this country and Europe for some 35 years. Surviving are her husband, a son and three daughters.

SIMON—Joe, 62, veteran showman, September 24 in Baptist Hospital, Memphis, after a short illness. Early in life he was a clarinetist, playing bit parts in stock companies. Later he settled down to being a musician and for many years was assistant to Merle Evans, bandmaster for Ringling Bros. and Barnum & Bailey Circus. Since moving to Memphis 22 years ago, he had been assistant manager of Warner Theater, ticket salesman at the Auditorium, manager of the Ritz Theater and assistance manager of the Plaza and Lucian Theaters. Survived by a sister, Mrs. Irwin Lehman; four brothers, Ike, Jackson, Tenn., Jake, Abe and Macey, all of Memphis. Burial in Anshei Sphard Cemetery, Memphis.

TURNER—Jesse, 63, veteran entertainer, comic and singer, recently in Denver. As a boy soprano he made many appearances on the New York stage and studied music and drama in New York. He played in many Shubert productions and for 10 years was a featured singer in the production "1,000 Pounds of Harmony." He starred in productions in the London Palladium and the old Palace Theater in New York. In 1935 he retired to Denver where he still made occasional night club appearances as a singer and comic. He worked for several years at the Cinderella Club, Denver, and at the time of his death he was working at Club Ciro in Denver. A brother and a sister survive.

WRIGHT—Cora A., 78, song and dance performer, September 23 in Brigantine, N. J. She had toured the U. S. and Europe for 35 years with the Wright Sisters, a song and dance team. A son and three daughters survive.

FOLK TALENT AND TUNES

Continued from page 50

and Shucher are still mulling plans for launching a series of live shows in the Boston sector.

Sonny Houston typewrites from Manitowoc, Wis.: "Country music is great in this neck of the woods, and I'm surprised to find only a few outfits working this area. Barney Dorsey, comic and lead guitar, and I are the only country acts working the Manitowoc area at this time, altho a country disk show is aired daily over WWOC, Manitowoc. Folks up here are familiar with all the artists and the latest c.&w. songs." . . . Jimmy Simpson, who spins the country wax over WKMY, Kings Mountain, N. C., appeared with Faron Young, the Wilburn Brothers, Moon Mullican and Rod Brasfield at Municipal Auditorium, Charlotte, N. C., Wednesday (28) of last week, and Thursday (29) worked with the same unit at Greenville, S. C.

Gurney Thomas and His Hillbilly Pals are back in Belmont, N. C., after a 13-week tour of the States and Canada with Al (Fuzzy) St. John. Thomas is now back at his regular job as farm director and country deejay at WCCG in Belmont. . . . Ray Price, Goldie Hill and Redd Stewart are set as guests with "Circle Theater Jamboree," Cleveland, October 4. Coming in October 22 are Earl Scroggs and Lester Flatt, with Roy Acuff, Johnny and Jack and Kitty Wells getting the call October 19-20. . . . Acuff-Rose's "I Wonder When We'll Ever Know" has just been released by RCA Victor, with the Sons of the Pioneers, and Mercury, with Jim Wilson. Rita Faye's version of the same ditty was recently released by M-G-M.

Spotted backstage at the Auditorium, Oakland, Calif., when the "Grand Ole Opry" unit headed by Ernest Tubb played there recently, were Lawrence Thatcher, of "Big D Jamboree," Dallas; Bill Carter (Four Star), John McDonald, owner of the Riverbank Club, Riverbank, Calif.; Ramblin' Jimmy Dolan, deejay at KYA, San Francisco; Curley Gold, leader of the Texas Tune Twisters, and Chester Smith (Capitol). . . . Texas Bill Strength, while in the Cincinnati area on personals, spent last Tuesday (27) visiting Cincy c.&w. deejays and music men to plug his new Capitol release, "Yellow Rose of Texas" b.w. "Cry, Cry, Cry." He flew out Tuesday night for Memphis.

The Miller Bros. Band, handled by Sam Gibbs, who recently concluded a three-month tour thru the North and Northwest, are back at their M-C Corral, Wichita Falls, Tex., for their regular Saturday night dances. They are also seen in a Saturday night TV show over KWFT from the Corral, sponsored

HOCUS-POCUS

By BILL SACHS

BILL NEFF comes in for a great plug from Pete Pepke, of North Warren, Pa., who recently caught the Neff magical entourage at the Erie County Fair, Hamburg, N. Y. "Neff presented a clean, clean production," typewrites Pepke, "with music, girls, illusions, more girls, big tricks, girls and a solid assortment of magic all the way around. Neff can't help being the best man on the midway with his good-looking, fast-running show." . . . While we're at the business of tossing accolades, here's one from Ben Fuson, of Clemson, S. C., re Preston, magician-hypnotist. "I had the pleasure of catching Preston for the first time recently at Clemson College Amphitheater, where he showed to more than 6,000 people," writes Fuson. "This was his third return engagement here in three years. I enjoyed his show so much that I drove to Rockingham, N. C., to catch it again. There, under sponsorship of the Lion's Club, he showed to more than 3,500 at the ball park at \$1 general admission,

\$1.25 for reserves. It was his second return at that spot." . . . Paul Hubbard, after several weeks in Kentucky territory, moves his school show into Ohio this week, opening in the Cincinnati area. He'll remain in the Buckeye State until the holiday season. . . . Jay Marshall is writing a new book directed to those magi interested in working television. Titled "TV, Magic and You," it is slated to hit the book stalls December 1. A number of topflight magic TV performers are co-operating with Marshall on the book. . . . Vernon Colbert and wife, Loretta, recently returned from a trek thru Alaskan territory, are working Washington and Oregon fairs before returning to their home in Sun Valley, Calif. Vern is presenting his magic, and Loretta is working her trained dogs. The Colberts report that they missed Merlyn by a few days in Alaska. . . . Anton Scibilia, Dayton, O., booker is now setting a route of theater and private club dates for The Amazing Dr. Anderson, hypnotist.

BURLESQUE BITS

By UNO

Supplementing last week's story, mimick and dramatist, goes into his 40th week of packing the room. Geraldine Garner, the Sparkling Sequin, went into the Empire Theater, Newark, N. J., starting September 23 for one week's engagement. Jimmie Jamerson, comic and emcee is winning applause from small crowds at the Algerian Club in downtown Denver where Nina Grey and Lela Allison share the spotlight. Most clubs in Rocky Mountain area reports business as spotty and generally off during the weeks between late summer and early fall. A son was born to Mr. and Mrs. Ralph Lia, September 20. Lia is producer and treasurer of the Grand Burlesque Theater in St. Louis. Maurie Wayne, former straight man, is now connected with the American Guild of Variety Artists, as the branch manager of the St. Louis office. He is issuing an invitation to all his friends and all entertainers to drop in and visit him whenever they are in the vicinity. Wayne can be reached at room 407, Paul Brown Building, 818 Olive Street, St. Louis 1.

Rita Ravell is appearing at the Gayety Theater in Columbus, O., with a cast including Happy Hide, Freddie Frampton, Tex Lee, Joan Ward and Nancy Day. Gaby de Lys, featured at the Gayety in Norfolk, goes to Providence and on to the Carmen in Philadelphia. Dick Haviland in his eighth week as comic and emcee at George Harris' Coral Room in Washington, along with stripper Pay Sardi and song stylist Grace Bartlett. At Mynard Wayne's Wayne Room in Washington Don Rickles, comic,

by Oldsmobile. Contract runs for 39 weeks. The Miller combo also does a Monday-thru-Friday radio seg over KWFT for Oldsmobile.

Billy Gray, also working under Gibbs' direction, has just finished a tour for the Hap Peebles Agency, Wichita, Kan., and is set until November 1 in the Pacific Northwest, California, Arizona and New Mexico.

Hank Zero, of the WALE Ranch House, Fall River, Mass., played the Eastern States Exposition, West Springfield, Mass., September 17-25, for Aubrey L. Mayhew, of Sheraton Records. Appearing with Hank were Buddy Hawk and Fireball. . . . Hank Locklin will appear on the Prince Albert portion of "Grand Ole Opry" from Nashville November 5. . . . WDSM-TV, Duluth, Minn., has a new western show featuring the Westernairs, with Famous Lashua and Frankie Warren. Unit is also doing a Saturday morning radio show over WDSM, preceding Lashua's "Billboard Hillbilly Hit Parade."

The country and western contingent at WFBM and WFBN-TV, Indianapolis, which kicked off an ambitious country music program some weeks ago, includes Charley Gore (King) and His Rangers, Herb and Kay Adams, the Jeffery Sisters, the Swanee River Boys, Lee Jones, Curley Meyers and Company; Guy Blackman, fiddler; Louis Innis (King), emcee; Johnny Winn Trio, and the Briarhoppers, square-dancers.

In Loving Memory

Of My Dear Wife

CLEONE IRMA CROWE



Died October 10, 1953

Gone But Not Forgotten

James E. Crowe

HUSBAND

GEIGER—Floyd, 39, veteran concessionaire, September 28 in Bloomsburg, Pa. Survived by his widow, Nora.

GLASE—Paul E., 71, manager of the Embassy Theater, Reading, Pa., and an authority on the history of entertainment, September 22 in Reading after a short illness. His collection of theater programs and playbills, more than 75,000, is believed to be the largest in the world. He had written several books on show business and was a drama critic on the old Reading News from 1913 to 1920. Surviving are a son, a daughter and a brother.

GRUND—William, 57, owner-manager of the Grund Art & Novelty Co., Des Moines, and well known among show people, September 26, in Veterans' Hospital, that city, of a cerebral hemorrhage. Survived by his widow, Marian; a son, Barry, and four brothers. Burial in Jewish Glendale Cemetery, Des Moines.

HALLIGAN—Leona, veteran outdoor show personality, and former secretary for Ray Marsh Brydon, September 24 in Indianapolis. Burial in Crown Hill Cemetery, Indianapolis.

HASSON—Tom, veteran outdoor showman, September 23 in Altoona, Pa., of leukemia. At the turn of the century, he joined the Buffalo Bill Wild West Show as understander for Hasson-Ben Ali troupe. Later he was with Barnum-Bailey, Howe's Great London, and Forepaugh-Sell circuses. In 1911, he entered the carnival field with Francis Ferari and later was general agent for K. G. Barkoot and Bernardi Greater Shows. In 1919, he organized his own show, Hasson Bros., and operated it until he went into partnership with Billie Clark of the Broadway Shows. Survived by his widow, Helen; two sons, two daughters, three brothers and three sisters.

HICKS—William, outdoor show agent, of a heart attack, September 23 in Coral Gables, Fla. (Details in the Carnival section.)



In Memory of My Beloved Husband

J. C. (Jimmie) SIMPSON

Who passed away
OCTOBER 6, 1943

MARIE SIMPSON

Gotham Rodeo Bows; Big \$ Prospects Dim

Roy Rogers Again Stars in Madison Square Garden's 30th Western Spec

By JIM McHUGH

NEW YORK, Oct. 1.—Madison Square Garden's 30th World's Championship Rodeo got off to a thundering and slightly bloody start Wednesday night (28). Horses, steers and bulls bucked, stomped and snorted and, between them, managed to adequately maul and bruise a number of the 234 listed contestants, including three more or less severely.

Cowboy star Roy Rogers, a likely bigger attraction even than 500 head of assorted stock, headlines

the Western show-sport which strictly adheres to the pattern of last year, both in presentation and duration. The showing is limited to 28 performances in 19 days, one more than last year. This is a full week less than was the custom prior to last year when the popularity of the thriller was definitely on the wane after a lengthy lucrative period.

Arena events are the same as in the past, leading off with the grand entry. Competitive events, involving \$102,230 in prize money, are bareback bronk riding, calf roping, saddle bronk riding, steer wrestling and wild Brahma bull riding.

Show Features

Also included in the 15-event program are the horseback quadrille, a barrel race, trick riding and a wild horse race. Other show features, apart from the Rogers appearances, are supplied by Lee and Ann Hendricks. These include trained dogs, three shepherds and a poodle, and a pair of comedy mules. They fit nicely in between the rugged events.

Rogers is on for three appearances. *(Continued on page 58)*

Conn. Ruling Limits Sales For Lotteries

HARTFORD, Conn., Oct. 1.—Promoters of lotteries which were legalized by the 1955 State Legislature may sell tickets only in the municipality where the license to conduct the lottery was issued, according to the Attorney General's office.

The decision was in answer to a question by State Police Commissioner John C. Kelly. The Legislature's enabling act provides for local option, with games of chance being lawful only in municipalities voting to approve them.

Joseph A. Hoffenberg, an assistant in the Attorney General's office, ruled: "Since a permit for operation of a raffle under Public Act No. 409 has no extra-territorial force and effect, it must follow that the promotion or sale of bazaar tickets in a municipality other than that in which the permit was issued, comes within the purview of the lottery laws."

Chas. Miller, Racer, Killed

SHELBY, N. C., Oct. 1.—Charles A. Miller of Allentown, Pa., was killed in a two-car collision during big car auto races at the Cleveland County Fair here Saturday (24). His age was 43.

Miller, a veteran driver, was reported to have crashed into a car driven by James Packard after the latter had cut in front of him in an attempt to gain position.

He is survived by his widow, Lillian, and a son, Charles.

OPERATOR PAYS

Florida to Enforce Midway Fee Law

TAMPA, Oct. 1. — Directors of the Florida Federation of Fairs and Livestock Expositions, meeting in special session at the Hillsboro Hotel here Friday (23), discussed State license regulations governing carnivals, and learned that some State funds would soon be available for construction of buildings on county and area fairgrounds.

The office of State Comptroller Ray Green advised spokesmen for the various non-profit fairs held in the State that in the future his office would strictly enforce a statute which provides that the carnival companies must purchase State licenses on each attraction set up at each fair. However, the State will refund the license rev-

enue to the fair associations—not to the carnival companies.

In the past, unaware of that statute, the fair associations usually purchased the licenses and were refunded the money. Green, acting on a ruling by State Auditor Bryan Willis, has warned fair associations that they are forbidden to pass such refunds along to the carnival companies.

Green's order, it was pointed out by State Sen. Harry Stratton, head of Northeast Florida Fair at Callahan, will be expensive to the carnival companies, and probably will necessitate the re-negotiation of various contracts existing between fair associations and car-

(Continued on page 54)

CHAMPION HOG WEIGHT-GUESS COLLECTS \$50

ROCKY MOUNT, N. C., Oct. 1.—Some 11,000 guesses have been made this week on the weight of North Carolina's grand champion hog. The animal, which won honors at last year's State Fair in Raleigh, is being exhibited at the Rocky Mount Fair, and Manager Norman Y. Chambliss is offering a \$50 prize to the person who comes close to guessing the total weight.

'Holiday' Tabs \$133,000 Gross At Utah Fair

Icer Take Offsets 3,000 Gate Dip Caused by Weather

SALT LAKE CITY, Oct. 1.—"Holiday on Ice" grossed \$133,000 in 15 performances at the Utah State Fair, which closed Sunday (26), for an increase of \$9,000 over last year for a like number of shows. Sellouts were the rule for the 10 night shows, as they were in '54. Upped attendance at the five matinees accounted for the higher gross.

The icer's higher take more than offset the fair's slightly lower at-

(Continued on page 60)

Added Day Boosts Nashville Fair Gate

Attendance Tops '54 by 30,000; Gooding Rides, Shows Up 30 Per Cent

NASHVILLE, Oct. 1.—The Tennessee State Fair picked up an additional 9,000 in outside paid gate admissions, had its midway receipts upped considerably and saved its take from the rained-out Saturday (24) auto races when the fair was extended an extra day, closing Sunday (25).

The auto races, presented by Al Sweeney's National Speedways, finally were postponed Saturday (24) only after the track had been ironed out several times when a heavy rain fell, ending any chances of holding the speed events that day.

Held over to the following day, the races were presented to an overflow crowd. In addition to some 9,000 who paid at the outside gate on the added day, about 21,000 persons who retained their ticket stubs from Saturday were admitted free on the added day.

Midway operations on the added Sunday were confined entirely to rides, and enabled the Gooding Amusement Company to add fur-

Weather Man Clouts Oklahoma City; All Segments Under '54

Hard Rains, Flooded Parking Areas, Threatened Big Blow Whacks Business

By HERB DOTTE

OKLAHOMA CITY, Oct. 1.—The weather man gave the Oklahoma State Fair the works, and the eight-day event ended tonight with total attendance of about 300,000, down sharply from last year's 416,877.

Not one of the eight days was given anything approaching good weather, and three of the days, including the important first weekend, were given hard rains.

The heavy rains deeply mired the parking areas so that many of the early day patrons had to have their cars pulled out.

Announcements Hurt

A further deterrent to attendance, once the heavy rains were over, were the announcements aired via TV and radio, urging those planning to attend the fair to leave their cars at home because of the condition of the parking lots.

Rain and soft parking areas were only two of the blows struck by the weather man. The other was a 90-mile wind that threatened the fairgrounds Thursday night (29).

For a time, it appeared that the big blow would whack the fairgrounds. In preparation, all of the overflow cattle housed under can-

vas were herded into a permanent building, and the Royal American Shows lashed everything down and suspended all ride, show, and concession operations. Early comers for the grandstand show were guided to the ramps and kept there.

Devastating Blow

The skies remained menacing for some time, then suddenly cleared. The big blow meanwhile hit seven miles distant from the fairgrounds with a force that caused considerable damage.

Roughly, two and a half hours after word had been sent quietly to key people thruout the grounds to make ready, the threat of the blow died, and operations on the midway and elsewhere resumed.

The big blow, tho, took a sizable bite out of the night's potential turnout, as many, heeding the weather man's warning, busied themselves at home, preparing for the threatening blow.

The fair's big drop-off in attendance will give it a deficit operation, the first since 1945. Besides the sharp decline in outside gate admissions, the fair suffered losses at the grandstand. Two big-car race programs slated to be presented by Frank Winkley were washed out, and one performance of the Barnes-Carruthers revue, in for the first seven nights, was rained out, and several others were hard hit by the weather.

Buy Opening Show

The Barnes-Carruthers show Saturday night (24) was sold out to Tinker Field, Air Force installation, on a flat-buy basis. The night was rainy and the show was put on before a small crowd. To accommodate those ticket holders who failed to show for that performance, a second night performance was added Thursday (29), at which the unused Tinker Field tickets were honored.

Fortunately for the Royal American Shows, most of the midway area had been hard-surfaced before the fair's opening and the midway was quick to return to action following the rains. Last year, the midway on the grounds, then used for the first time, had

(Continued on page 67)

Richmond Records Fall at Midweek

RICHMOND, Va., Oct. 1.—Altho off to a shaky start in rainy weather, the State Fair of Virginia recovered quickly this week and had surpassed last year's 300,000 gate by a healthy margin as early as Thursday night (29). Manager Jack Mitchell said the attendance had hit 356,999 at the closing Thursday. The fair ends tonight.

The opening on Friday (23) was marred by rain, which cut attendance some 25,000 below last year's, but clear sailing was encountered for the rest of the run. A light drizzle fell yesterday and caused concern about the night grandstand business.

Cetlin and Wilson Shows had a whopping good week on the midway, Mitchell said, and the Hamid revue, Fantasies of 1955, drew increasing crowds after opening Monday (26) to a weak audience.

Mitchell offered two grandstand shows last night, first the Hamid revue and then the Jack Kochman thrill show, featuring its Lucky Dogs presentation. There was no way to estimate an advance sale

since the sale for the late show was not to begin until the evening. Kochman is again booked in for tomorrow night. Sam Nunis' big car races are the afternoon attraction. Tony Vitale has been shooting off the fireworks between night shows. Irish Horan's thrill crew were also in for a show this week, and did well.

The fair's new Commonwealth of Virginia Building was opened for the run, featuring displays by various State departments. It is linked by enclosed passageway to the Commercial Building, and is 80 feet wide by 260 long.

Two kiddie days were gotten in without interruption by weather, and attendance was excellent both times. Visitors during the week included Governor Stanley and ex-Governors Tuck and Battle.

One of the featured exhibits was a National Guard display, including a helicopter, tank, amphibian and other mobile equipment. It won first prize for educational exhibits.

Mrs. Wescott Reports on Chimp Sales

PORTLAND, Me., Oct. 1. — Sales of several chimps for show purposes have been reported by Mrs. Alita Wescott, who raises them here. Among the buyers are Arnold and Carrie Castine, whose Castine's Chimps are with Polack Bros. Eastern unit. They bought a female chimp.

Gene Detroy, operator of the Marquis Family act, has added a female and a white-faced male. Charlotte Le Vine of Le Vine's Chimps has added a female, as has

(Continued on page 60)

TENTS

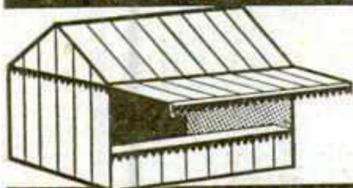
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TALENT SEASON OKAY

Martin Poses Higher Gate, Free Grandstand

BOSTON, Oct. 1.—Booker Al Martin, winding up his season with the exception of a few fairs in Maine, reports a good year at his fair dates, with everyone having to "work a little harder to make the grade."

Martin believes the lure of television has brought changes in what the public expects to see at grandstand shows. Since the patron is used to seeing the biggest stars for free at home, he says they are not willing to pay the prices for less-known acts at the fairs. Names are harder than ever to get, he feels, and are beyond the budgets of most fairs. Martin says solution lies in making a package deal, by charging a little more at the outside gate for the complete admission to fair and show.

Martin's 1955 business was about the same as in previous years, altho he had more dates. There was some curtailment in spending by some dates but he placed more acts with fairs than last year.

Park business, Martin said, was off somewhat in New England, but in other areas where he operated,

such as New York and Pennsylvania, record years were rung up in many locations featuring his acts. Most of his fairs enjoyed good business with the exception of Marshfield, Mass., which was hit by a storm. He believes a great deal of the public's money tied up in installment buying has tightened up spending at fairs.

Martin thinks outdoor acts have reached the ultimate in newness, and that the only differences from here in will be a shift in basic formulas. He has found that there are no particular types of acts, which go better than others. This, he feels, is a matter of location and taste.

Despite the fact that youth

ADVANCE SALE PEDDLES 20,000 TRENTON DUX

TRENTON, N. J., Oct. 1.—The advance sale of tickets at a cut rate in 100 units, to industrial groups, put into distribution about 20,000 tickets to the New Jersey State Fair. A new gate-boasting device, the promotion paid off much better than expected, particularly in view of the fact that the sales effort covered only one month. The effort will be expanded next year.

today is going in strong for name singers, Martin sees no danger of circus-type acts fading out. With two more fairs to work on next month in Maine, namely Freyburg and Cumberland, he is beginning plans for the Worcester Grotto indoor circus in January.

STUDY PROMISED

Hamid Offers Trenton Operation to State

TRENTON, N. J., Oct. 1.—George A. Hamid, president of the New Jersey State Fair, offered the operation of the event to the State thru Gov. Robert D. Meyner yesterday. He was given assurance that the possibility would be studied by the Department of Agriculture, following the appointment of a new secretary in the near future.

Hamid said full State support or operation would make possible needed plant improvements and, at the same time, provide an even greater service for the people of the State. A number of State departments and institutions, plus the Grange, are well represented at the privately operated event. In addition, the State supervises its livestock competitions.

Hamid noted that his group, a non-profit-sharing organization, had operated the fair successfully for 17 years. The property was

not offered for sale to the State. Hamid would retain the plant in any arrangement made with the State.

Worth a Million

The fair has been judged a winner for many years. However, Hamid said that the property, well located for almost any use, had often drawn offers of \$1,000,000 and more. This, he indicated, was considerably more money than should be tied up in a private one-week-a-year venture.

The offer was so presented as to earn possible wide publicity thru-out the State.

There is ample room for development. About 260 acres, including 160 fenced, with a one-mile track and an 8,000-seat grandstand, are included.

Hamid said a proviso was that Norman Marshall, veteran manager, would continue in that post.

Weyburn, Sask., Honors Pioneers

WEYBURN, Sask., Oct. 1.—A pair of stone cairns honoring the pioneers of the Weyburn Agricultural Society are being erected at the exhibition grounds as the society's Golden Jubilee year project. The cairns will commemorate the men and women who helped lay the foundations of one of the most successful agricultural societies in the province.

The cairns, eight feet high, will be near the grandstand entrance. They will be built of rocks gathered from the farms of directors living and deceased and will bear bronze plaques carrying the names of more than 200 persons, including the present officers, honorary officers, directors and honorary directors.

Lubbock, Tex., Tops '54; Icer Plays to Sellouts

LUBBOCK, Tex., Oct. 1.—The Panhandle South Plains Fair, paced by "Holiday on Ice" in its new Coliseum, was topping last year in almost every department despite rain early in the week. A. B. Davis, secretary, said thru Thursday (29), attendance was close to 2,000 ahead of last year at the same time. Fair opened Monday and runs thru today.

The icer opened Sunday night, a day ahead of the fair, and with the exception of the first performance, played to sellouts each night this week. The show's first three matinees played to half houses but Friday's show, due to the shortage of tickets for the night shows, was ahead of that pace. Show was scaled at \$1.50 to \$3.

Bill Hames' Shows, the midway attraction, was substantially ahead

of '54 with the big Saturday yet to come. In fact, spending all over the grounds topped a year ago, Davis reported.

The ice show closed Friday night to head for the Tulsa fair and a show headed up by Tex Ritter was set to appear both matinee and evening in the big building.

Despite a 200-foot addition to the fair's swine barns this year, it was necessary to set up temporary pens to care for the overflow. Cattle entries also surpassed '54. And entries in the women's department set a record.

In addition to the hog barn improvements, the fair opened a new 90 by 100-foot cattle barn and spent \$15,000 on surfacing of roads and an additional \$10,000 on beautification and general plant improvements.

STURDY RUN

Yakima Counts 135,000 Despite Cold, Polio Scare

YAKIMA, Wash., Oct. 1.—The Central Washington Fair, despite cold weather and a polio scare in the area, wound up its five-day run here Sunday (25) with only a small attendance dip. An estimated 135,000 people came thru the big gates during the run, some 4,000 under '54 figures.

Midway grosses were excellent. Ralph Meeker, owner of the show bearing his name, reported his combined circus and carnival scored well all week. Meeker ended his season here. Bob Bollinger, of the Oaks Amusement Park, Portland, Ore., has several permanent rides on the grounds and said

he was more than satisfied. This year's grandstand attractions, a variety show which included Jack Benny's singing Sportsmen, drew good crowds to its twice-daily performance, J. Hugh King, fair manager, reported.

Independent concessionaires generally reported grosses ahead of last year, but in a few instances business was down close to 10 per cent.

In addition to the Sportsmen, talent included Kumar, Les Silvanas, Joe and Solly Novelle, Clark's Bears, Jack Simpson, Kayletta, Dick and Dot Remy, Arri-gonis and Jerry Ross.

Trenton Clerk Gives Score On Bingo Year

TRENTON, N. J., Oct. 1.—Bingo players risked \$428,964.96 in Trenton in the first 13 months of the game's legalized existence. Another \$114,240.77 was spent on raffles operated by 37 organizations, bringing the total take for both games to \$543,205.75.

City Clerk Stanley Maziarz said the score on legalized games of chance operations from June 1, 1954 to June 30, 1955, had these and other equally impressive results. The participants won back \$357,020.15 on bingo, but only \$28,217.30 on raffles. The few organizations that took out licenses for bingo showed an aggregate profit of \$71,944.83. The city collected \$3,485 in bingo license fees, and \$565 for raffles.

Maziarz observed that his office processed a total of 4,695 forms. Each game requires five sets of forms and all have to be made out in duplicate or triplicate, he said.

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OKAY OR N. G.?

New Opinions Cloud Gotham Bingo Picture

NEW YORK, Oct. 1.—A week of indecision and conflicting statements has stalled hopes of sponsoring organizations to start legal bingo activity, both in New York City and neighboring Nassau County.

Excitement in bingo circles here flared up last weekend, following a city councilman's statement that bingo would be legal if offered under certain conditions, namely, the game must be played in connection with "entertainment" and, any admission charge must be for the entertainment, not the bingo. The district attorney of populous Nassau County followed with a similar announcement.

The next day, the statements were retracted, then later in the week evasive opinions were given. The question was, who would be the first to openly run a bingo game under the described provisions? Anyone convicted of a violation in illegally operating bingo could receive a maximum of two years in prison and \$1,000 fine.

The State Legislature has passed an enabling act which could result in legal bingo by January 1, 1958. It must also be passed by the 1957 Legislature, and be submitted for local referendum that year, before becoming effective.

Up-State Case Cited

The new opinions were based on a 1952 Court of Appeals decision in the case of the People vs. Burns. In this case a Niagara Falls operator charged for entertainment at an Elks Club affair, but did not charge for bingo. He was convicted of running a lottery, but won an appeal. Several points have been raised locally regarding the situation. For instance, how much can be charged for entertainment—as much as \$3 or \$4? Does there have to be a lavish entertainment program?

Several organizations made instant plans to run games and even scheduled them, but hedged when the officials retracted their okays. Later in the week, New York's license commissioner, Bernard J. O'Connell, said any bingo game run as part of an entertainment for which admission is charged—except in the case of charities and religious organizations—must be covered by a city license. No applications have been made.

A test case has been set by Brooklyn movie operator Albert Greene, who said he will run bingo from the stage of his theater Monday night (3). He complained that nearby churches have been running games without police interference, charging \$3.50 a card and offering as entertainment nothing more than phonograph

music. He said his theater will offer a double feature representing an investment of millions of dollars, which should be enough entertainment. Patrons will get bingo cards at the box office if they ask for them. Prizes will be \$50 cash and a \$50 savings bond.

Last year Greene protested the city's 5 per cent amusement tax which added a penny to his admission price by handing out chrome-plated pennies. The Secret Service got after him for defacing the coins, and it cost him considerably more money to restore their appearance.

ROCKY MOUNT GATE UP, 70,000 WEEK BUILDING

ROCKY MOUNT, N. C., Oct. 1.—Favorable weather has been helping the Rocky Mount Fair along to a record week, and indications thru yesterday were that the 58,000 paid attendance mark, established last year, will fall before tonight's closing.

Altho a Joie Chitwood thrill show presentation set for last Sunday (25) was lost to rain, the skies have been clear thruout the week, and attendance has been good. The Jack Kochman Lucky Dogs attraction drew a light grandstand crowd the first time it was shown here Monday (26), but favorable word apparently spread fast and the 2,000-seat grandstand held an overflow crowd the following night.

Fair Manager Norman Y. Chambliss said a total attendance of 70,000 for the week was not unlikely. Last year's Friday turnout was 16,000 paid plus 20,000 children, and this figure was surpassed yesterday before nightfall. Chambliss praised the Lucky Dogs feature, and also said the Hamid show has been very well attended. Tony Vitale has been shooting off the fireworks. The 100-piece U. S. Army Band offered concerts yesterday and today, and considerable interest was shown in a pair of helicopters exhibited here and sent from Fort Bragg, N. C.

Chambliss said attendance from Monday thru Thursday (26-29) was some 20 per cent over last year's for the comparable time, and estimated that Prell's Broadway Shows were 10 per cent ahead on the midway.

NEW DEVELOPMENTS:

Cold Drink Dispenser Handles 4 Beverages

CHICAGO, Oct. 1. — A cold drink dispenser, with self-contained carbonator and compressor, is being marketed by Bastian-Blessing Company. The unit enables an operator to dispense four cold drinks, plus plain and carbonated water. It is equipped with four new patented draft arms in which the sirup or concentrate and plain or carbonated water are mixed automatically at the nozzle. Two of the draft arms have twin levers by means of which plain and carbonated water also can be drawn.

Each of the four pressurized sirup tank holds three gallons of sirup; thus from one filling of the tanks 1,440 six-ounce drinks can be drawn. An illuminated revolving sign, with color transparencies featuring three of the beverages dispensed, is mounted on top of the unit. The dispenser eliminates the need of individual dispensing units or replaces bottled goods service. The stand occupies a floor space of 36 by 25 inches.—The Bastian-Blessing Company, 4201 West Peterson Avenue, Chicago 30.

Slicer Is Portable . . .

WHITE PLAINS, N. Y.—A food slicer that is semi-automatic and portable is being manufactured here. Called the "Slice-Crafter," it has a circular blade, 6½ inch serrated knife, precision slicing control that adjusts to thicknesses from wafer-thin to three quarters of an inch. It is mounted on suction-cup legs and is 7¼ inches high, 13½ long and 10 wide.—National Food Slicing Machine Company, Inc., 47 Martin Avenue, White Plains, N. Y.

Leakproof Food Trays . . .

NEW YORK—A line of white, waxed-lined paperboard food trays, that are said to be leakproof, moisture and grease resistant, is now available. Sizes range from 4¼ by 3½ by 1¼ up to the largest size which is 10¼ by 8½ by 3¼. The medium sizes are popular for hamburgers, chicken and shrimp while popcorn, pretzels are served by many in the small trays. The items stack compactly, require no assembly and are easy to hold. Cost to operators averages out to about a half-cent per tray.—Food Tray

CFA Jack Guill, Racine, Wis., hosted Joe McMahon, of Hagen Bros., and Tom Parker, of Clyde Bros., recently. They had also visited Roger Brown, national CFA president, Sioux Falls, S. D. . . . Jay Jaxon, stilt and vent performer, writes that he made the Hillsboro, Wis., affair on Labor Day and the Monroe, Wis., Cheese Day, which drew an estimated 100,000. He lost some Wisconsin dates because of polio earlier and has upcoming dates at festivals in Wisconsin and Minnesota.

Association, 141 East 44th Street, New York 17.

Three-Flavor Drink Unit . . .

CHICAGO—A drink dispenser that draws three flavors of soft drink sirup and automatically mixes them with soda, is being marketed here. Unit has 2½ gallon stainless steel sirup tank and a gas pressure regulator. It fits into the firm's regular line of fountain equipment.—Stanley Knight Corporation, 3430 North Pulaski Road, Chicago 41.

Portable Potato Peeler . . .

NORWALK, Conn. — A re-designed potato peeler that is portable, lighter in weight and more economical, is being manufactured here. The peeler has 18 to 20 pound capacity, peels approximately 100 pounds in 15 minutes, the manufacturer states. Other features include the use of neoprene instead of rubber, water spray in cover, non-corrosive metals used thruout, two-tone exterior finish and slanted waste outlet.—Service Appliance Company, Norwalk, Conn.

Insect Light Introduced . . .

LOS ANGELES—An all purpose, day-and-night anti-bug light has been introduced here that is designed to attract and kill both flying and crawling insects. It is made of heavy gauge spun aluminum with corrosion-resistant grids, and has an encased step-up transformer, removable tray and a three-pole cord including an adapter for 110-120 AC outlets.—Aaron Insect Lectorator Company, 10626 Regent Street, Los Angeles 34.

High Speed Barbecuers . . .

LONG ISLAND CITY, N. Y.—A new line of barbecue machines that come in electric or gas models and a wide variety of sizes, is being marketed here. Units are said to be speedy in operation and automatic. The ranges vary in size from two-spit units, holding eight chickens, to 14-spit units, holding 70 chickens. Manufacturer says

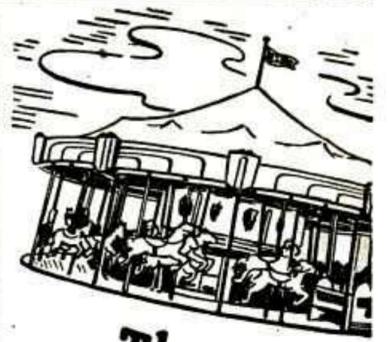
poultry is barbecued in 55 minutes.—Old Hickory Bar-B-Q Machines, Inc., 1020 47th Road, Long Island City, N. Y.

Portable Coffee Urn . . .

NEWARK, N. J.—An all-in-one portable coffee urn is now available in five-gallon, 100-cup size. Called "Johnny-on-the-spot," it comes in both AC and DC models, plugs into any standard wall socket.—Tricolor Manufacturing Company, Inc., 321 Jelliff Avenue, Newark 8.

Heavy Duty Can Openers . . .

TORRINGTON, Conn. — Heavy duty use was in mind when three new can openers were designed. One opener is specifically for No. 10 cans and will open any up to that size. A large model handles cans up to and including No. 12s while a third model is designed to handle cans over that size. All are finished in plain nickel or polished nickel. Manufacturer says they produce a clean-wedge cut and needle bearings reduce friction, speed operation and increase the life of the openers.—Turner & Seymour Manufacturing Company, 25 Lawton Street, Torrington, Conn.



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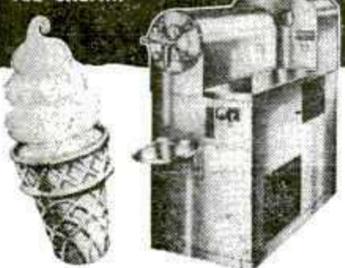
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GM Praises Chicago As World's Fair Site

CHICAGO, Oct. 1.—The possibility of a Chicago world's fair as the result of the success of General Motors' "Powerama" was given further impetus this week in a "thank-you" advertisement placed in Chicago newspapers by the manufacturing firm. The ad read in part, "And—now—after 26 days of the most successful industrial show in our history—we know yours is truly a World's Fair city."

The big lake front display of GM products—which closed its 26-day run Sunday (25)—pulled over 2,218,412 people thru its turnstiles. This response, coupled with the general enthusiasm shown by newspapers, radio and television, is expected to furnish added ammunition to civic leaders who have been talking up another world's fair for the city's lake front.

The exhibit was estimated to be a \$600,000 bonanza for the Chicago Park Board. In addition to rental fees, the site occupied by "Powerama" was improved immensely for outdoor exhibits. Improvements made include two overhead pedestrian bridges over northbound lanes of Lake Shore Drive; fences, underground sewage and electric lines, and repaving of the south parking lot. A steel pier, built by GM to park district specifications, is expected to bring

about \$3,000 a year to the district in fees for rental of boat slips. In addition, the park board received \$100,000 from concession sales.

Restaurateur Buys Arena in New Britain

NEW BRITAIN, Conn., Oct. 1.—Control of the Stanley Arena, one of Connecticut's few remaining arena facilities, has changed hands thru sale of the Stanley Hotel, that city, by Myron A. Allen, to Joseph M. Pavano, restaurant owner. Allen is retiring from business.

Pavano will assume operation of the 96-room Stanley Hotel and the Stanley Arena on December 1, when the sale will be consummated.

Purchase price is reported to be \$105,000, with a down payment of \$10,000. Allen acquired the property in 1948 for about \$155,000 from Daniel Shea, John Missett, Clarence Wessels and the late Joseph Earls.

Pavano plans big-time sports in New Britain, which is situated some 10 miles southwest of Hartford, and says he will get promoters interested in backing amateur and professional fights, basketball games and other sports. In addition, he expects to open the Maple dining room for breakfast, lunch and dinner.

The Arena has a seating capacity of 1,200. Previously known as the Casino, it was rented by promoters in its early years for fighting, wrestling, burlesque shows, and basketball. Bowling alleys and a pool parlor occupied the area in the 1920s.

Gotham Rodeo

Continued from page 55

ances, sharing the spotlight first with his horse, Trigger Jr., then with eight Palominos in a Liberty drill and, finally, with his television sidekick, Pat Brady, and the Sons of the Pioneers. The finale for Rogers, and the high spot for many moppets, is a hand-shaking ride around the rim of the arena.

Rogers performs personably in a spot he shared last year with his wife, Dale Evans, who this year stayed home to care for their six kids. Dale is still very much a part of the show, however. In addition to a number of references to her existence and well being, Roy features two of her songs, "The Bible Tell Me So," currently on the Honor Roll of Hits, and "Tornado," a new one sung publicly for the first time. A timely tune in view of the continuing attention demanded by the hurricane ladies, the song also has a catchy quality.

Ample Ballyhoo

Just about every gimmick in the tub-thumper's book is used to ballyhoo the Western offering, from the opening-day parade thru town to City Hall to painted store windows, but officials know that the big dollar vein has been pretty much worn out. There must be a certain number of dyed-in-the-wool fans, like auto race followers, who never miss. The thousands of others, who add the creamy froth to box office tills, have been disappearing, however.

The price scale remains the same, \$1.50 to a hefty \$6 top.

Everett E. Colborn is managing director and Frank Moore manager. Arena officials are Fred Alvord, secretary; Frances Fletcher, Jo Decker and Charles M. Ertz, timers; Jim Like, Carl Mendes and Everett Shaw, judges; Alvin Gordon, chute boss; Pete Logan, announcer; Charley Ben Bradberry, bucking horse foreman, and C. C. Evans, saddle horse foreman. James Cimmeron's Cowboy Band plays a nice show. The clowns are D. J. (Kajun Kid) Gaudin and Buck LeGrand.

AUDITORIUMS—ARENAS

Study Reveals Show Bookings Predominate in Building Field

By TOM PARKINSON

What general types of uses are made of municipal auditoriums and arenas and how much time is given over to each type has been investigated in a survey among managers of the buildings.

The results point up the versatility of modern auditoriums and arenas and demonstrate that, speaking of the field as a whole rather than of individual buildings, no one type of attraction or event monopolizes.

One of the questions put to managers was what percentage of their bookings is for commercial shows, circuses, ice shows, dance bands, talent shows or other professional touring units. More than half of those answering the survey said that from 10 to 50 per cent of their bookings were for these events. Nearly one-fourth of them said they devote from 50 to 90 per cent of their bookings to shows.

This return stresses that building business and show business are strongly linked, perhaps more so than a few managers believed.

Adding to the picture are results of the survey about trade shows, expositions, conventions, walk-around shows and commercial displays. This field is small potatoes to about one-third of the building managers who answered. But it is a hefty part of the business for close to half of the buildings. And 4 per cent of the managers put this type of attraction down as meaning as much as 90 per cent of their bookings.

Often arenas are counted mainly as sports palaces and many (21 per cent) devote more than half of their bookings to athletics of various kinds. But nearly one-third of the managers report sports are less than 10 per cent of their bookings, and more than one-third are in a separate group who say that sports amount to something between 10 and 50 per cent of their activities.

Locally produced shows of various types comprise up to half of the bookings for one-third of the managers, and another one-third of them gives almost no time to them. Very few (12 per cent) give more than half of their attention to locally inspired efforts of this type.

Completing the picture developed by The Billboard's survey, roughly two-fifths of the managers say that from 10 to 15 per cent of their bookings involve local meetings of clubs, churches, unions and other organizations. About the same proportion of managers reported that these non-show activities add up to less than 10 per cent of their bookings.

Thruout the survey results it is apparent that buildings have rarely put all their eggs in one basket. Heaviest proportions always fall in the bracket to indicate that a given type of event comprises from 10 to 50 per cent. Only small numbers of building managers said their bookings were predominately of a single kind.

SNOW TO RAIN

Weather Stalls 13 Out of 17 Track Events Set by Nunis

TRENTON, N. J., Oct. 1.—Snowmobiles and boats might have worked out better this year for Sam Nunis, the auto racing impresario, than the midget, stock and big cars that he scheduled for many Eastern tracks.

Only 4 of 17 meets scheduled to date rated any kind of a break from the weather. Nunis remembered unhappily here this week. The four were at fairs and three of the racing days were wrapped up in one event at Flemington, N. J., over the Labor Day weekend. The other date, which sneaked thru altho the weather was threatening all day, was at Essex Junction, Vt.

It was apparent at most dates that business would have been good, given a break in the weather. Interest in advance of a number of scheduled meets ran high and big turnouts were promised until the weather interfered.

Pinpoint Weather

On the whole the weather couldn't have been much worse for Nunis, even tho the area was generally favored thruout the sea-

son. The elements misbehaved just in time to interfere with his usual one-shot-a-week endeavors.

A freakish snowfall blanketed the drawing area when Nunis made his season start at the Langhorne (Pa.) Speedway on March 20. On a couple of other occasions at the big raceway, rain surrounded the location and cut attendance by more than one-half.

The final Saturday and big race day at the Eastern States Exposition, Springfield, Mass., was lost to the weather. Last Saturday the Great Allentown (Pa.) Fair was completely washed out, necessitating the added expenses of a rain date today.

Washouts would have been preferred to the dismal weather that greeted many of the events. Nunis noted. Having to run on these occasions held expenses at the maximum level while nullifying the possibility of coming out with a fair profit.

A string of Southern dates will follow Nunis' big car presentation at the New Jersey State Fair tomorrow.

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- Alabama Am. Co.: Fayette, Ala. Alamo Expo.: (Fair) Baytown, Tex.; (Fair) Liberty 10-15.
- Am. Co. of America: Birmingham, Ala. Amusements of America: (Fair) Henderson, N. C.; (Fair) Sumter, S. C., 10-15.
- Bayou State: (Fair) Ruston, La., 4-9; (Fair) Winnfield 11-15.
- Beam's Attrs.: (Fair) Kinston, N. C.; Roxboro 10-15.
- Belle City: Kaukauna, Wis., 6-8; (Fair) Menomonee Falls 14-16.
- B. & H. Am. Co.: (Fair) Florence, S. C. Big Four Am.: Manila, Ark.; Portageville, Mo., 10-15.
- Big State: Vernon, Tex.
- Blue Grass: (Fair) Cherokee, N. C.; Albion, Ga., 10-15.
- Borderland: Loraine, Tex.
- Buck, O. C.: (Fair) Camden, S. C.; (Fair) Newberry 10-15.
- Burke, Harry: (Fair) Amite, La., 6-10; (Fair) New Roads 14-16.
- Burkhart: Beebe, Ark.; Earl 10-15.
- Capital City: (Fair) Americus, Ga.; (Fair) Montezuma 10-15.
- Callitt Greater: Rotan, Tex., 3-15.
- Central Am. Co.: (Fair) Windsor, N. C.; Tabor City 10-15.
- Cetlin & Wilson: (Fair) Greenwood, S. C.; (Fair) Spartanburg 10-15.
- Chanos, Jimmy: Verona, O., 4-8.
- Cherokee Am. Co.: Fredonia, Kan., 6-8.
- Collins, Wm. T.: Tulsa, Okla., 1-7.
- Cote Am.: Ecorse, Mich., 6-16.
- Crafts Expo.: (Fair) Fresno, Calif., 3-9.
- Crafts 20 Big: (Fair) Fresno, Calif., 3-9.
- Cumberland Valley: (Fair) Summerville, Ga. (season ends)
- Dixie Am.: Verda, La., 4-7.
- Dixie Expo.: Courtland, Ala.
- Drew, James H.: (Fair) McCormick, S. C.; (Fair) Swainsboro, Ga., 10-15.
- Dudley, D. S.: (Fair) Post, Tex.
- Dumont: Dallas, Ga.
- Dyer's Greater: Marianna, Ark.; (Fair) Forest City 10-15.
- Foley & Burk Combined: (Fair) Ventura, Calif., 5-9.
- Franklin, Don, No. 1: Angleton, Calif., 4-8; (Fair) Refugio 13-15.
- Franklin, Don, No. 2: (Fair) Seguin, Tex.; (Fair) Huntsville 12-15.
- Gem City: (Fair) Attalla, Ala.; (Fair) Rome 10-16.
- Georgia Am. Co.: (Fair) Springfield, Ga.; (Fair) Pembroke 10-15.
- Gladstone Expo.: (Fair) Charleston, Miss.; (Fair) Batesville 10-15.
- Gold Medal: Petersburg, Va.; Chase City 10-15.
- Gooding Am. Co., No. 1: (Fair) Loudonville, Ohio.
- Gooding Am. Co., No. 2: (Fair) Hartford, Mich.
- Gooding Am. Co., No. 3: (Fair) Atlanta, Ga.
- Gooding Am. Co., No. 5: (Fair) Georgetown, Ohio.
- Gooding Am. Co., No. 9: (Fair) Prestonsburg, Ky.
- Greater Dixieland Expo.: (Fair) Marksville, La.; (Fair) Jonesville 11-15.
- Hames, Bill: Abilene, Tex.
- Hammond, Bob: La Grange, Tex.
- Happy Attrs.: Coshocton, O.
- Happyland: Oak Harbor, O. (season ends).
- Hartslock, Roy: Marston, Mo.
- Heth, L. J.: Monroe, Ga.; (Fair) Covington 10-15.
- Hill's Greater: Spur, Tex.; Lockney 10-15.
- Holly Am. Co.: (Fair) Claxton, Ga.; (Fair) Metter 10-15.
- Hottle, Buff, No. 1: (Fair) Tupelo, Miss., 2-8; (Fair) Franklinton, La., 12-15.
- Hottle, Buff, No. 2: Donaldsonville, La., 4-8; West Monroe 10-15.
- Hottle, Buff, No. 3: Covington, La.; Livingston 17-23.
- Hugo's Novelty Expo.: (Fair) Chelsea, Okla., 6-9.
- Ideal Rides: Rising Sun, Ind., 4-8.
- Iser Greater: Ringling, Okla., 4-8.
- Johnny's United: (Fair) Scottsboro, Ala.
- Kile, Floyd O.: Stamps, Ark.; Many, La., 10-15.
- King Bros.: Petersburg, Tex.
- King Shows, Ltd.: (Fair) Rockton, Ont., 10-15.
- Lane, Leo: Millen, Ga.; (Fair) Waycross 10-15.
- McKenna's Rides & Am.: (Fair) Chilton, Wis., 7-9.
- Majestic Greater: (Fair) Cullman, Ala.; (Fair) Enterprise 10-15.
- Manning, Ross: (Fair) Shelby, N. C.; Hartwell, Ga., 10-15.
- Marion Greater: (Fair) Manning, S. C.
- Marks, John H.: (Fair) Fayetteville, N. C.; (Fair) Wilson 10-15.
- Metropolitan: Gadsden, Ala.
- Miller, Ralph R.: Simmesport, La.
- Milliken Bros.: Hemingway, S. C.
- Moore's Modern: (Fair) Seminole, Tex.; (Fair) Kermit 10-15.
- Motor State: (Fair) Bruce, Miss.; (Fair) Brownsville, Tenn., 10-15.
- Mound City, No. 1: Charleston, Mo. (season ends).
- Mound City, No. 2: Osceola, Ark.
- Nolan Am. Co.: (Fair) Vanceburg, Ky., 5-8.
- Nolan Shows, No. 2: Bainbridge, O.
- Page & Ferris: Beaufort, N. C.; Ahsokie 10-15.

- Penna Premier: (Fair) Union, S. C.; (Fair) High Point, N. C., 10-15.
- Prell's Broadway: (Fair) Frederick, Md.; Greenville, N. C., 10-15.
- Raines Am.: Bingham, La.; (Fair) Ferriday 10-15.
- Raley Bros. Expo.: (Fair) Scotland Neck, N. C.; (Fair) Pembroke 10-16.
- Rocky Mountain Empire: Plainview, Tex., 5-8; Odessa 14-18.
- Rose City Rides: Bernie, Mo.
- Royal American: Little Rock, Ark.
- Royal Expo.: (Fair) Orangeburg, S. C.; (Fair) Louisville, Ga., 10-15.
- Schafer's Just for Fun: (Fair) Center, Tex.; (Fair) Nacogdoches 10-15.
- Shamrock: Haskell, Okla.; Bixby 10-15.
- Shan Bros.: Sandersville, Ga.
- Smith, Geo. Clyde: (Fair) Littleton, N. C.; (Fair) Henderson 10-15.
- Snapp Greater: Haynesville, La.; (Fair) Olla 10-15.
- Southern States: Crestview, Fla.
- Southern Valley: (Fair) De Ridder, La.; (Fair) Olla 10-15.
- Stephens, C. A.: Baxley, Ga.
- Stumbo's Tri-State: Biscoe, Ark.
- Strates, James E.: (Fair) Charlotte, N. C., 4-8; (Fair) Danville, Va., 11-15.
- Sunset Am. Co.: (Fair) Caruthersville, Mo., 4-9.
- Tassell, Barney: Yanceyville, N. C.
- Tennessee Valley: (Fair) Starkville, Miss.; (Fair) Marks 10-15.
- Thomas Joyland: Elkins, W. Va. (season ends).
- Tinsley, Johnny T.: (Fair) Griffin, Ga.; (Fair) Thomson 10-15.
- Tivoli Expo.: (Fair) Winnesboro, La., 4-8; (Fair) Eunice 11-16.
- 20th Century: Waco, Tex.
- United States: (Fair) East Bend, N. C.
- Virginia Greater: (Fair) Louisburg, N. C.; (Fair) Zebulon 10-15.
- Volunteer: Trenton, Tenn.
- Wallace Bros.: (Fair) Yazoo City, Miss.; (Fair) Jackson 10-15.
- West Coast: (Fair) Delano, Calif., 5-9.
- Wilber's Wolverine: South Pittsburg, Tenn.; Vienna, Ga., 10-15.
- Wolfe Am. Co.: (Fair) York, S. C.; (Fair) Chester 10-15.
- World's Finest: (Fair) Simcoe, Ont.
- World of Mirth: Greensboro, N. C.

Ice Shows

- Holiday on Ice: Tulsa, Okla., 4-7; Shreveport, La., 8-12; Odessa, Tex., 14-18.
- Holiday on Ice of 1955: Troy, N. Y., 5-10; Port Wayne, Ind., 11-16; Columbus, O., 17-23.
- Ice Capades of 1956: Cleveland 4-9.
- Ice Capades, International: Houston 4-6.
- Shipstads & Johnson's Ice Follies of 1956: Denver, 4-9; Des Moines 11-16; Chicago 18-30.

Phil Cook Gets Dominican Post

TRENTON, N. J., Oct. 1.—Phil Cook, well-known concessionaire and former secretary of the Miami Showmen's Association, has been appointed secretary of the group operating the fun zone at the International Peace and Progress World's Fair, which will be staged by the Dominican Republic at Ciudad Trujillo, December 20 thru February 27.

The appointment was made last weekend by George A. Hamid, director general, and Bernard (Bucky) Allen, general manager of the corporation formed to operate the midway at the Dominican event. Cook started functioning this week. He will maintain working quarters with Allen on the World of Mirth Shows.

Cook was in New York this week checking on many of the details involved in the mass movement of equipment by boat to the fair site late in November. An exact timetable of the move is expected to be ready within a few weeks. It will begin with the closing of the World of Mirth in Savannah, Ga., November 5, since that organization will supply several riding devices and power plants.

Several hundred inquiries received following the initial announcement in these columns have been answered. The announcements of contracted personnel and equipment for the 10-week event will be made as they are made.

UNDER THE MARQUEE

By TOM PARKINSON

Chief and Tillie Keys caught the Beatty show at Joplin, Mo., where Paul Van Pool also was on hand. Van Pool was on the lot also at Springfield and Miami. Bernie Mendelson, of O. Henry Tent & Awning Company; B. C. Davenport, of the Merchants Free Circus, and Bill Moore, agent of the Beatty show, also were in Joplin.

Marjorie Towson caught the Kelly-Miller Circus and the Pine Bluff, Ark., rodeo with Smiley Bur-

nette. . . Herman Ceplar worked as a single on the high wire at Walnut Creek, Calif. . . Don Marcks reports that circus veteran Bernie Griggs is much improved in health and expects to be released from the Duarte, Calif., hospital within a few months.

Jimmy Wayne, fire eater, caught the Tommy Scott show in Iowa. He was with the unit earlier, reports Rube Arnold.

Earl Shipley, having wound up another season with the Tournament of Thrills as clown and manager of the second unit, starts indoor dates this week. He and George LaSalle will be the clowns for the Waterloo Cattle Congress, booked thru Barnes-Carruthers, and he will play Kansas City and Wichita for Orrin Davenport.

Ray and Claire Brison, Reading, Pa., troupers, caught Mills Bros. at Pottstown, Pa., while there for a club date. They visited with the Reynosa Troupe, with whom they trouped on Hagen.

Catching Hagen Bros. at Zanesville, O., were William J. (Bill) Lester, veteran contracting and general agent; Jack Lampton, former agent; Fred Pfening, of the Fred Mack Circus; Harry See and the Harry Kackleys, formerly with King Bros.; Bill Owens, former trouper and city official, and the Dan Stewarts, former cookhouse operators on Hagen, writes Dan Billings, CFA.

The George Hanneford Family, riding, closes this week with the Clyde Beatty Circus, where they have been several years. They will be with Orrin Davenport at Kansas City and Wichita and then join Polack Bros. for 1956.

Two clowns with the Gil Gray Circus, Paul Jerome and Mickey McDonald, were born on the same day in the same year and celebrate their birthdays September 30.

JoJo and Eva May Lewis have returned to Peru, Ind., after a string of fairs and centennials. They went to Des Arc, Mo., and visited Dinky Moore, former clown, and family, who now operates a garage and auto shop. Other guests included the Christenson Duo and the Bakers. Returning to Peru, Mrs. Lewis met her son, Patrick Kelly, back from Camp Pendleton, Calif., who announced he hopes to follow the clown footsteps of his father, Emmett Kelly.

With the Dan Rice Circus show on the Gem City Shows are Capt. Eddy Kuhn and his wild animals, his two daughters doing traps, contortion and wire, and Roy and Joy Thomas, clowns. Kuhn has added a puma to the act and has a bear on the way. He has been contracted by Edna Curtis for her Minneapolis date.

The Luyas Duo appeared in the late half of Powerama at Chicago, when the earlier act, a new import, was forced by injury to bow out. Al Dobritch set the replacement.

Charles Kyle, of Kyle Productions, reports that he has sold four camels, two zebras, eight donkeys, and two ostriches from his St. Petersburg, Fla., headquarters to a Central American zoo and that his flying circus is scheduled to go into Central America this winter.

Everett Smith, of The Christian Science Monitor, talked before the Lions Club at Greenfield, Mass. (27), showing his color circus movies, and then left for the West Coast. He caught Mills and Hunt.

The Paul J. McLanes, formerly

with Ringling-Barnum, are at home in Thousand Oaks, Calif., since their marriage during the summer. McLane was Ringling trainmaster and now is with a construction firm, while Mrs. McLane is the former Ruth White, who was in charge of the baby gorillas on Ringling.

The Flying LaForms will play the Barstow, Calif., rodeo while en route to Hollywood, where they will appear in a movie for Columbia Pictures. Later they will go to their new home in Tampa.

When the Tony Diano elephants were in Chicago for "Super Circus" recently, they made a side appearance in a Republican parade in suburban Naperville, Ill. . . Ben (Continued on page 71)

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

- Cole, Geo. W.: Alamo, Tenn., 4; Halls 5; Clarkton, Mo., 6; Senath 7; Monette, Ark., 8.
- Hagen Bros.: Poplar Bluff, Mo., 4; Paragould, Ark., 5; Jonesboro 6; Newport 7; Searcy 8; Conway 10; Russellville 11; Fort Smith 12; Sallisaw, Okla., 13; Muskogee 14; Tulsa 15-16.
- Kelly-Miller: 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; Eupora 16; Louisville 17; Philadelphia 18.
- Kelly-Morris: Brownsville, Tenn., 5.
- King Bros.-Cole Bros.: Whiteville, N. C., 4; Lumberton 5; Laurinburg 6; Marion, S. C., 7; Lake City 8; Charleston 10.
- Polack Bros., Eastern: Orlando, Fla., 4-5; Albany, Ga., 8-9; Toledo, O., 13-15.
- Polack Bros., Western: Ardmore, Okla., 5-6; El Paso, Tex., 12-14; San Antonio 17-23.
- Ringling Bros. and Barnum & Bailey: Amarillo, Tex., 4; Plainview 5; Lubbock 6; Brownwood 7; Temple 8; San Antonio 10-11; Corpus Christi 12; Victoria (mat.) 13; Houston 14-16.

Miscellaneous

- Al Avalon-Great Raymond Mystery Show: St. Johns, Newfoundland, 4-8.
- Hitler's Personal Armored Car: Jack W. Burke, Mgr., El Dorado, Ark., 3-4; (Fair) Dallas, Tex., 7-23.
- Hitler's \$35,000 Armored Limousine: Jim Stutz, Mgr.; (Fair) Tupelo, Miss., 4-8.
- O'Day, Marie, Palace Car: Lynchburg, Va., 4-5; Appomattox 6; Buena Vista 7-8; Covington 10-11; Hot Springs 12; Staunton 13-15.
- Scott, Tommy, Show: Fairbury, Neb., 4; York 5; Grand Island 6; Hastings 7; McCook 8; Garden City, Kan., 10; Liberal 11; Pratt 12; Dodge City 13; Hays 14; Great Bend 15.

DOUBLE DUTY

Knife-Tossing Agent Earns Show Notice

LOWELL, Mass., Oct. 1.—General agenting and promotion work were combined with ease this year for the Continental Shows by general agent Paul La Cross. At one time a hobby, the thrill act presented by La Cross succeeded in obtaining much publicity, both for Roland Champagne's show and the dates it played.

La Cross does trick shooting and knife and tomahawk-throwing at human targets, namely Frenchy Willett; his daughter, Paula, eight, and son, Bob, 16. He packs his own portable shooting gallery and knife wheel.

Several bookings have been lined up for the act during the off-season, with night clubs and sports shows.

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Post-Season Weekends Fine in New England

BOSTON, Oct. 1.—While fun-spots in Maine, New Hampshire and at Salisbury Beach are locked up for the season, amusement parks and resorts in the metropolitan area have been picking up the last remaining dollars that could go a little way toward reducing losses suffered by most spots in the vicinity.

Two excellent weekends resulted from warm, sunny weather. John Collins' Lincoln Park in Dartmouth showed fair grosses as customers were taking advantage of the end of summer. Kiddie rides showed a spurt as the polio scare was waning and parents were letting moppets take the last few rides of the season.

Roy Gill's Norumbega Park in Newton had fair Kiddieland business, and there were also medium grosses at Revere. Paragon Park operator Larry Stone had locked up his Nantasket Beach spot for the first time in years, right after Labor Day, with the exception of one location where he had some kiddie rides going.

New Location Okay

Ross Lertora, in charge of the operation on the site of the burned out Funhouse, reported business good on both weekends, and thought the spot would do well with the moppet trade next season. He had a Merry-Go-Round, Sky Fighter, Ferris Wheel and Roller Coaster carrying good loads, and said the new location appears to be the right one to attract the moppets.

The Old World Gay Nineties Music Box Revue was winding up what had been a highly successful season in its first appearance at Paragon. Owned by Carlo Gianetti, who had a Swiss Music Box Revue at Palisades (N. J.) Amusement Park, the attraction has five antique music boxes in a big trailer. It so impressed the local press that he made the papers with

the show and plans to have it back next season.

Dave Baker's big Funland here also was enjoying a last-minute pick-up in business. His rides, games and shuffle alleys were crowded to looked like a day in summer. Operators doing business are going to remain open weekends as long as the weather permits.

Death Claims Monroe-Ehrman, Coney Figure

NEW YORK, Oct. 1.—Services were held Tuesday (27) for Monroe Ehrman, veteran newspaper writer and publicist for the Coney Island Chamber of Commerce. Ehrman died at his Brooklyn home Sunday (25) where he had been resting after a protracted heart ailment. He was 66, and more than 25 of those years were as public relations director for the C. of C.

Burial was from Kirschenbaum's Westminster Chapel, Coney Island. Ehrman free-lanced most of his lifetime for metropolitan newspapers, and was associated with several as a staff member. He had also been in the real estate and insurance business, and had an office near the Mangels and former Pinto Bros. ride factories.

Ehrman lived at 3815 Maple Avenue, Brooklyn. His career began in 1908 when he was a reporter for the Standard Union and the Brooklyn Citizen.

Survivors include his widow, Rebecca; son, Richard; daughter, Mrs. Leo Shapiro; two sisters, Mrs. Jeanette C. Mooney of Rockville Centre, N. Y., and Mrs. Max Levy of Miami, and three brothers, Edward, Arthur and Sandy.

Ex-Funspot's Owners Appeal

OCEAN CITY, N. J., Oct. 1.—An appeal from assessments totaling \$32,850 was filed with the Cape May County Board of Taxation by operators of the Boardwalk Playland, destroyed by fire last February 8. The spot was razed and there were no replacement amusements operated during the past season.

Fun Items in Atlantic City Fee Breakdown

ATLANTIC CITY, Oct. 1.—Amusement enterprises produced a good portion of the \$449,700 which the city collected in fees for the past fiscal year, Francis D. Kelly, supervisor of mercantile licenses, said in his annual report to Finance Director John A. O'Donnell.

While the mercantile tax income includes \$134,000 paid by bars and liquor stores at \$500 each, many other types of licenses come under the heading of "amusements."

There are six bingo-type games on the Boardwalk paying \$3,000 each for their license and one "group game of skill" with no seating arrangement, paying \$1,000. The only other type of business enterprise paying this kind of money to operate are the 10 auction galleries assessed \$1,000 each, one ocean pier paying \$2,000 and one ocean pier charging no admission and paying \$1,000.

Amusement parlors having 10 or more automatic machines pay \$500 each for mercantile licenses and there are 12 of them. Pinball machines are taxed \$25 each and last year 89 of them were licensed. There were 31 pool and billiard tables licensed at \$10 each and five popcorn machines paid the same fee. A single clairvoyant took out a \$25 license as did four postcard stands. Only one guess-your-weight scale was licensed, for \$150, but four saddle horse stands paid \$50 and three shooting galleries were licensed at \$25 and one for \$50.

Kelly reported that 6,029 beach chairs and beach umbrellas were taxed \$1 each, and 168 beach cabanas paid a \$25 license fee each. Atlantic Beach still has seven bath houses with more than 200 rooms paying \$150 each and four health bath establishments at \$25. Miscellaneous items include three indoor and outdoor golf places at \$100, each, 11 kiddie rides and pier games at \$50, and 13 shuffleboards at \$10. The city taxed 185 restaurants, of which 16 paid the maximum fee of \$200.

Kids Damage B'walk Cars Of Ramagosa

WILDWOOD, N. J., Oct. 1.—Police are investigating a break-in at Sportland on the Boardwalk, in which a group of youngsters allegedly damaged a number of tram cars stored there.

Gilbert Ramagosa, of the Ramagosa corporation that owns Sportland and the tram cars, reports the vandals ripped open a door in the rear of the building. Once inside, they began operating the tram cars, apparently banging them against each other.

Ramagosa said police apprehended the group inside the building, but he has not yet filed charges against the boys. Damage to the cars was approximately \$1,500.

Chimp Sales

Continued from page 55

Obert Miller of Al Kelly and Miller Bros. Circus. Miller has ordered two more to be sent to winter quarters in November.

Males have been added by Robert Henry of the Meeker Shows, Henry and Thelma Craig of Craig's Chimpanzees, and Leon and Elena Smith of Leon and Elena's Great Dane and Chimp Circus. Bill Barnard of WKCW, Moncton, New Brunswick, will take delivery of a 22-pound male to use on TV and personal appearances.

TV SAID INJURIOUS TO RESORT EXHIBIT VALUE

ATLANTIC CITY, N. J., Oct. 1.—Claims that the increasing use of television as an advertising media has helped cause Atlantic City to lose ground in attracting national exhibitors, have been made before the Atlantic County Board of Taxation by Rudolph J. Bushell. The realty broker is appealing a 1955 assessment of \$72,000 on the former Crane plumbing exhibit building on the Boardwalk.

In appearing as the agent for Mrs. Mamie Quartner, of Reading, Pa., owner of the property, Bushell argued that the structure was a special-purpose building and inappropriate for commercial uses. He said most national exhibitors have either left or are leaving the resort, including du Pont, because television, radio and other media are proving more attractive for the advertising dollar.

"The only important national exhibitor left is General Motors on the Steel Pier," said Bushell. Bushell gave the property's total income for the past six years as \$55,449 as against aggregate taxes of \$49,498. He said the income so far this year is only \$82.60, while last year it was \$2,025 against approximately \$9,000 in real estate taxes. The board reserved decision in the case.

Willow Grove Taking Over Own Food, Drink Operation

PHILADELPHIA, Oct. 1.—Willow Grove Amusement Park labored thru a season dogged by inopportune bad weather, but results during the first year of new management were termed encouraging. Key weekends were rained out, despite the lure of name talent attractions, but the personal appearance policy will be resumed in 1956.

Manager Joseph Helprin, on the eve of a winter sojourn in Florida, said one decision made is for the park to take over operation of all food and drink stands next season. Standard snack bar operations will be used and stands are being rebuilt, Helprin said. He added that the park will bring in an experienced food man, as yet unchosen, to manage this phase of the office's business. Games will continue on a concession basis.

Altho it has been decided to do some remodeling, no decisions along this line will be made until

the management visits the annual Chicago convention.

Willow Grove was sold this year by the Philadelphia Transportation Company to a combine of businessmen including brothers Ben and Herman Cohen, who own Pimlico Race Track; Harry B. Jacobs and Mort Michaelson.

Pearce Reports 10% Increase At Walled Lake

DETROIT, Oct. 1.—Warm weather during the past season boosted total grosses at Walled Lake Amusement Park to approximately 10 per cent over last year's figures, according to Fred W. Pearce, veteran park operator. The pickup was especially important at the bathhouse and the rowboat and speed boat concessions. The refreshment business also showed a substantial increase, particularly in cool drinks.

With the park closed for the season since September 18, Pearce is making plans for the installation of two to three new major rides for next year.

Sam Benjamin Passes Away

KANSAS CITY, Mo., Oct. 1.—Funeral services were held here Monday (26) for Samuel Benjamin, long-time amusement park executive, who died Saturday (24) following a heart attack in his office at Walled Lake (Mich.) Park.

Benjamin managed Electric Park at Kansas City for a number of years, founded Fairyland Park in that city and managed the spot until he joined S. W. Pearce interests and moved to Walled Lake, Mich., as manager. For the past 12 years he had been office manager of the Michigan fun center.

Funeral services were conducted here by the chaplain of the Heart of America Showmen's Club and interment was in the club's cemetery plot at Memorial Park.

Surviving are two daughters and a sister.

New Units Win For Fairyland In Brooklyn

NEW YORK, Oct. 1.—A good season was enjoyed this year by Fairyland, nine-ride kiddie park at Utica and Flatbush avenues, Brooklyn, owners Leo Davis and Irving Miller report. The park this year added a new Whirl-O ride, purchased from the Pretzel Manufacturing Company.

Also new is a restaurant, Buddy's, which did well. The food operator catered to birthday parties thruout the season, and Fairyland co-operated by offering special party ride prices.

Regular prices were 10 cents a ride, six for 50 cents and books of 30 for \$2. Larger units in the park are a 36-foot Herschell Merry-Go-Round, and a Schiff coaster.

'Holiday on Ice'

Continued from page 55

tendance. The outside gate was down about 3,000 from '54, with cold and rain causing the drop-off.

Hurt by Cold

The final weekend was marred by a combination of cold and rain and two week-days were hurt by cold. Despite rain and cold, stock races, staged thru the afternoon and early hours closing day, drew a good crowd. Horse races Saturday (25) and a horse show that night drew fairly well considering cold and damp weather.

On the midway the Monte Young Shows, in on a flat buy, were reported to have enjoyed satisfactory business during the fair's 10-day run.

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ROADSHOW REP

James Rafferty, old-time rep, med and circus showman, is ill in Deshon Veterans' Hospital, Butler, Pa., according to William Ruesskamp, of Cape Girardeau, Mo., who says Rafferty would like to receive mail from friends. . . . The Neil and Caroline Schaffner Players closed the 1955 season October 1 in Queen City, Mo. Schaffner said that on the whole the past season was satisfactory, several towns new to the show route producing excellent business. During the past season the show received considerable national publicity, notably the CBS-TV "Omnibus" telecast for the Ford Foundation, and recently The Saturday Evening Post feature with colored illustrations. The former, a film, was selected to be shown at the Edinburgh (Scotland) Film Festival. Upcoming is a story on the show by Irving Wallace in the Service publication. It, too, will be illustrated with color photos. No cast changes were made during the season which opened in May. Scott Edmonds, leading man, will return to Palm Tree Playhouse, Sarasota, Fla., for the winter. Evelyn Justice, leading lady, and Sondra Williams, ingenue, are considering stock offers. Jimmy Davis, juvenile, will enter Iowa Wesleyan College, Mount Pleasant, Ia., to continue dramatic studies; Jay Bee Flesner has school assembly bookings to keep him busy until next May, as has Ed Ward. The Musical Grays open a concert tour of the South October 13. Bert Dexter will winter in Fort Smith, Ark., and the show's feature dancing act, Crampton and LaVoe, will do night club dates during the winter. Mr. and Mrs. Schaffner will spend the winter at their home in Sarasota. Schaffner expects to write some plays during the off-season.

"End of a Showman" is the title of a reminiscent bit of jotting by E. F. Haman. He rambles, "Long ago, I mean long, long ago, I knew a showman by the name of Al

Martz. He traveled New England with horse and wagon and never failed to break even any year he was out. I was young, but my father was the show-struck kind and knew Martz. The Martz show was made up of performers who did monologs, acted sketches, jugglers, magicians and what-have-you. Martz didn't bother with booking agents (there were few of them at that time) but picked up his show from the street. A doorway on Scollay Square, next to the Austin and Stone's Museum, was his office. With old-time Boston performers, there was a halo around the heads of those who went out with Martz. Perhaps this came about because he always paid salaries. In all the years since, I never met a performer male or female, who ever accused Martz of missing a payday. He paid small money, but he paid it. What a trail of acts Martz fostered for old-time vaude—Johnny Baker, the best of the bone soloists; John Goss, black-faced comedian who was with many recognized minstrel shows; Frank Clayton, one of the earliest and best rube comedians; Archie Deacon and Eddie LaBarre, both minstrels; the DeElmer Brothers, the first of the barrel jumpers; the Luciers, afterward with minstrels of their own; Toby Lyons, of Hinky Dink fame; Sandy Chapman, singer; Tom Galvin, premier dancer; Winstanly and Sullivan, Fox and Ward, Mackey and Walker, Fagin and Fenton and Kennedy and James. Martz caught them all for his small traveling show. Even Vernell, first of the comedy jugglers, was out with him. Martz was a native of Camden, Me., but I have yet to meet anyone in that town who remembers him. Martz was a big shot in the smaller end of show business, but, like Austin and Stone's and the old Howard, to where so many of his performers graduated, he is gone and forgotten."

Drivin' 'Round the Drive-Ins

Sam Frank, president, Hammon-ton Theaters, Inc., disclosed the construction of a 1,000-car drive-in at Amatol, N. J., near Egg Harbor, for opening in early November. Dave Weinstein has been appointed general manager. . . . Trenton, N. J.'s newest and largest open-air theater, the Dix Drive-In, held its grand opening. The premiere, by invitation only, was attended by the mayors of surrounding communities. The new theater, with a capacity of more than 1,000 cars, features the largest outdoor CinemaScope screen in the area, playground, self-service cafeteria and modern rest room facilities.

Plans to construct a modern drive-in theater at Plano, Tex., have been announced by C. E. Barnes and Ray Smith. Barnes owns the Palace Theater there. The drive-in will feature a wide-division screen capable of showing any film on the market. . . . A 17-year-old San Antonio youth was sentenced to three days in jail for theft of an auto speaker May 20 from the Lackland Drive-In. . . . Albert H. Reynolds, recently vice-president and general manager of Ezell & Associates drive-ins prior to their sale to Bordertown Theaters, Inc., has entered business for himself at Dallas. He will serve as a broker for the sale and purchase of drive-ins and will make his services available as a consultant in all phases of drive-in operations. . . . Construction is nearing completion on the new 900-car Tidwell Drive-In at Houston, Tex., being built for Harold Griffith and H. N. Mitchmore, which is expected to be opened this week. Griffith will be manager and continue to buy and book for the Market Street Drive-In, owned and managed by Mitchmore, assisted by Kenny Stroud.

A value of \$750 an acre, with no damages, has been placed by a jury of view on 8,605 acres of land, part of a new drive-in which is needed for a right of way for a by-pass around Abilene, Tex. The condemned property is over one-half the total acreage on which construction has started on the drive-in. E. L. Williamson and Rom Griffin are partners in the building of the drive-in and head All States Theaters. . . . Sam Alexander, of Polar Products Company, Houston, has installed new milk shake machines in the Post Oak Drive-In, Chocolate Bayou and Market Street Drive-Ins. It serves up automatically three flavors of cold milk shakes at the rate of 200 an hour. Alexander reports that a 75 per cent profit is possible with the machine.

A new drive-in, the Van Dyke, is under construction for the Cohen Circuit of Detroit in suburban Warren Township, north of the Motor City. . . . Announcement of plans for the world's largest drive-in—2,500 cars—with what is believed to be the biggest screen, 120 by 80 feet, was made by Thomas Pascue and Daniel Bzovi, who operate the Ecorse (Mich.) Theater. The project, 20 miles south of Detroit, is to have a 10,000 square-foot playground area, unusual width between speakers, and a "scientifically devised traffic plan."

The E. M. Loew Theater Circuit has opened the newly-built \$200,000, 600-car capacity Candle-lite Drive-In at Bridgeport, Conn.

Bruno Weingarten, formerly manager of the Norwich-New London Drive-In, at Montville, Conn., has been named resident manager by George E. Landers, the circuit's Hartford division manager.

APDALE

Sees World Meet a Step To Olympics

NEW YORK, Oct. 1.—Participation by United States skaters in world roller competition (Barcelona, Spain, October 21-23) should prove to be a giant step toward the Olympic Games, according to U. S. Amateur Roller Skating Association prexy George Apdale, of Richmond Hill, N. Y. Apdale, who has been assisting head coaches Gladys and George Werner in coaching Yank standard-bearers for their first foreign invasion, will be in complete charge of the nine-member team once it sails aboard the luxury liner Independence October 5.

"The road toward the Olympics has been difficult," said Apdale, "but in eight years the USARSA has risen from Class-F to Class-D membership and now has a vote with the International Olympic Committee."

Apdale feels that if the USARSA can obtain Class-B membership, then Yank roller skaters will be eligible to enter the 1960 games as exhibitors. After this, competitive competition in the 1964 edition will be well within reach. Among nations interested in the roller sport are Australia, Belgium, Canada, Egypt, England, France, the Netherlands, Italy, Japan, Mexico, New Zealand, Portugal, South Africa, Spain, Switzerland, the United States, and West Germany.

Edna McKibbin Dies in Elmira

ELMIRA, N. Y., Oct. 1.—Edna Macy McKibbin, 86, nationally noted exhibition roller skater of the 1880's, died September 19 in Arnot-Ogden Hospital here.

Seventy years ago Miss McKibbin and her partner, William Hyde, Elmira, performed in practically every big city in the country. Local newspaper accounts stated that Miss McKibbin had learned to skate after school in the old Madison Rink, a large canvas-covered arena. It was reported that in those days the rink owners, Curtis and Riggs, hired a 40-piece concert band to play nightly for skaters in the rink.

Surviving is a twin brother, E. Wesley. Services were held Wednesday (21) in the Smith & Fudge Funeral Home, with burial in Woodlawn Cemetery.

Douglas Breniser Makes It on Ice

DETROIT, Oct. 1.—Douglas Breniser, former Detroit roller skater who switched a while back to ice skating, has achieved top talent recognition in his new field, assuming the male lead in the current "Sonja Henie Ice Revue," now playing France and Scandinavian countries. Breniser comes from Royal Oak, North End suburb, and was a star of "Roller Skating Vanities" about five years ago before entering the Army.

Fitzgerald to Norfolk

NEW YORK, Oct. 1.—Gold dance medalist Bob Fitzgerald, professional roller instructor for five years at Bay Ridge Rink, Brooklyn, operated by Joe Seifert and Carl Carlson, has left New York to handle the same assignment at Mercury Rink, Norfolk, Va. Fitzgerald, whose amateur skating was mostly for the Fordham and Bay Ridge Clubs, was a place-winner in 1950 Northeastern and New York State RSROA skate-dance championships.

MRROA Toes Mark for Queen, Skating Meets

MINNEAPOLIS, Oct. 1.—The second annual Midwest skating meet and queen contest, sponsored by the Midwest Roller Rink Operators' Association, a group composed of operators in Minnesota, Wisconsin and North and South Dakota, will be held Sunday (9) in the Minneapolis Arena.

Over 100 entrants took part in last year's meet and nearly 1,000 spectators were on hand to witness the MRROA's initial effort in the field of skating meets. Association officials are looking forward to even heavier attendance this year, pointing out that the Arena, with 5,000 seating capacity, will be able to handle larger crowds.

In addition to the regular schedule of events, there will be exhibition skating throughout the day plus skating periods between contests at the Arena. Speed events will occupy the morning period. In the afternoon free-style singles skating for men and women and a skating act competition will be offered, topped by the coronation of the queen. Queen judging will be based on personality, poise and skating poise. The winner will receive merchandise prizes plus a cash award. Dance competition will take place in the evening, finalized by a parade of champions.

In recent months area operators have been busy with plans for new rinks. Mr. and Mrs. Carl R. Franz opened their Dairyland Arena, Rice Lake, Wis., June 15, their first venture in the business. September 17 was the date announced recently for the opening of the new Hiawatha Roller Rink in Pipestone, Minn., by Eldon Miller, of Pipestone. He, too, is a newcomer to the field.

At Forest Lake, Minn., N. A. Vogel opened a new rink in mid-June with more than 300 skaters on hand for the debut. Forest Lake has had a roller rink for a number of years under different management in a building owned

by Vogel. When it was decided that the old building had to be remodeled, Vogel indicated that he would take over the management as soon as remodeling was completed. However, after checking remodeling costs, it was decided to put up an entirely new structure. It is reported that despite hot summer weather, business held up well at the Vogel rink.

Marshall Winegar, Clear Lake, Wis., who has operated a rink there for a number of years, sold his building and business during the summer. It is reported that the building will be converted for other business purposes.

Ted Hanson, of Ted's Roller Rink, Hutchinson, Minn., has added a trailer park to the rink property. Currently it has facilities for only a few trailers, but if business warrants it will be expanded next year.

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MEMPHIS FAIR SETS RECORD 362,000 GATE

Strong Finish Shatters Old Mark; Scores Single-Day High of 63,462

MEMPHIS, Oct. 1.—A powerful finish gave Mid-South Fair, which closed tonight, a new all-time attendance record. The gate, pending final check, was estimated at 362,000. The previous high was 356,010 set in '53.

A crowd of 63,462, the biggest single day's turnout in the fair's history, Friday (30), and a turnout estimated at 50,000 today enabled the fair to set the new gate mark. Friday's record-smashing throng was pulled despite overcast skies and some sprinkles during the morning hours.

Midway grosses for rides and shows and receipts from games concessions soared during the closing two days after a strong early showing in which they had run substantially higher than last year.

Nightly giveaway of a '56 Ford was a big help in recording the attendance mark.

The nightly giveaways—an innovation here—were given major credit for upping the gate thru Thursday (29), seventh day of the nine-day event, by about 25 per cent.

To that point the attendance was

252,000, an increase of 44,000 over the tally to the corresponding point last year.

Holds 'Em Longer

Drawing for the car at 10 p.m. not only heightened attendance but caused patrons to lengthen their stays on the grounds, and this was credited with sharply higher business on the midway and for concessionaires generally.

Chuck Moss, operator of the games concessions, was fulsome in his praise of the nightly giveaway and for the increase in concession receipts.

Clif Wilson, supplier of the rides and shows, echoed the praise. Ride and show receipts for the first seven days were up about 20 per cent over '54, a good one for the fair and midway here, and Wilson expressed confidence that rides and shows would hold to the increase "if given a reasonable weather break" in the closing two days.

Wilson pointed out that some of

the increased ride and show patronage should be credited to a revamping of the midway area. In recent years shows were lined up so that they wound up at the end of a dead-end street. The street formerly dead-ended was not used, and inside shows and the midway were turned from the fair's main stem up Kentucky Avenue. This gave the shows a far better opportunity, and they cashed in on it.

The revamping of the midway was a part of a plan executed by C. W. (Bill) Wynne, the fair's energetic and progressive manager, to improve pedestrian traffic and give all buildings and areas on the grounds more traffic than ever before.

Key to the plan was the erection of new fencing, which served not only to make the grounds more compact but also gave the fair parking areas that were completely fenced in. Thus, fairgoers arriving in cars paid for parking going into

(Continued on page 87)

Trenton Gate Runs Well Ahead of '54

Good Weather Helps Build Record Opening; School Holiday Boosts Kids Day

TRENTON, N. J., Oct. 1.—Favored by near-perfect weather, the New Jersey State Fair ran ahead on all but one day thru yesterday. With today and tomorrow, traditionally big days, remaining, there is a good possibility that the event will wind up with one of its best years.

Attendance on opening Sunday (25) was announced at more than 80,000. Whatever the actual count, operators along the midway agreed with President George A. Hamid and Manager Norman Marshall that it added up to a record Sunday and opening.

Monday (26) also came thru in fine style and a banner day was counted by virtually everyone. Aiding this session was the fact that 26,000 township school children were once again given a holiday and admitted free to the grounds.

Series Hurts

Attendance was down on Tuesday thru Thursday (27-29), in keeping with the usual pattern, but only one of these days, Wednesday, trailed last year. The World Series, which started that day, probably had a lot to do with the decline in interest.

Big turnouts are anticipated for today and tomorrow. The Irish Horan Hell Drivers are the track attraction this afternoon. The night grandstand is sold out, with the mammoth fireman's parade accounting for this influx. Tomorrow big cars under the direction of Sam Nunis will likely account for a sellout crowd.

Good attractions, and plenty of them, have been featured thruout the eight-day run. Last Sunday

(Continued on page 84)

Asheboro, N. C., Gate Count Hits New High

ASHEBORO, N. C., Oct. 1.—The Center of North Carolina Fair closed the gates on its 34th annual run here Saturday (24) after one of the most successful in the series. W. C. York, veteran secretary, said attendance topped any previous year and the weather was ideal, the only rain of the week coming after the Saturday night play was over.

The Combined Page Shows had the largest midway on record at the fair. Hurricane warnings early in the run forced the show to bat down much of its equipment, but the storm failed to strike the area. The high employment rate here increased spending and all midway segments shared in the takes.

Exhibit-wise, the fair was well ahead of any previous year. Agricultural entries were strong with the exception of cattle, which were a little below previous years. Next year's dates were tentatively set for the third week in September.

413,552 Gate Tops '54 at Eastern States

SPRINGFIELD, Mass., Oct. 1.—Eastern States Exposition nudged its way past its 1954 gate mark despite a threatened hurricane, an acute fear of polio in part of its drawing area, and a measure of rain. Final count for the nine-day event which ended Sunday (25) was 413,552 as against 412,465 last year.

Fair officials were particularly pleased with the results in view of the obstacles that confronted the event. Jack Reynolds, general manager, noted that virtually all departments ran well ahead altho the hurricane scare belted the gate on Monday and Tuesday (19-20) and rain on Saturday (24) cut attendance to 31,000, less than half that of a year ago.

A gate mark for the final Sunday was set when 53,474 paid. The

fair ran consistently ahead on days when the weather was favorable.

Rodeo Popular

A rodeo, produced by Jim Eske and featuring Les Paul and Mary Ford, drew big crowds nightly to the Coliseum except for one session which was hurt by hurricane warnings. Midget, stock and big car auto races drew well on four days. The grandstand entertainment also included a lengthy program of George A. Hamid & Son acts.

Increased interest was shown in the horse show and cattle entries, which just about hit the saturation point with some 2,000 in for the judging.

The Festival of Floats, a parade within the grounds, proved a popular new attraction and will be continued.

Puyallup Winds Up With 360,671 Gate

PUYALLUP, Wash., Oct. 1.—The Western Washington Fair pulled a total attendance of 360,671 during its nine-day session that ended Sunday (25) to beat 1954 by 18,508 and chalk up its third highest year in its history. The mark is exceeded only by 1946 when 404,244 and 1947 when 389,390 attended, Manager John H. McMurray said.

Weather was good. Tuesday evening (20) the run was marred by a slight rain that caused the cancellation of the Alzamas guy-wire-walk act. All other acts performed on schedule.

Grandstand reservations were down slightly and business on the grounds spotty. Food sales were

Friday Rains At Bloomsburg Curb Big Day

BLOOMSBURG, Pa., Oct. 1.—The annual Bloomsburg Fair was hit by rainfall yesterday, which seriously curtailed the expected big kiddie day business and also cut into night grandstand attendance. Overflow turnouts are not uncommon at the grandstand on weekend

(Continued on page 84)

WINTER FAIRS

Florida

Arcadia—DeSota County Fair, Jan. 9-14. A. G. Erickson.
 Bartow—Polk 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 9-10. H. A. Grunzmacher, 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 Gladiol Festival & Fair, Feb. 20-25. R. C. Lawson.
 Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
 Fannin Springs—Suwannee River Fair & Livestock Assn. Jan. 18-20. L. C. Cobb.
 Fannin 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. 20. 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 Malby.
 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. Belott, Mgr., Box 741.
 Winter Haven—Florida Citrus Expo, Feb. 13-18. Phillip Lucey.

Dominican Republic

Ciudad Trujillo—Dominican World's Fair, Dec. 20-Feb. 27.

Charles J. Warner, Nebraska Exec, Dies

LINCOLN, Neb., Oct. 1.—J. Warner, 80, lieutenant-governor of Nebraska and a veteran fair executive, died Saturday (24) in a Lincoln hospital. He had served on the board of the Nebraska State Fair for many years. His home was in Waverly, Neb.

Iowa Park, Tex., Races to Set New Gate Mark

Rides, Shows Run 25% Ahead of '54; TV Shows Click

IOWA PARK, Tex., Oct. 1.—The Texas-Oklahoma Fair was racing this week to establish a new record in several departments and it was accomplishing this feat despite rain on two days. Total attendance thru Thursday (29) was estimated at 110,000 by T. Leo Moore, general manager, with the two big days yet to come. Total previous high was about 150,000, he said, and all indications pointed to topping that figure.

One factor in helping to build attendance was 110,000 tickets distributed to grade and high schools in the area and the return to more picnic-type fair operation this year, Moore added.

Spending was up all over the grounds. Midway business, under Alvin Vandike, was racing a whopping 25 per cent ahead of last year, due to a stronger line-up of shows and rides. A total of 27 rides and 15 shows were in operation, including Joe Sciortino's gal unit and Charlie Hodges' Side Show. A total of 1,298 feet of midway concession space was sold. In addition, local organizations operated 18 eat-and-drink booths on the independent midway.

Attractions in the Coliseum included a number of local television personalities such as Tom McCarty and Bill Mack, both toppers in their own area shows. The Women's Air Force Band was another attraction that drew a strong turnout. In line with the new policy of entertainment, the fair's parade this year was bigger than ever and drew increased interest.

Commercial exhibit space sales this year topped any other run and new in this category was an automobile show which attracted top interest. Livestock barns were crowded to capacity and Moore said the quality this year was exceptional.

Saginaw Seeks Cause of Fire

SAGINAW, Mich., Oct. 1.—Fire inspectors this week were still seeking the cause of a September 16 fire on the grounds of the Saginaw Fair here that destroyed the Manufacturer's Building. Defective wiring, originally believed to have caused the blaze, has been ruled out by the inspectors and fair officials. The fair's loss was covered by insurance.

Allentown Gate Off But Event Fares Well

ALLENTOWN, Pa., Oct. 1.—Bad weather covered the last two of the five operating days at the Great Allentown Fair, and cut the paid attendance by nearly one-third.

Heavy rain on closing Saturday (24), lasting into the late afternoon, followed weather that was anything but an attraction for the public on Friday (23). Total paid attendance was announced as 74,813 as against 110,123 in 1954 for a decline of 35,310.

Paid attendance figures here mean little in terms of total attendance. Thousands of children and pass-holders also stream thru the gates and the turnout for the run could easily be double the announced paid total.

Hurricane Hurts

Early in the run the scare of Hurricane Ione kept additional thousands away from the fair-

grounds. But even so, 62,180 had been counted thru Friday and, fair officials noted, this figure compared favorably with the same period a year ago.

The fair did well in all departments, officials said, despite the big percentage of bad weather. Saturday's rain cleared in time for night activity. Crowds appeared and a sellout audience viewed George A. Hamid's Stairway to the Stars revue. The afternoon auto race program had to be canceled and rescheduled for today.

The beginning of rain early Friday evening resulted in President Howard Singmaster instituting a free-gate policy that night. As a result, only 7,772 paid were counted as against last year's 18,926.

The World of Mirth Shows enjoyed a good run on the midway in spite of the poor weather.

Early Figures Indicate Record Year at Saskatoon

SASKATOON, Sask., Oct. 1.—An interim financial statement of the Saskatoon Exhibition board shows an operating surplus of \$127,285 for the year ending October 31, an increase of more than \$8,000 over the 1954 surplus of \$119,151.

Auditor George Patrick said that after the \$353,000 capital expenditure program, and provision is made for this, the board would have more than \$60,000 cash on hand and a debt-free plant.

Directors agreed that this was the most successful year in the exhibition's history.

The report showed total revenue for the year to be \$377,672, compared with \$334,193 in 1954. Expenditures totaled \$250,387, up over 1954 when they were \$215,041.

Revenue for the summer fair was \$322,780, an increase of \$43,000 over the record set during the 1954 fair.

Recording the biggest increase this year were the concessions and the midway, Royal American Shows, which brought in \$75,752 compared with \$58,137 last year.

The revenue breakdown, with 1954 totals in brackets, follows: Parking \$3,690 (\$3,590); concessions and midway, \$75,752 (\$58,137); entry fees, \$2,324 (\$1,399); grants and donations, \$43,726 (\$26,467); gate receipts, \$60,089 (\$56,016); afternoon grandstand, \$16,524 (\$16,514); evening grandstand \$60,070 (\$56,176); baseball, \$1,653 (\$2,815); racing, \$58,966 (\$58,338).

Revenue from winter fairs was down slightly at \$27,130 exclusive of rentals and interest on bonds, compared with \$27,133 the previous year.

Expenses for 1955 totaled \$250,387, an increase of \$35,346 over 1954. Summer fair expenses made up \$197,799 of the total.

Expenses Up
"We have had a successful year, but at the same time we have spent more this year than in any year in the history of the exhibition," said Manager S. N. MacEachern. "We have already spent this year's surplus and the surpluses of two previous fairs."

He emphasized that main expenses next year must be for rehabilitation of the present plant and that before any large expenditures are undertaken again the board must embark on a period of "consolidation."

Next year the board will undertake renovations to the stadium, totaling \$12,500. Also being considered are renovations to the grandstand and additional paving.

The board turned down a request from the Saskatoon Trades and Labor Council asking that the gate admission price be put back to 25 cents. Directors approved the recommendation of the finance committee that the admission price be left at 50 cents.

Business Okay For Leaksville Despite Rain

LEAKSVILLE, N. C., Oct. 1.—Program for the Tri-City Agricultural Fair here included a bathing beauty contest, baby giveaway, and three matinees. Altho the opening set for Monday (19) was put off a day due to high winds and storm warnings, the event drew well during its week's run, harrassed thruout by spotty rains.

Attendance was high on every day of the fair but one, according to Ben. H. Holmes, president. The exception was on closing Saturday (24) when rain forced cancellation of the Davy Crockett matinee, altho a good crowd turned out for an automobile giveaway.

Lost with the regular opening day was Ladies' Night. Beauty contest eliminations drew well. The colored children's matinee was good in attendance on Wednesday (21) but rain hurt the night crowd. Friday's contest finals drew a large crowd. Assisting in the promotions was Harry Wilson of Amusements of America, which left the grounds with the contract for next year's fair.

Wilson got as fair guests Carolyn Edwards, Miss North Carolina of 1950, and Faye Arnold, this year's State entrant in the Miss America finals. Mayor C. W. Roberts assisted in the coronation.

John White Convalesces

NORDEN, S. D., Oct. 1.—John F. White, veteran South Dakota fair executive, is convalescing at his home here following surgery in Sioux Falls. White, who was secretary, president and a director of the South Dakota State Fair, Huron, for many years, missed this year's fair for the first time in 46 years.

Hillsdale, Mich., Does Okay Biz Despite Rains

HILLSDALE, Mich., Oct. 1.—The Hillsdale County Fair, for its second straight year, was this week hit by rain but was still having a sturdy run. Harry B. Kelley, veteran secretary, said that thru Thursday (29), fair's fourth day, it was only \$1,200 behind last year in the grandstand, despite strong rains on Tuesday and Thursday. Attendance was equaling last year, when the fair had several days of rain.

The program of harness races, scheduled for Tuesday, was canceled and worked in later in the week. The night grandstand revue, produced by Barnes-Carruthers Theatrical Enterprises, went ahead with its performance but the crowd was light. All attractions operated on Thursday in spite of the down-pour.

Spending on the grounds was okay, Kelley said. The Gooding Amusement Company Unit No. 2, under the management of Gerald France, was running ahead of last year on rides and shows.

Fair's livestock department was strong as usual. Tents were erected to care for the overflow. Turnout of harness race horses totaled 170.

The farm machinery exhibit this year was the biggest on record and it was necessary to allot considerably more space to care for the large number of machines on the grounds.

POMONA LAGS BEHIND '54 PACE

Pulls 735,520 in First 12 Days; Grandstand Biz Hurt by Weather

POMONA, Calif. Oct. 1. — The Los Angeles County Fair rolled up a total attendance of 735,520 during the first 12 of its 17-day run here but was still lagging 65,511 customers behind the same period for 1954. Last year the fair hit a total of 1,110,927 for the run.

The reason for the drop was unexplained by those associated with and participating in the fair. Some laid the blame on the construction of the freeway in the vicinity, while others mentioned Disneyland. Except for cold nights that have cut down grandstand attendance for both the Sam Howard "Aqua Follies," which closed Saturday night (24), and the Barnes-Carruthers "Fair Follies of 1955, weather for a fair has been ideal.

Concessionaires around the grounds either reported business off or "all right," forgetting any enthusiasm about increases. Business on the Harry A. Illions World's Midway varied with the Illions rides showing a slight increase while those of the Frank W. Babcock United Shows were down slightly over 7 per cent. Illions has 14 permanent rides. His increase was explained, as the rides have both capacity and a novelty value.

2 Per Cent Increase
Illions showed nearly 2 per cent increase over the first day of 1954 on the comparative time this year.

Five to eight of his rides have run ahead of last year thruout the 12 days.

During this stanza of the run, the fair's attendance has exceeded that of 1954 only on one day. Last Sunday (25) the attendance hit 120,760 to beat last year's same day of 118,656. However, on the previous day the turnstiles went down from 141,604 in 1954 to 120,760.

The fair is following its usual policy of shows. "Dancing Waters" is back for its second year and the attendance is reported sizing up well to that of 1954. The Duck Derby and the Barnyard Follies, both free attractions, continue to draw well. A new free show is the quarter midget races sponsored by an Upland group, and the bleachers were well filled for each performance.

While no figures were disclosed, grandstand attendance for the pari-mutuel racing each afternoon except Sunday was reported up as well as the wagering.

The fair closes tomorrow with a Million-Dollar Livestock Parade with vaudeville acts and bands and parades in front of the grandstand. The past two Sunday afternoon grandstand attractions was the Jimmie Lynch Death Dodgers, Fireworks displays, featured nightly, are presented by Pat Lizza, of the Golden State Fireworks Manufacturing Company, Saugus, Calif.

Centreville, Mich., Wins Despite One-Day Rainout

CENTREVILLE, Mich., Oct. 1.—The St. Joseph County Fair drew the curtain down on its 105th run here Saturday (24) with attendance off a mere 362 at the outside gate despite a heavy rain one day that cut sharply into turnouts. The rain on Friday (23) started early in the morning and continued past noon, causing the cancellation of that afternoon's program of harness races.

Despite losing this program to the rain, total grandstand business, including a Barnes-Carruthers revue as the night fare, was off only 7 per cent, Lester R. Schrader, veteran secretary, reported. The Barnes revue gave two performances the last three nights of the fair, altho the Friday night shows drew only fair turnouts.

Turnouts for the races, with the exception of Friday's program, was strong all week. Reserved seats were sold out well in advance of opening day. A total of 190 trotters and pacers were on hand for the events.

Commercial exhibit space sales, aided by a new exhibit building, topped all previous years and many would-be participants had to be turned down. The new building, just completed this year, contains 30,000 square feet, is 230 by 50 feet and is illuminated by fluorescent fixtures. All major farm equipment manufacturers were represented in the big farm machinery field.

The national pulling contest for lightweight horses was held here Tuesday (20) and several records were broken.

Talent in the Barnes-Carruthers' show included Ming and Ling, Larry Griswold, Lamberts, Shyrettos, Andre, Andre and Bonnie, Atomic, Noell's Liberty Horses, Joe Chester as emcee, a 16-gal line and four boys.

Visitors here included Mr. and Mrs. Harry B. Kelley, of the Hillsdale, Mich., Fair; Hazen Funk, former manager of the Michigan State Fair, Detroit, and Sid Phillips, of the Charlotte, Mich., Fair.

Gooding Amusement Company's No. 5 unit, under the management of George Pence, did good business on the midway.

Montgomery, Ala., Completes Plans For Oct. 10-15 Run

MONTGOMERY, Ala., Oct. 1.—Attraction plans for the second annual South Alabama Fair were completed this week. Fair will run October 10-15, with the new State Coliseum as the center of the operations.

The Amusement Company of America will provide the midway attractions. A Barnes-Carruthers revue will play twice daily in the big building. Acts set are the Harmonicats, Six Voca-Lovelies, Kings and Queens of the Sky and the Seven Ashtons. Illinois Fireworks Company will fire a nightly display of pyrotechnics.

The Coliseum floor will be occupied by upward of 100 commercial exhibits with close to 50 educational and decorative exhibits on the concourses of the big structure.

Fair, which drew almost 90,000 to its maiden '54 run, is shooting to top this by at least 10,000, John Graves, president, announced.

Projects, Revue Aimed to Spark Danville Event

DANVILLE, Va., Oct. 1.—Major improvements, including a \$3,000 face-lifting job on the interior of the Domestic Arts building, have been made to the Danville Fair in preparation for the opening of the five-day event Sunday (11). Other improvements include the re-coating of all roof tops and the enlarging of the midway area.

A revue, George A. Hamid's "Manhattan Gaeties," will be featured in front of the grandstand for the first time.

As part of its public relations program, Secretary William E. Finch and other fair officers, played host to 175 persons at a banquet last month. Included were big delegations of 4-H and FFA members, county agents, agricultural and home economics teachers.

QUEBEC CITY, Que., Oct. 1.—The Canadian Association of Exhibitions will hold its annual convention November 22-24 in Toronto, Emery Boucher, secretary, announced. The three-day confab will be held in the Royal York Hotel.

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WOM Tops 1954 Gross at Trenton

Big Crowds, Early Start Aid Bergen Fun Unit at Wind-Up Date in North

TRENTON, N. J., Oct. 1.—Frank Bergen's World of Mirth Shows will top its 1954 earnings at the New Jersey State Fair this weekend if its good weather luck holds.

The show got off to a good start, altho in abbreviated form, last Sunday (25) when a record crowd of more than 80,000 poured into the grounds. The hefty pace continued thru Monday (26) by which time all of the show units were in operation.

Considerable equipment, said to be more than last year, was moved overland from the Allentown (Pa.) Fair where the show closed on Saturday night (24), to make the opening here. Many large-capacity rides were on hand as well as a number of shows.

Mid-Week Slow

After the kid session on Monday the fair simmered off, as expected, Tuesday thru Thursday (27-29). Activity picked up again yesterday and more good action is promised for tomorrow.

The show operates only a couple of concession units here with the bulk of the space allotted sold to independent operators. This, coupled with the independent space sold for the fair by John McCormick, adds up to one of the largest groupings of hanky panks seen anywhere in the East.

Bernard (Bucky) Allen, concession manager, was absent most of the week attending to concession operations at the Anderson (S. C.)

Red Hicks Succumbs in Coral Gables

CORAL GABLES, Fla., Oct. 1.—William (Red) Hicks, veteran carnival agent, died of a heart attack in Veteran's Hospital here Friday (23).

Hicks was active for about 35 years in the industry. He started this season with the Gold Medal Shows but retired in August and returned to his Miami home, because of failing health.

He was associated with a number of carnivals, including a long stretch with the John H. Marks Shows, as general agent, legal adjuster and lot superintendent.

He is survived by his widow, Rose, a brother and a sister. He was an active member of the Miami Showmen's Association, the American Legion and the 40 and 8.

Services were held on Wednesday (27) at the Van Orsdale Funeral Home, Miami. Cremation followed.

Hottle Re-Inks North Alabama

HUNTSVILLE, Ala., Oct. 1.—Buff Hottle, owner of the shows bearing his name, revealed here today that the North Alabama State Fair, Florence, has been packed for 1956. Gross at North Alabama State this year was reported as 10 per cent over that of 1954.

Hottle also reported that over-all grosses this year have been up to par with 1954 and that Peoria, Lincoln and Marion, Ill., and Princeton, Ind., averaged 15 per cent over 1954.

The No. 1 Hottle unit is currently carrying 20 rides, 11 shows and 75 concessions.

Fair. Two bingo units operated as in the past. One was a Bill Jones unit associated with the World of Mirth, and the other was a Bennie Weiss unit.

Allentown OK

Despite rain on the final two days and a hurricane warning during the first part of the week, the show racked up a fair week at the Allentown Fair. The paving of the entire midway zone and the removal of a number of trees in the fun area a year ago made it possible to resume operations under comfortable conditions, as soon as the rain ended.

The show winds up its Northern tour here. It begins a long Southern tour Tuesday (4) in Greensboro, N. C.

MORE PLANS

Ray, Allen Sked Viewing Of D. R. Fair

TRENTON, N. J., Oct. 1.—John C. Ray, designer, and Bernard (Bucky) Allen, general manager of the amusement zone at the Dominican Republic World's Fair, have scheduled trips to Ciudad Trujillo to examine the plant which is nearing completion.

Ray leaves this weekend while Allen is scheduled to fly down next week. Ray will design and supervise the construction of unique decorative features for the event, George A. Hamid, managing director, said.

Allen will study the physical layout so as to be able to complete plans for the staging of the midway.

MOSS, WILSON SMILE

Memphis Grosses Show Big Increase

MEMPHIS, Oct. 1.—The faces of Chuck Moss and Clif Wilson were wreathed in smiles here Friday (30), eighth day of the nine-day Mid-South Fair.

Moss, who has the ex on the games concessions, and Wilson, who brings in the rides and shows, had ample reason to smile. Their receipts were up substantially over last year—a good one for both of them and for the fair here.

More Concessions

One reason for the higher concessions take was that Moss has 35 concessions, 10 more than last year, in operation. A contributing factor was the fair's attendance—up about 25% from last year. Another factor was the fair's nightly Ford giveaway, which held patrons on the grounds.

As for Wilson, he, too, had the fair's bigger attendance to thank. And, as he was quick to point out, he also benefited greatly from a re-vamping of the midway.

The dead-end street on which shows had been spotted in former years was not used. Instead, the midway was turned up Kentucky Avenue and this was a boon to the shows and some rides spotted on it.

To supplement the rides in the permanent amusement park on the grounds, Wilson brought in five

non-conflicting major rides, four kiddie rides and J. C. Nugent's miniature golf.

Scrambler Leads

Of the major rides, the Scrambler, owned by Buster Wilson, was getting top money, with the Sky Wheel, owned by Donald Dowis, taking down second money. For the Sky Wheel, it was that ride's fourth appearance here, whereas it was the first for the Scrambler.

Other major rides in operation are Harry Mamach's Twister, W. R. Anderson's Rock-o-Plane and J. B. Floyd's Dodgem. The four kiddie rides are owned and operated by Russell Phipps.

Twelve shows are in operation. (Continued on page 66)

Bryan, Bernard Frame New Show

HANCOCK, N. H., Oct. 1.—A new show with the title, Bernard & Bryan United Shows, will be launched here next spring, according to Jack Bryan. Bryan reports he has three rides and Willie J. Bernard will serve as concession manager. It is planned to operate in New Hampshire and Vermont and winter quarters will be established in Hathorn, Mass.

IT'S AN ILL WIND

RAS Make-Ready for Big Blow At Oklahoma City Sparks Praise

OKLAHOMA CITY, Oct. 1.—Carl Sedlmayr Sr., owner of the Royal American Shows, had reason to be proud tonight as the Oklahoma State Fair closed its eight-day run, one which had been dealt the worst weather given any major fair this season.

The adding machine tape at the close didn't, to be sure, show a gross near that for the show's appearance at the fair last year. Then the fair pulled 416,667, whereas this year, what with the weather, it attracted only about 300,000.

Sedlmayr's reason to be proud stemmed from the weather, or, more exactly, from the performance of his key staffers when devastation in the form of a threatening big blow loomed.

Unaware of Blow

Early Thursday evening (29), Sedlmayr made one of his infrequent trips downtown, leaving the

show in the hands of his staff. He was unaware that the weather forecasters were predicting that a 90-mile wind was headed for the fairgrounds. The warning went out at 6:30 p.m. Quietly, Walter Devoyne, long-time No. 1 man in the office wagon, sent out the word to "batten down."

Guys were tightened, stakes driven deeper, power plants stilled, concession fronts were downed, merchandise was secured and all action on the midway was suspended. Thru all of this, midway patrons were given no reason to be alarmed. Not knowing why the rides, shows and concessions had folded, they drifted away, seemingly unworried.

As the big wind approached it looked as tho the fair would get the full impact. Then suddenly the skies cleared as the wind veered to one side of the grounds. Quickly the rides, shows and concessions

Illions' Business Up Despite Pomona Lag

Frank Babcock Ride Gross Dips 7%; Evening Games Take Reported Okay

POMONA, Calif., Oct. 1.—Altho the attendance at the Los Angeles County Fair here dipped 8.2 per cent during the first 12 of the 17-day run which ends tomorrow, the Harry A. Illions permanent rides on the World's Fair Midway were up and those of the Frank W. Babcock United Shows down.

The fair's attendance for the segment totaled 735,520, compared with 801,031 for the same period last year, a loss of 65,511 patrons. The annual winds up tomorrow night.

Illions, prominent Eastern park operator, has 14 permanent rides in the park with the Babcock carnival organization supplying 9 major and 24 kiddie rides, the latter in two sections.

Rides Ahead

Of the 14 owned by Illions and installed on a six-year agreement, five to eight are running ahead of last year with sizable increases. Opening day, Illions' rides were ahead of the same day in 1954 about 2 per cent. The total gross to date is slightly ahead of the figure considered good in the face of the attendance drop.

Babcock's rides are about 7.5 per cent behind the same period in 1954. However, the main midway is holding up well and one Kiddieland, managed by Rose Ferris, ahead of the comparative figures. Designated as "No. 1 Kiddieland," the spot near the main gateway is

the one not doing so well. Mrs. Ferris' spot is near the permanent Mexican Village opened this year and one of the featured spots on the grounds.

Illions' increase in revenue is attributed to two factors: His rides have both novelty value and capacity. A hike in prices from 20 to 25 cents on some rides, those with small capacities, is helping out. Last year the Sky Wheel went for 35 cents, this year the charge is 25 cents. Rides with large capacities were reduced from 25 to 20 cents.

A Flying Saucer, said to be the only one in existence and which was introduced last year, was said to be doing good business with the moppets. A flat ride in its original state, Illions this year added a 60-degree pneumatic tilt, using compressed air from the nearby Bozo.

Game concessionaires were non-committal on their takes. Altho evening business has been fair, afternoon patronage was slow. Cecchini & Levaggi, of Sun Valley, Calif., have the bulk of the game concessions, operating all 12 of those in the permanent buildings.

A. W. McAskill's Palace of Wonders, illusion show, was said to be "holding its own." It is the only show on the fun zone midway.

ACA Laurel, Miss., Fair Gross Up 10%

LAUREL, Miss., Oct. 1.—South Mississippi Fair, which tonight closed its six-day run, registered about 10 per cent higher attendance than last year. Ideal weather prevailed thruout.

Amusement Company of America turned in a ride and show gross estimated at approximately 10 per cent higher than the '54 midway take, C. R. Jeffries, fair secretary, said.

Two big kids' days highlighted the run. White children had their day Tuesday (27) and some 18,000 turned out. Negro Kids' Day, Friday (30), lured a crowd of 13,000.

Ralph Meeker Gross Up 10% At Yakima Fair

YAKIMA, Wash., Oct. 1.—Meeker's Shows—a combined carnival and circus—closed its '55 season on a winning note at the Central Washington Fair. Ride and show grosses were 10 per cent ahead of last year, fair officials reported.

Owner Ralph Meeker had 16 major rides, including three Ferris Wheels and a Roller Coaster, in the line-up. A total of 10 kiddie rides operated and upward of 60 concessions.

The free circus, offered here for the first time, was well received and Meeker said it scored well all thru the summer. Hap Henry and his elephant and dogs was popular with the small fry.

Meeker equipment will be stored here for the winter. A crew of four will be hired to work on the rides and shows thruout the winter months, Meeker said.

Johnny's United Invades South; Takes Top '54

JACKSON, Tenn., Oct. 1.—After completing a successful Northern tour, Johnny's United Shows have begun its swing thru the South. Show's officials report that business on the Northern route averaged about 25 per cent over 1954, and that the Southern spots thus far are on a par with last year. The gross at the White County Fair, Carmi, Ill., it is reported, hit 25 per cent above any previous gross there.

The shows carry 14 rides, 8 shows and over 60 concessions, and plans are being made for the purchase of a Dodgem, Sky Fighter and an Allan Herschell Kiddie Car ride for 1956.

Shows wind up their 1955 season at Luverne, Ala.

MIDWAY CONFAB

Jackie Owens, of Gold Medal Shows, and Irving Barker were recent dinner hosts to Jake Goldfarb in Atlanta. . . The condition of Joseph E. Karr, former carnival manager, who has been seriously ill in the Mobile (Ala.) Infirmary, remains unchanged, according to Walter B. Fox. Friends may send cards to Karr in care of his wife at 529 Telegraph Road, Prichard, Ala.

Members reporting in early at the Miami Showmen's Association, according to William J. Tucker, acting secretary, include Mike Roman, Pud Hartman, Johnny Keeler and Paul Radler. Frenchy Schwacha is busy getting the club rooms in shape for the big influx which will begin in a few weeks. Secretary Marty Weiss is still on the road.

Jerry Jackson's Hi-Steppers, Negro revue with Cetlin & Wilson Shows, topped the backend units at a number of major fairs this year, according to the score sheet in the office wagon. The Jackson unit led at fairs in Sedalia, Mo.; Indianapolis; Reading, Pa., and Richmond, Va. Red and Helen Marcus are working the show's front.

Mrs. Marie Lehman, former fire manipulator with the Milo Anthony Side Show, recently middle-aided it with Paul Cox, an Arlington, Tex., plumber. The newlyweds are making their home in Arlington. . . Mr. and Mrs. Clyde Davis celebrated their wedding anniversary in Anderson, S. C., and Clyde gifted his wife with a new house trailer.

Jackie Lynn, sword swallower with Preacher Munroe's Side Show, visited friends on King Bros.' Circus at Martinsville, Va., recently. She renewed acquaintances with Bill Brickle, John (Chuckles) Facer, Slayman Ali, Ben Thomas, Sylvia Gregory, Huey Hart, Bill Orwell, Sandra Petus and Harry Rooks. Miss Lynn reports that the Side Show folks on the Gold Medal Shows gave a surprise birthday party for Elaine Munroe September 20 at Bedford, Va. Miss Lynn re-

cently gave a party for show personnel in her new 28-foot trailer. . . Mr. and Mrs. Ralph (Murphy) Miller, concessionaires, celebrated their second wedding anniversary recently at Lexington Park, Md.

Mrs. Sam Kaplan is recuperating from a fractured hip at Sorensen Nursing Home, Ruxton 4, Md. She would appreciate hearing from friends. . . J. Raymond Morris, former billposter, was a visitor opening day at the Brockton (Mass.) Fair. He spent the day with Gerald Snellens, general representative for the World of Mirth Shows. Morris is now with the John Donnelly & Sons Advertising Company, Boston. . . Al (Whitey) Hunt is skedded to join the Billy Logsdon attractions, now with the Buff Hottle No. 2 unit.

Mrs. Morris Lipsky is convalescing in Miami after the loss of a child, born prematurely July 31. Mrs. Lipsky says she has been in Miami for three months and hopes to make her permanent home there. The Lipskys have one child, two-year-old Brent.

While playing Northwest Missouri State Fair, Bethany, recently, Lisa Del Mar purchased a semi-tractor and 30-foot trailer to carry her Side Show and Girl Show. Units tour with Hill's Greater Shows. . . Robert Leverett, veteran ride operator, is confined to Touro Infirmary, Ward O-2, New Orleans, where he is undergoing surgery for cancer of the lung. He'd like to hear from friends.

Bobby and Jennie Wicks, who have the photos with Royal American Shows, didn't work the Oklahoma State Fair with the show. Instead they visited with Bobby's daughter and husband, Mr. and Mrs. C. B. Nichols, who live at Vinita, Okla., where Mr. Nichols, a chief boatswain's mate in the Navy, is the district recruiting officer. The Wicks also caught the Clyde Beatty Circus at Miami, Okla., where they chatted with Clyde Beatty, Ralph Lockett, Bill Pettit, Betty Broadbent and Hugo Zacchini.

Booster pages for the National Showmen's Association Year Book have been sent in by Louis (Dada) King, Harry DeMatteo, Bess Hamid and Josephine Basile. Aaron Hymes writes from Greenbrier Valley Hospital in Ronceverte, W. Va., that he is reserving three tables for the 18th annual NSA banquet, Thanksgiving Eve. Recent club visitors were Larry Benn, Mack Kassar, Jack Agree, Edward Elkins, Joe Gilbert, Sol Wahnish, William Lish, David White, Murray Spitzer, Charles Young, Phil Cook, Sam Stillman, Mark Rosen, Max Seskin, Al Crane, Louis Weinstein, Charles Buckbaum, Isidor Biscow, Sam Bibring and Harry Mansfield.

Attending the funeral of William (Red) Hicks Tuesday (27) in Miami were Mr. and Mrs. Michael Roman, Mr. and Mrs. Guy Dodson, Mr. and Mrs. Frank Pope, Mr. and Mrs. E. H. (Happy) Hawkins, Mr. and Mrs. John Boyser, Ross Bennett, Rhea Carson, Mr. and Mrs. O. P. (Blondie) Mack, Mr. and Mrs. Samuel Solomon, Joe Diano, Mr. and Mrs. George F. Whitehead, Mr. and Mrs. William Tucker, Mr. and Mrs. J. C. Weer, Mr. and Mrs. Johnny Keeler, Mr. and Mrs. Ernie Buzzezza, Myrtle Brooks, Harry Steche, Mr. and Mrs. Fred (Dutch) Holtzman, Mr. and Mrs. Fred Barrett, Mr. and Mrs. Pud Hartman, Jack Rose, Frenchy Schwawa, Jimmy Finn, Mrs. Paul Lane, Margaret Ferris, Mr. and Mrs. Sam Crowell, Mr. and Mrs. Nick Licardo, Mr. and Mrs. Bill Block, Mr. and Mrs. Earl Herman, Harry Heisser, Hazel Zabriskie, Gay Markell and Robert K. McClure.

Visitors to the World of Mirth at the New Jersey State Fair last week included Bernie Mendelson, O. Henry Tent Company; Clemens F. Schmitz, insurance broker, and Ethel Weinberg, secretary of the National Showmen's Association.

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All replies: H. P. HILL, Mgr. SPUR, TEX., Oct. 3-9; LOCKNEY, TEX., Oct. 10-15.



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WANT FOR JACKSONVILLE, FLA., NORTHEASTERN FAIR

10 DAYS—STARTING NOV. 2 TO NOV. 12

Located in big Auto Speedway Park. 100,000 people to draw from within half mile of Park. Race Track, Grandstand and large Exhibition Hall—everything to make an outstanding Fair. There will be Trotting Races, a big Stage Show; Hell Drivers, featuring Chitwood, in front of Grandstand. Not bona fide but original—held here for 25 years—don't be misled.

Would like to hear from one or two more Major Rides and Kiddie Rides that will not conflict. Want Shows with own outfits—what have you? Concessions of all kinds, no exclusives. Can use large Bingo. Would like to hear from Demonstrators for Exhibit Hall. Will book one or two High Free Acts for this date. Would like to lease Light Plant for 10 days to use during this date.

The Manager of Coney Island Park, Havana, Cuba, will be at this Fair November 5-6 to book Attractions and Rides for his winter tour in Cuba.

All answers to LEO BISTANY

c/o Buff Hottle Shows, Tupelo, Miss., until Oct. 8;
then c/o Mayflower Hotel, Jacksonville, Fla.

RIDES AND SHOW EQUIPMENT

FOR SALE

No. 5 Eli Wheel, 1951, with transportation. 1947 Flying Scooter with transportation. 1951 16-Tub Octopus with transportation. 1952 Rensselaer Train with two-wheel trailer. 1 Tractor with 10 Autos, also 1 Tractor with Two Carts, hauls 20 Kiddies, both like new. 1 Horse and Buggy Ride with transportation. 1 60 in. Gen. Electric Army Searchlight complete—bring truck and take same, \$500.00; lots of parts. Two 60 KVA (GM) Light Plants in perfect condition, first \$5,000 takes same. These plants are in a 24 ft. aluminum semi, all new tires.

If you are looking for fine equipment with the best of transportation and have cash money, this is it and priced right, no deals. I am just cutting the size of my show. All the above can be seen by appointment at 2d and Carver Streets, Greensburg, Indiana.

Phone 4600 Columbus, Indiana.

W. R. GEREN

PARAKEETS BABIES \$1.50

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-Hour Service
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Monrovia, California

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CONCESSION, CIRCUS, CARNIVAL
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America's Largest Builders of Fine Show Tents

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Thank You
Erwin & Helen Eule
Concessionaires
Del Flora Amusements
For your new Buick Roadmaster purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa.
Phones 9347 or 3-0003

FOR SALE

16-Car Allan Herschell Car Ride, good top and side wall. Also Sunshine Choo-choo Train. First thousand dollars takes both.

DUTCH SCHRADER
c/o Rose City Rides
Bernie, Mo., this week; Campbell, Mo., Oct. 10-15.

Greater JACKSONVILLE
AGRICULTURAL and INDUSTRIAL FAIR
CATOR BOWL
Nov. 10^{to} Nov. 19
ON THE MIDWAY
CETLIN & WILSON
SHOWS
DUVAL COUNTY'S FIRST AND ONLY
AGRICULTURAL FAIR AND LIVE
STOCK EXPOSITION IN 15 YEARS

Gooding Hikes Atlanta Gross In Early Days

Rides, Shows Rack Up Sharp Increases Over Recent Years

ATLANTA, Oct. 1.—The Gooding Amusement Company was well on its way here tonight, the fourth night of the 11-day Southeastern Fair, to notch up the fair's biggest ride and show gross of recent years.

The Gooding take for the first four days was substantially higher than for the same period in 1953, the last year it played the fair. It also was up sharply on a day-by-day comparison from the midway pace of another show last year.

The fair got under way Wednesday (28), whereas formerly it opened on a Thursday, so that it will close on a Saturday (8) rather than Sunday. Thus, the Gooding show will have ample time to move to Columbus, Ga., its next scheduled stand, for the opening of the fair there.

Of the first four days of the fair here, all but Friday (30) were given good weather. Rain hit that day but the ride and show receipts, nevertheless, were considerably higher than those for the corresponding days of the last few years.

The fair today drew a bumper crowd, one of the biggest in its history, and rides and shows were given heavy patronage. Games, concessions, all skill, also enjoyed excellent business.

Of the shows, the top money-getter thru the first four days was the revue managed by Joy Purvis, with Irving C. Miller's "Rock 'n Roll," "Dancing Waters" and Lash LaRue's Western Show trailing in that order. The Twister was pacing the rides, followed closely by the Hurricane and Scrambler.

BIKES ARRIVE

First Prizes In for NSA's Award Night

NEW YORK, Oct. 1.—First prizes for the annual National Showmen's Association award event have been delivered to the club-rooms, executive secretary Ethel Weinberg reports. Delivery of two Columbia bicycles was received, compliments of Gerald Snellens, first vice-president and general representative of the World of Mirth Shows.

The fall season's first meeting will be held Wednesday evening, October 12, and meetings will be held thereafter the second and fourth Wednesdays of every month.

The Cetlin and Wilson Shows' jamboree at Reading, Pa., was a great success financially, it was noted, and donations have also been received from third vice-president Bennie Weiss, Harry Eddels and his agents at the Rutland (Vt.) Fair, and The Billboard.

Unexpected revenue is coming in from Aaron Hymes, who is recovering at Greenbrier Valley Hospital, Ronceverte, W. Va., and will be discharged shortly. Hymes has been contacting friends and his secured several Year Book ads.

New members include Herman Schwartz, Nate Kramer, Frank Genevich and Samuel Ross, all sponsored by second vice-president Morris Batalsky, and Abraham Wolfert, Louis Wolinsky, Frank Hekker and Nicholas Sylvester, all sponsored by Charley Davenport.

Gooding No. 5 Scores Winner At Mich. Fair

CENTREVILLE, Mich., Oct. 1.—Gooding Amusement Company Unit No. 5, under the management of veteran George Pence, racked up good business at the St. Joseph County Fair here last week. Biggest days of the six-day run was the Tuesday's Kid Day and Saturday (24) when the rides and shows were kept busy from early morning until late at night.

Show had 10 rides, including the Gooding-owned Roundup, and six shows. The Roundup scored strong, altho the Tilt-a-Whirl led the ride devices. Shows included Harley Wilson's Glasshouse, Pence's Funhouse, Tracey's Snakes, Amos Youngblood's Mechanical Village, Pedrero's Monkey Motordrome and Red Philant's Arcade.

Weather was good all week with the exception of Friday, when rain started early in the morning and continued into the afternoon. Pence still reported getting good takes that night after the skies had cleared.

Following three more fairs and celebrations in Ohio, the Pencses will head for their Ruskin, Fla., home. Visitors here included Mr. and Mrs. Harry B. Kelley, of the Hillsdale, Mich., fair; Hazen Funk, former manager of the Michigan State Fair; George Prough, veteran concessionaire and Mishawaka, Ind., school teacher.

Vivonas Score In Leaksville

SANFORD, N. C., Oct. 1.—Amusements of America chalked up a pretty good week's business at the Tri-City Agricultural Fair in Leaksville, and agent Harry Wilson reports the date was signed again for 1956.

The opening scheduled for Monday (19), Ladies Night, was put off a day due to strong winds and hurricane warnings, but the rest of the week's schedule went off as planned. It rained at times during the fair but business was considered satisfactory nonetheless. Rain also hampered operations during the make-ready for the fair here.

Wilson obtained considerable newspaper coverage in the weekly Leaksville News, on his promotions of a beauty contest, baby giveaway, car drawing, and Davy Crockett matinee. The last named, on closing Saturday (24), was rained out, but the attendance was good for the automobile drawing.

Memphis Gross

Continued from page 64

Of these Harry Seber has two, a 25-people revue, which was pacing the shows in earnings, and a Posing Show. Charlie Taylor's "Ebony Club Revue," with a company of 30, was running the revue a close second. The Taylor unit sports an unusually eye-catching front, designed by Wilson.

Other shows in the Wilson lineup are Dick Dillon's Mechanical Village, Jack Burke's Hitler Car, Marie Allison's Chinatown, Arnold Rayback's Two-Headed Bull, Captain Ebo and His Trained Dogs; Bill Dusen's Big Dog, Little Horse and Midget Cattle; Donnie and Donny, Siamese twins, handled by Arthur Hoffman, and a Python Show.

Can Place Eating and Drinking Stands, Kitchen Gadgets and Direct Sales. Write or wire:

S. E. LORIMIER, Sec'y.

Chamber of Commerce, Jacksonville, Florida

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ANCHOR TENT FRAMES
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 Engineered For 2 Years to Assure the BEST for SHOWMEN



WRITE FOR INFORMATION
 OFFERED IN STOCK SIZES •
 DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2"x2") • HINGED LEGS, SLIP JOINTS • NO SCREWS, BOLTS, PINS OR KEYS.
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 MFRS. OF CANVAS TENTS FOR ALL PURPOSES

ATTENTION

MEMBERS OF THE ARIZONA SHOWMEN'S ASSN.

1955-1956 dues are now payable—please send your check or money-order at once, to Don Hanna, 216 W. Washington Street, Phoenix, Arizona.

Note—Any Showman wishing to join club may write for application. Dues \$10.00 year; initiation fee, none. Old members may be reinstated by filling out a new application, and their 1955-1956 dues.

DON HANNA

Treasurer, ARIZONA SHOWMEN'S ASSN.

GIRLS—CARNIVAL DANCERS—GIRLS

DO YOU HAVE WORK WHEN THE SEASON ENDS?

We are expanding our business and will be able to use 25 exotic and character dancers in the Chicago territory. If you are between the ages of 18 and 30 and can dance at all, we are interested. If you don't have your own, we have wardrobe available. If your routine needs something or if you want to learn, we have a teacher. Salaries from \$90.00 to \$125.00. Can keep you working steady until spring. Send recent snapshot, details, when you will be available and where to reach you.

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 New Low • Special Price for the Fall **90c** EACH
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HAVE SEVERAL GOOD SHOW LOCATIONS AT DALLAS OCT. 7 TO OCT. 23
 PHONE OR WIRE ME AT THE STATE FAIR OF TEXAS.
CLIF WILSON

Southern States Shows
WANT FOR BALANCE OF SEASON WHICH RUNS INTO NOVEMBER
 Useful Ride Help who drive semis and have license. Want Bingo to join next week at Donaldsonville, Ga., for three weeks in South Georgia. The Best Crops and Most Money in ten years. Good opening for Lead Galleries, and a few more Hanky Panks. No Flats or P. C., gypsies, chasers or drunks. Yes, this is a "Sunday School Show." All answers to
JOHN B. DAVIS
 Crestview, Fla., this week

FOR SALE OR TRADE FOR KIDDIE RIDES
 Allan Herschell 2-Abreast Merry-Go-Round, Eli #5 Wheel, Smith & Smith Chairplane, Jones Park Chairplane, Spitfire, Rolloplane, Kiddie Airplanes (Smith & Smith, have two). All rides operated this year and are in perfect condition.
GILLETTE BROS.' SHOWS
 60 Sheffield St. Pittsfield, Mass.

LEERIGHT'S MIDWAY SHOWS
 Want for Cotton Festivals. Ten Weeks in Heart of Cotton.
 Grind Shows at low percentage. Concessions: Grab, Bingo, Photos, Popcorn, Snow, Heart Pitch, Hoop-La, String, Duck Pond, Jewelry, Watch-La, High Striker, Targets, Long or Short Range, Coke, Darts, any Hanky Pank. Winter rates. Agents for office Concessions, Ticket Sellers; Ride Help, come on. Slim Anderson wants Pin and Count Agents. Quannah, Texas, now; Turkey next week. Booked solid until December. Wire, write, phone J. R. LEERIGHT, Manager, as per route.

AVAILABLE A-1 UNION BILLPOSTER
 Post, tack and lithograph where you can see it. Sober and dependable. Just closed with King Reid Shows.
ART "DOC" MILLER
 General Delivery Bloomsburg, Penna.

FOR SALE OR LEASE Thirty Live Alligators
 Ranging from three feet to ten feet. These Gators are all healthy and will make a wonderful Exhibit for Park, Zoo or Side Show. Can furnish good Indian Boy to wrestle and work them. Contact
RICHARD LAYER
 Phone 7556, Myrtle Beach, South Carolina

ST. FRANCIS COUNTY FAIR
FIRST CITY, ARK., OCT. 10-15
 First 3 days White, last three Colored. Ordinary Concessions \$50.00. Pronto Pops, Custard, Ice Cream, Foot Longs, Novelty Hats, Pennants, Straight Sale Pitch wanted. Have space for 3 good Shows; No Girl Shows. Foreman for Eli, Second Men who drive. Contact
DYER'S GREATER SHOWS
 Marianna, Ark.

WANT
 For SOUTH TEXAS LARGEST COLORED FAIR, Liberty, Tex., Oct. 20-23
 Rides not conflicting. Also Shows and Concessions of all kinds. (Red Qualls, contact me. Also Brownie Harn.)
TOBE D. McFARLAND
 7117 Appleton St. Houston 22, Tex.
 (Phone: Melrose 5-1772)

"SUICIDE SIMON"
 Or any good Dynamite or Cannon Act available for October 15. Wire where I can phone you.
HARRY E. WILSON
 Sumter, S. C.

WANTED
 FOR THE GREAT NORTHEAST FLORIDA FAIR. 4 Big Days—4 Big Nights, October 19-22
 Hanky Panks of all kinds. Any Major Ride that can handle crowds. Side Show or any worth-while Attraction, Fun House, Glass House, or what have you? Don't miss this one!
LeGRAND'S AMUSEMENT CO.
 Jacksonville Beach, Fla.

Weather Clouts Okla. State

• Continued from page 55

not been paved, and when a heavy rain hit on a Friday, the midway was at least six inches deep in mud.

Tops 80,000 One Day

Friday (29) of this year's run proved the best day for the Royal American Shows. On that day it grossed a strong \$33,000, a thumping increase over last year, despite overcast skies.

Friday also was by far the best day of the run for the fair, with the outside gates returning a total of 81,343. Last year, in contrast, four days exceeded that in attendance.

Swenson Pulls

Of the daytime grandstand attractions, Aut Swenson's Thrillcade, in for Friday (30) matinee and for an afternoon and night show today, turned in the biggest crowd Friday. Stock car races, staged by a local promoter, drew good crowds, considering the weather, Tuesday thru Thursday.

C. G. (Pete) Baker, the fair sec-

retary, says that he already is setting plans for next year based on a half-million gate. Meanwhile, a plan for the further development of the fair plant, which was used for the first time last year, is being pushed. The plan calls for the erection of a number of new buildings and the installation of added facilities by 1957, when Oklahoma will celebrate its 50th anniversary as a State.

A bond issue to implement the plant development will be placed before the Oklahoma City voters, probably early in December, according to Baker. As now planned, the bond issue will be for \$11,800,000.

Since the fair's relocation on its present site last year, many fair officials have inspected it. A number were on hand during this year's fair operation, including Dudley Fortin, manager of the California State Fair, Sacramento; Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines; Sam Cash-

man and Bob Jones, manager and assistant manager, respectively, of the Ohio State Fair, Columbus, and Virgil Miller, secretary of the Kansas State Fair, Hutchinson.

Caravans, Inc.

Room 1912, 130 North Wells St. Chicago 6, Ill.

CHICAGO, Oct. 1.—President Eva LeRoy handled the gavel at the first meeting of the year held Tuesday (27) in the Hotel Sherman. Also on the platform were Marianna Pope, first vice-president; Claire Sopenar, second vice-president pro tem; Agnes Barnes, third vice-president, and Wanda Derpa, secretary. Chaplain Irene Coffey delivered the invocation and a moment of silent prayer was observed for President Eisenhower.

Correspondence was read from Emily Bailey, Billie Lou Banyard, Hermine Hirsch, Myrtle Hutt, Alice McLaughlin, Mrs. Pat O'Brien and Joseph Shapiro. Josephine Clickman phoned her regrets at not being able to attend. Sophia Gleason made a surprise appearance, en route to visit a son in Iowa, a daughter in Wisconsin and return to Miami Beach, Fla. A letter from Myrtle Hutt announced her recent marriage to Jack Morris in Las Vegas. Emily Bailey's daughter, Yvonne, former Caravans mascot, became the bride of Raymond Garcia.

Helen Hoffmeyer is back on the job taking orders for greeting cards. Irene Coffey, Claire Sopenar and Mae Taylor back in action after being hospitalized. Condolences were extended the families of Billie Billiken Marks and Marguerite Shapiro, both of whom passed away recently.

GOLD MEDAL SHOWS

Want for Chase City, Va., next week and 3 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. DENTON, GOLD MEDAL SHOWS
Petersburg, Va., this week.

JOHN H. MARKS SHOWS



WANT

WILSON, N. C., DAY AND NIGHT FAIR, week of Oct. 10; MONROE, N. C., FAIR, Oct. 17; WINSTON-SALEM, N. C., COLORED FAIR, Oct. 24

Legitimate Merchandise Concessions of all kinds. No exclusives, no camps. Girl Show with or without equipment, must be in keeping with our standard.

All replies

JOHN H. MARKS

Fayetteville, N. C., this week; Wilson, N. C., follows.

FLOYD O. KILE SHOWS

WANT FOR FOLLOWING FAIRS:

SABINE PARISH FAIR, MANY, LA., OCT. 10-15; E. FELICIANA PARISH FAIR, CLINTON, LA., OCT. 17-22; AMITE COUNTY FAIR, LIBERTY, MISS., OCT. 24-29

CONCESSIONS: Games of Skill: Pitches of all kind, Coke Bottles, Cats, Buckets, Swingers, High-Striker, Dart Games, All for Stock, Custard, Pronto-Pups, Direct Sales, Pitchmen. Will book Bingo, Diggers and Hanky Panks of all kind for Liberty, Miss. SHOWS OF ALL KIND EXCEPT ATHLETIC, 25%. HELP: Spitfire Foreman: must know how. Second Men, come on. All replies: FLOYD O. KILE, Mgr., Stamps, Ark., Fair Grounds this week.

ALBERTON, GEORGIA, FAIR

WEEK OCTOBER 10-15

Followed by a continuous route of bona fide Fairs till Armistice week and all winter in Florida.

CONCESSIONS—Can place legitimate Merchandise Hanky Panks and direct sales of all kinds. HELP—Can place Foremen and Second Men who drive semis on all major rides. SHOWS—Can place one or two Grind Shows that cater to women and children. All wire—no phone calls.

C. C. GROSCURTH, BLUE GRASS SHOWS

CHEROKEE, N. C., all this week.

FOR SALE—COMPLETE CARNIVAL—FOR SALE

Consisting of Tilt, Wheel, Merry-Go-Round, Octopus, Comet, Kiddie Auto and Swing. Two Show Fronts on Semis. Fun House, Electrical Equipment, new Rubber-Covered Wire, Transformer, Junction Boxes, 65 Kw. GMC Light Plant, Light Towers, 10 Tractors, 12 Trailers, good tires. Will sell as unit for \$30,000.00, will arrange terms, or will sell separately.

Can be seen in operation at Marksville, La.; followed by Jonesville and Tallulah, La. JIMMIE HENSON, Greater Dixieland Exposition

BEAM'S ATTRACTIONS

NEXT WEEK

PERSON CO. FAIR, ROXBORO, N. C.

An outstanding fair for concessions and shows. All Hanky Panks, Novelties, French Fries and other legitimate games can be booked.

SHOWS of all kinds can be placed.

HELP: Want Fly-O-Plane and Caterpillar Men. Top wages if you know your ride. Other Ride Help can be placed.

Contact STEVE DECKER, FAIR GROUNDS, KINSTON, N. C.

WANTED

TRI COUNTY FAIR, Enterprise, Ala., Oct. 10-15

Followed by Cavington County Fair, Andalusia, Ala., Oct. 17-22; Middle Georgia Colored Fair, Macon, Ga., Oct. 24-29.

CONCESSIONS: Photos, Ball Games, Pitches, Galleries and other Merchandise Stands. SHOWS: Snake, Side, Minstrel and Grind Shows with own equipment.

HELP: Foreman for Spitfire or Merry-Go-Round, long season ahead. All replies: SAM GOLDSTEIN, Majestic Greater Shows, Cullman, Ala. (Fair), this week.

WANT WANT WANT

Haywood County Colored Fair, Brownsville, Tenn., Oct. 11-15; with Lexington, Tenn., to follow.

Can place Glam Pitch, Bingo, Cookhouse, Long Range, String Game, High Striker, exclusive Novelties and Hanky Panks of all kinds. Want Fun House, Jig Show and Mechanical. Hyland, come in. Can place Wheel to double, Tilt, Chairplane. Also can place Second Men on all rides. Carl Ansted, contact. All replies to

W. VANDERGRIFT

Bruce, Miss., Fair, all this week.

SHAN BROS.' SHOWS

Want for Douglas, Ga., and Marianna, Fla., Fairs, with four more Fairs to follow. Want Minstrel Show Talker and Candy Pitchmen, Performers, Musicians, Drummer, Trumpet, Girls, also good Team. Office salary, out all winter. Sunny Sharp and Bobby Mack, contact Johnnie Ward. CONCESSIONS: Hanky Panks of all kinds, especially want Novelties, Jewelry, Palmistry and Bingo. SHOWS: Operator for Fun House and Monkey Speedway, Side Show Acts and top Annex Attractions. Want good Ride Men who can drive.

SHAN BROS.' SHOWS, Sandersville, Ga., now; followed by the above Fairs.

C. A. STEPHENS SHOWS

WANT FOR TURNER CO. FAIR, ASHBURN, GA.

Concessions working for stock, Long and Short Range, Ball Games and Novelties. RIDES: Foremen for Tilt and Merry-Go-Round. Want Second Men on all Rides who drive. SHOWS: Place Side Show, Unborn and Mechanical City.

Contact C. A. STEPHENS SHOWS, Baxley, Ga., this week

BARNEY TASSELL SHOWS

WANT FOR BALANCE OF SEASON INCLUDING MY FLORIDA DATES

Kiddie Rides, Majors not conflicting, and can place Grab, Hoop-La, Age and Scales, Short or Long Range, Jewelry, Cigarette Gallery or any other legitimate Concessions. Don't let size of towns fool you. Always good; sometimes better. Got wise! Join that big little show.

Wire this week, Barney Tassell Shows, Yanceyville, N. C.



NOW BOOKING FOR 1956 SEASON ANY NEW OR NOVEL SHOWS

Will furnish equipment for same.

Also can place Cookhouse, Grab Stands, Foot Longs, etc. No exclusives for 1956.

Contact now to be sure of a bigger and better season for 1956.

Contact PAUL OLSON, Gen. Mgr., as per route

CAPITAL CITY SHOWS

Want for MACON COUNTY FAIR, Montezuma, Ga., followed by SUWANEE COUNTY FAIR, Live Oak, Fla.; SOUTHWEST GEORGIA FAIR, Thomasville, Ga.; GRADY COUNTY FAIR, Cairo, Ga., and SOUTH GEORGIA FAIR, Valdosta, Ga. All these Fairs have two big Kids' Days.

CONCESSIONS—Legitimate Stock Concessions of all kinds—Novelties, Hats, Custard, Ball Games and any prize every time concessions. V. L. Collier wants Agents.

RIDES—Scrambler, Roundup, Dark Ride, Live Pony. Will book set of Kid Rides not conflicting.

SHOWS—Any non-conflicting Grind Shows with own equipment. Good opening for Minstrel Show (this is the best Minstrel Show territory in the South).

HELP—Foreman for Rolloplane and Smith & Smith Chairplane; Second Men on all rides who drive.

All replies to J. L. KEEF, Fairgrounds, Americus, Ga.



FOUR FAIRS TO GO

GET YOUR WINTER'S BANKROLL AT THESE FAIRS: RANDOLPH CO. FAIR, ROANOKE, ALA.; TROUP COUNTY FAIR, LA GRANGE, GA.; PIKE COUNTY FAIR, TROY, ALA.; CRENSHAW COUNTY FAIR, LUVERNE, ALA.

CONCESSIONS: Parakeet Pitch, Short Range, High Striker, Bozo, Cigarette Block, Penny Arcade, Snow, Floss, Balloon Darts, Cork Gallery and Penny Pitch.

SHOWS: Side Show with own equipment, Monkey, Mechanical, Fun House, Drome or any good Grind Show. Want Girl Show with own equipment at Troy, Ala., only.

FOR SALE OR TRADE: 1947 Spitfire, Kiddie Auto Ride, 1950 G-12 Rensselaer Train, 18-ft. Tower, 24-ft. Smith & Smith Chairplane. All equipment in perfect condition. Reason for selling, playing same route and want to make changes. Want to buy 2 or 3-abreast Allan Herschell Merry-Go-Round, Skyfighter, Midget Racer.

All replies to JOHN PORTEMONT, JOHNNY'S UNITED SHOWS

Scottsboro, Ala., this week

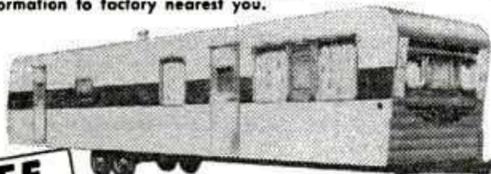
More than 1000 NASHUAS owned by Show Folks!

Preferred by show people—because NASHUA gives you more of everything you want... for less! Look at the big 42' Nashua, for instance. Where else will you find another mobile home like this within a thousand dollars of Nashua's low, low price? A huge living room with giant, eye-level picture windows. Extra-large doors. Modern dinette. Two big bedrooms with built-in dressing table. Giant-size forced air furnace with floor registers. Tiled floors. Tile bath with tub. Automatic deluxe range with timer, glass front oven plus service and oven lights. And five huge closets to hold all the clothes, costumes and props you can stuff in them.

Best of all—Nashua tows like a dream! It's perfectly balanced. A heavy "I" beam frame and sturdy construction promise you thousands of miles of travel over any kind of roads. See NASHUA today—or write for full information to factory nearest you.

**LOWEST-PRICE,
QUALITY-BUILT
MOBILE HOME
ON MARKET!**

**LOW DOWN
PAYMENT!
EASY TERMS!**



FREE
Send for
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models.

The king-size 2-bedroom Nashua 42'
with 3 "wall-of-glass" picture windows!

**ALSO AVAILABLE
IN 35',
28' AND
24' SIZES!**

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FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

CHESTER, S. C., WHITE FAIR—2 BIG KID DAYS

OCT. 10-15

36TH ANNUAL FAIR—HORSE RACES—FIREWORKS—Greenville, S. C., follows
6 MORE FAIRS—CLOSING NOV. 19

CONCESSIONS

All Hanky Panks open—All Eat and Drink Stands. Custard, Hats, Novelties. Want Floss, Snow, High-Striker, Ball Games, Hooplas, Long and Short Range, Buckets, Blower, Swinger, Penny Pitches, Pitch-Till-You-Win, Photos, Camps, Cigarette Pitch, Balloon Parts. Floyd Sheiks, wire Ben Wolfe.

SHOWS

Place Girl Shows (White and Colored—with or without equipment. Lou Pease, wire me. Jesse Brown, wire. Snake Show, Side Shows, Fat Show, Wildlife, wire what you have; very small percentage.

RIDES

Want Wheel to dual with mine. Tilt, Roll-o-Plane, Spitfire, Rock-o-Plane, Dark Ride, any ride not conflicting with ours. Book Kiddie Rides, Small Percentage.

BEN WOLFE, Owner-Mgr. **ERNIE SYLVESTER, Gen. Agent**
ROBT. OVERSTREET, Secy. **H. BRADY, Bus. Mgr.**
All Replies **BEN WOLFE, York, S. C., this week.**

STRATES SHOWS

AMERICA'S BEST MIDWAY

CAN PLACE AT ONCE—ORGANIZED COLORED REVUE

Also colored Performers, Musicians and light skinned colored Chorus Girls.

Address **JAMES E. STRATES SHOWS**
CHARLOTTE, N. C., this week.

RALEY BROS.' EXPO.

No grift anytime. Place any Stock Concessions, Eating Stands and Family-Type Shows for the one and only **ROBESON COUNTY FAIR, Pembroke, N. C., next week; Chesterfield and Walterboro, S. C., to follow.**

SCOTLAND NECK, N. C., THIS WEEK

HAROLD RALEY, Mgr. **ETHEL RALEY, Secy.**
FRANK DICKERSON, Gen. Agt.

O. C. BUCK SHOWS

WANT FOR THE FOLLOWING FAIRS: **NEWBERRY, SOUTH CAROLINA, OCT. 10 TO 15; LAURENS, SOUTH CAROLINA, OCT. 17 TO 22; CARTHAGE, NORTH CAROLINA, OCT. 24 TO 29; TRI-COUNTY FAIR AND MARINE PAYDAY, NEW BERN, NORTH CAROLINA, OCT. 31 TO NOV. 5.**

CAN PLACE Merchandising Concessions of all kinds. Eating and Drinking Stands open, also Photos and Popcorn. Can place Ride Help at all times.

Address **O. C. BUCK**
CAMDEN, SOUTH CAROLINA

A-1 AMUSEMENTS

Want for New Madrid, Mo., Oct. 3-8, and then the big one, Lepanto, Ark., Oct. 10-15, and more Cotton Spots to follow.

Want Hanky Panks working for stock, such as Coke Bottles, Cork Gallery, Bumper, Roman Target, Long or Short Range Gallery or any non-conflicting Stock Stores. Can place Mechanical, Monkey or Snake Show. Contact

John Hansen, A-1 Amusements, New Madrid, Mo.

Roswell, N. M., Re-Pacts Hill For '56 Fair

ROSWELL, N. M., Oct. 1.—Hill's Greater Shows will again provide the midway attractions at the Eastern New Mexico State Fair here in '56, fair officials announced. The fair, which ran September 13-17 this year, will return to its former October dates, due to conflict with other fairs and the decreased sale of independent concession space.

The Hill organization was up and ready to operate on opening day, despite a 1,100-mile jump from Bethany, Mo., to Roswell. Night turnouts were classed as records this year but daytime business, with the exception of two big kid days, was light. Total ride and show business was up slightly over '54.

Following the stand here, the show had four Texas fairs to play and then Owner H. P. (Punk) Hill has a winter unit operation scheduled in the Rio Grande Valley.

PARRAKEETS

95¢

Minimum Order, 50 Birds

Cash or Money Order With Order

BIRD WONDERLAND

15648 Ventura Blvd., Encino, Calif.

NOTICE!

T. W. (Slim) Kelley is back with Sellhorn's. After a tour north helping you solve your housing problems, he will be sales manager at Tampa lot.



Live and travel with a Sellhorn Showman's Special. A rugged 27' tandem, 1 or 2 BR—has everything, including fire-proof safe, \$2984 delivered anywhere—25% down. 7-yr. 5% plan available. Now is the time to run ahead on your winter payments so we can help you next spring if necessary. Write, phone or visit **SELLHORN'S** Sarasota, Tampa, Miami, or Lansing, Mich.

FOR SALE

Doc R. Garfield's Unborn Show and famous baby born with three heads and two bodies.

DOC R. GARFIELD
7526 N.E. First Court, Miami 38, Fla.

MOTORDROME RIDERS

Girls and Men and Doc Wilson
See **Johnny Barro**
Fairgrounds, Frederick, Maryland

WANT

Hanky Panks and Bingo for Annual Celebration, Bixby, Okla., October 10-15. Also Wheel Foreman.

SHAMROCK SHOWS
Haskell, Okla., this week.

WANT

Wheel and Roll-o-Plane Foremen. Now booking non-conflicting Rides, Shows and Concessions for the 2 big red ones—San Angelo Oil Show, Oct. 10 to 15, and Del Rio Fair, Oct. 18 to 23. Seminole, Texas, Fair now.

Moore's Modern Shows

WANTED

Two Agents for only Six Cats on show. New. Two Georgia and six Florida Fairs. Wire, come.

M. MILLER
Sandersville, Ga., Fair.
P.S.: Curly Graham, contact immediately. Important.

WANT DANCING GIRLS

For Girl Show, experience not necessary. wardrobe furnished. Also want Fire Eater and useful Acts for Side Show. Work all winter.

LISA DEL MAR
c/o Hill's Greater Shows, Spur, Texas

WANTED

For **OKEFENOKEE COUNTY AGRICULTURE FAIR, Waycross, Ga., next week; followed by EXCHANGE CLUB FIVE COUNTY FAIR, Brunswick, Ga.**

All Hanky Panks open, Long and Short Range, African Dip, Age and Scales, Custard. Have space for Pitchmen.

WANT and must have Two Nice Girl Shows for above fairs, also other Shows of merit.

WANT P.C. Dealers, Ride Help, Drivers, Ticket Sellers, Musicians and Performers for Minstrel Show. Contact

Flossie Turner, Leo Lane Shows
Millen, Ga.

Last Call COTE AMUSEMENT CO. Last Call

ECORSE FALL FESTIVAL

ECORSE, MICH., OCT. 6-16 INCLUSIVE

Want Concessions that work for Stock. Can use Cookhouse or Grab. Have good opening for one or two feature Rides. Steel mills working to capacity.

For Sale—26-ft. drop frame Trailer and Tractor and 50-ft. Bingo, complete.

Wire **COTE AMUSEMENT CO., Ecorse, Michigan**

SOUTHERN VALLEY SHOWS

Want for Olla, La., District Fair, largest fair in Northeast Louisiana (3 Parishes), October 10-15, 6 days, 2 kids' days (one white, one colored); followed by big air base pay day at Alexandria, La.; then Street Fair at Rayville, La.; Lake Providence, La.; then big Colored Fair and Armistice Celebration at Monroe, La. This show draws plenty people. We feature Leo "Suicide" Simon Free Act. Can use Concessions and Shows with own outfits, useful Show People in all lines. Contact

SOUTHERN VALLEY SHOWS

Eddie Moran, Mgr., De Ridder, La., this week; then Olla, La.

Tidewater Fair, Suffolk, Va., week Oct. 17

Wanted—Grab, Ball Games, Pitch-Till-You-Win, Buckets, Swingers, Six Cats, Skillo, Wheels, Photos, Penny Pitch, Glass Pitch, Bear Pitch, Cook House, French Fries, Balloon Darts. Wanted—Merry-Go-Round, Tilt, Octopus, Kiddie Rides, Colored Girl Show, Monkey Show, Snake Show. Val Ireland wants Skillo and P.C. Agents, General Ride Help, Truck and Tractor Drivers. All replies:

GEORGE CLYDE SMITH SHOWS

Littleton, N. C., this week; Henderson, N. C., next week.

WANTED— FOR TEXAS STATE FAIR —WANTED AT DALLAS, OCT. 7-23

Freaks, Working Acts, Novelty Acts, Fire Eater, Pincushion, Fat Girl or Boy, Skeleton Man, Bill Wiley, Bob Wells, Doris, Grace McDaniels, contact if at liberty. Talkers, Ticket Sellers, Inside Lecturer. Nothing too big for this one. Wire, don't write. Open Saturday a.m., Oct. 8.

CLAUDE BENTLEY

20th Century Shows, Waco, Texas, now; Dallas, Texas, Oct. 7.
(Thanks, Cliff Wilson, for this great date)

KING BROS.' SHOWS

Will Buy for cash, good factory-made Kid Ride; must be A-1. Also First Class Office Wagon. Will Book a few Hanky Panks for Balance of Season. This Show stays out until Nov. 15. E. L. Poe, contact at once. Can use dependable Ride Help. Attention, Fair and Celebration Committees, I am now booking for 1956: Colorado, Wyoming, North Dakota, South Dakota and Nebraska. Have 10-Ride Show.

Contact **JOE L. KING**

Petersburg, Texas, Oct. 3-9. Per. Address: 1729 Lawrence, Denver 2, Colo.
P.S.: Geo. and Annie Borton, write.

FOR SALE

CHEAP FOR QUICK SALE

One two-breast Allan Herschell Merry-Go-Round, one No. 5 Eli Ferris Wheel, one Roll-o-Plane, one Dipsie 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.

EMANUEL COUNTY FAIR, SWAINSBORO, GA., OCT. 10 TO 15; LAMAR COUNTY FAIR, BARNESVILLE, GA., OCT. 17 TO 22

With a Continuous Route of Fairs Until Armistice Week.

WANT—Cookhouse for balance of season. WILL PLACE Concessions, all Hanky Panks, Direct Sales and Skill Games of all kinds. Photo, High-Striker, Novelties, Hats, Ball Games, etc. All address this week.

JAMES H. DREW SHOWS

c/o Western Union, McCormick, S. C.

NOLAN SHOWS #2

Bainbridge, Ohio, Sesquicentennial, Oct. 6-7-8-9. Parades and Pageants.

WANTED AT ONCE—Concessions, Hanky Panks of all kinds, also Popcorn, French Fries and Waffles. Rides booked. Contact

Manager of Rides and Shows, Bainbridge, O., or phone Moxahala Park, GL 2-8252, Zanesville, Ohio.

DIXIE EXPOSITION SHOWS

Want Advance Man who can book carnival and circus combined and stay out and sell advance tickets, then follow contacts. Want Wheel Foreman at once. Want Concessions of all kinds. Have good route of still dates till Christmas. Want Girl Show Operator—must have two or more girls (we have everything—top, panel, P.A. set). Contact

M. M. ROLAND
COURTLAND, ALA., THIS WEEK.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR SELMA AND DOTHAN, ALABAMA

Cookhouse, Grab, Custard, French Fries, any Eating Stands, Hanky Panks of all kinds. Can also place Buckets, 6-Cats and Swinger. PC open. SHOWS: Want organized Girl Show. We have complete front. Can place Man to operate Monkey Show, also have complete outfit for this. Can place any Show with own outfit for these two dates. RIDES: Want Scrambler, Rock-o-Plane, Octopus, Tilt and Live Pony Ride. HELP WANTED: Foremen for Ferris Wheel, Caterpillar and Ridee-O, Train Help of all kinds; Welder for shop, all winter's work; Hanky Pank Agents and Crew for 6-Cats, can place you.

All address SAM LEVY, Reich Hotel, Gadsden, Alabama

PAGE & FERRIS SHOWS

Want for AHOSKIE, N. C., COLORED FAIR, next week. Best Colored Fair in the South. Positively day and night play. Horse racing and fireworks.

CONCESSIONS: Eating and Drinking Stands, all Stock Concessions, Glass Pitch, Photos, High Striker, African Dip, Penny Arcade, Short Range Gallery, Diggers, Custard, French Fries and Snow Cones. Popcorn, Apples and Floss sold.

SHOWS: Want good Colored Minstrel with own equipment for this date and two other outstanding dates, Motordrome, Wildlife, Big Snake and Life Show.

RIDES: Want Coaster, Live Pony and any other Kid Ride not conflicting. Want Foremen for Octopus and Spitfire and Second Men on all Rides who drive and have license.

All replies to BILL PAGE, Beaufort, N. C., this week

MIGHTY INTERSTATE SHOWS

Want for MITCHELL COUNTY FAIR, Camilla, Ga. Those joining now will be given preference at our Florida dates. Positively out all winter.

SHOWS—Grind Shows of all kinds, also Penny Arcade, Fun House, Glass House, Motordrome, Minstrel Show, Girl Show with own equipment.

RIDES—Chairplane, Spitfire, Roller Coaster, Roll-o-Plane or any Flat Ride not conflicting. Will also book any Kiddie Ride not conflicting.

RIDE HELP—Foremen and Second Men on Merry-Go-Round, Ferris Wheel, Tilt and Chairplane; top wages and all winter's work.

CONCESSIONS—All Concessions open—open midway—no exclusive. Hanky Panks of all kinds—all Eating and Drinking Stands, Photos, Diggers, Jewelry, Novelties, Gadgets, Hats, Hi-Striker, Age & Weight, Short Range, Long Range. Replies to

H. B. ROSEN

EAST ALABAMA FAIRGROUNDS, OPELIKA, ALA.

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 Winnsboro, La. (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

Winnsboro, La. (Fair) this week; Eunice, La. (Fair) next.

VANCE COUNTY COLORED FAIR

HENDERSON, N. C., week October 10

Want Ball Games, Pitch-Till-You-Win, Cork Gallery, Penny Pitch, Hoop-La, Grab, Fish Pond, Duck Pond, Basket Ball, Six Cats, Buckets, Swinger, Glass Pitch, Photo, Skillo, Slum Spindle, Set Spindle, Age & Scales. All Concessions open—Custard, Bingo, Pop Corn. Want Colored Girl Show, Monkey Show, Wildlife. General Ride Help, Agents for office Hanky Panks. All replies:

GEORGE CLYDE SMITH SHOWS

Littleton, N. C., this week; Henderson, N. C., next week.

HARRISON GREATER SHOWS

Want for Raefort, N. C.—First show in ten years. Plenty of soldiers from Ft. Bragg. Want Slum Concessions of all kinds. Good opening for Cookhouse; Ted Morton, get in touch. Want Bingo, Photos, Six Cats, Buckets, Popcorn, Candy Apples, Candy Floss and one high-class Mitt Camp. Will book Girl Show with or without outfit. Sats Usher, get in touch. Will book one Colored Girl Show; Yellow or Bright Eyes, get in touch. Want Agents for office-owned Concessions—Razale, Skillo and Pin Store. This show positively open all winter, playing army camps and proven spots. Will book set of Kiddie Rides, liberal percentage. Want Wheel Foreman, top salary and bonus. All mail and wires to

FRANK HARRISON

MT. OLIVE, N. C., THIS WEEK; THEN RAEFORT, N. C.

GREATER DIXIELAND EXPOSITION

WANTS FOR MARKSVILLE, LA., FAIR, OCTOBER 5-9; FOLLOWED BY JONESVILLE AND TALLULAH, LA.

Can place a few more legitimate Stock Concessions. Want clean Shows with own equipment. Can place Foremen on Wheel and Tilt, must drive. Can use one non-conflicting Major Ride at Tallulah.

All replies JIMMIE HENSON, Mgr.

Marksville, La., now; Jonesville, La., next week.

WANT—WILBER'S WOLVERINE SHOWS—WANT

SOUTH PITTSBURG, TENN., THIS WEEK; VIENNA, GA., DOOLY CO. FAIR FOLLOWS ALL WINTER'S WORK GEORGIA AND ALABAMA.

Want Concessions of all kinds, Man and Wife for Hanky Panks; must drive truck. Will book Kiddie Rides, Shows of all kinds.

ALABAMA AMUSEMENT COMPANY

10 MORE WEEKS. BIGGEST COTTON CROP IN 20 YEARS. PLENTY MONEY

Want Photos, Sit-Down Grab, Long or Short Range Gallery, Jewelry, High Striker, Hoop-La, Bumper and Hanky Panks of all kinds. Want Agent for beautiful Balloon Darts and Pea Pool. Don, contact Peppers. No gate, no gypsies, no Girl Shows. ADDRESS: FAYETTE, ALA., THIS WEEK.

GIVE TO DAMON RUNYON CANCER FUND

THE MIGHTY GEM CITY SHOWS

Want for COOSA VALLEY FAIR, Rome, Ga., Oct. 10-16. One of the Outstanding Southern Fairs—6 Big Days and Nights. 2 Gigantic Kid Days. Followed by SOUTHWEST GEORGIA STATE FAIR, Albany, Ga., Oct. 17-22; NORTHEAST ALABAMA STATE FAIR, Anniston, Ala., Oct. 24-29. Then THE BIG SOLDIERS' FAIR, Fort Benning, Ga., Oct. 31-Nov. 5.

CONCESSIONS

Want Derby, Snow Cones, Ice Cream, Jewelry, Pronto Pups, Grab, Water, String and Ball Games, African Dip, Cookhouses, Popcorn, Age and Scales, Candy Floss, Glass Pitch, Long and Short Range, High Striker or any Concessions that work for stock. Have openings for Demonstrators and Gadget Workers.

FERRIS WHEEL

Will book another Ferris Wheel or Twin Ferris Wheels for balance of season. Good proposition for right people.

RIDES

Want Now—Caterpillar, Roll-o-Plane, Fly-a-Plane or any other Major Ride not conflicting.

MOTORDROME

Want to book Motordrome for balance of season, must have own equipment. Terrific Motordrome territory.

RIDE HELP

Want Second Men on all Rides, must be licensed Semi-Drivers. Also want Foreman for Screwball. Want Front Gate, Light and Power Man. Long season.

SHOWS

Want Mickey Mouse, Glass House, Fun House, Big Snake, Little Horse-Big Dog, Illusion or any Ding or Grind Shows of merit.

Hedy Jo Starr wants Girls for Girl Show and Performers of all types, including Band, for Minstrel Show.

24 HOUR AND PUBLICITY MAN FOR ALL-YEAR-ROUND WORK. CONTACT TOM HICKEY.

TOM HICKEY or SAM GRECO
ETOWAH COUNTY FAIRGROUNDS
ATTALLA, ALA.

CONTACT
OR

DON GRECO
REICH HOTEL,
GADSDEN, ALA.

THE GREATER SOUTHWEST LOUISIANA TRI-PARISH FAIR

EUNICE, LA., OCTOBER 11 THRU 16—BIGGER AND BETTER THAN EVER.

WINNSBORO, LA., TRI-PARISH FAIR, THIS WEEK, OCT. 5-8

CONCESSIONS: Want Legitimate Concessions of all kinds, Ball Games, Break-the-Record, Jewelry, Cork Gallery, Coke Bottles, Pitch-Till-You-Win, Hats, Penny Arcade, Short Range or what have you? SHOWS: Want first-class Girl Revue or Girl Show, 10-in-1 Side Show, Snake, Monkey, Fat Show, Fun House, Wild Life or any other Show of merit. RIDES: Can place two more Kiddie Rides, Train, Coaster or what have you? RIDE HELP: Want Second Men on all Rides; must drive semis.

GET YOUR SPACE FOR THE GREATER SOUTHWEST LOUISIANA FAIR, EUNICE, NOW.

Contact H. V. PETERSEN, Mgr.

TIVOLI EXPOSITION SHOWS

(Fairgrounds) Winnsboro, La., this week; Eunice, La., next week.



FLOSSIE FITZGERALD
Foley & Burk Shows



FAY PROSSER
Ladies' Auxiliary
PCSA



JULIA LE DOUX
Cavalcade Show



MARGIE LATIKER
West Coast Show
No. 2



MAY SNOBAR
Monte Young Shows



GINNY LOWRY
Polack Bros.' Circus



JUNE SUTTON
Crafts No. 1 Show



MARY HELEN GRAHAM
Doolan Kiddie Land



ALICE MILLER
West Coast Show
No. 1



PEGGY STEINBERG
Siebrand Show



MARY BACIGALUPI
Bacigalupi Organ Co.



EVELYN LANTZ
Crafts No. 2 Show

THE CAMPAIGN'S HOT!

VOTE NOW ... for ...

Outdoor Show Queen Of The Golden West

Sponsored by the PACIFIC COAST SHOWMEN'S ASS'N

The candidates shown here are going all out for the title . . . and they are helping a most worthy project . . . the PCSA Welfare and Hospital Fund. Needy showmen get a helping hand from the money raised during this contest.

Write for your book of votes . . . or see any of the contestants. Don't delay—you may keep your favorite from being crowned at the Coronation Ceremonies during the PCSA annual Banquet and Ball at the Biltmore Hotel, Los Angeles, December 13.

SUPPORT YOUR CANDIDATE -- SUPPORT THE CLUB VOTE TODAY . . . See any Contestant or contact:

MIKE DOOLAN, Chairman
HARRY SEBER, LUCILLE DOLMAN, MICKEY WEXLER, Deputy Chairmen

PACIFIC COAST SHOWMEN'S ASS'N

— FRANK WARREN, Pres. AL FLINT, Exec. Sec'y —

1235 South Hope Street, Los Angeles 15, Calif. Phone Richmond 7-2521

(*Stuff the Ballot Box by buying more votes for your Favorite).

Ringling Wins \$\$ In Arizona, Texas; Turnaway at Abilene

Billing Upped; Lose 1 at Ft. Worth; Performances Late After Long Jumps

FORT WORTH, Oct. 1.—Ringling Bros. and Barnum & Bailey Circus made a winning hop across Arizona and this week started a successful but grinding tour of Texas. Some of the towns were expected to stack up in the ledgers as the best the show has had in many weeks. Aiding was the fact that Ringling skipped Texas entirely last year.

Besides the several good houses, the route also was marked by some late arrivals after long rail jumps and by the increase in use of outdoor advertising.

The show had two full houses in Phoenix, one in Tucson, two near-capacity houses in El Paso and another in Odessa, all capped off with a hefty turnaway in Abilene.

Extra Billing Appears

In Phoenix, the added billing first showed up. Included were three-sheets, six-sheets, many daubs and a good showing of lithos, according to one source. Heretofore this season the show had not been using many of the larger types of paper or daubs. A paper supplier confirmed that the show had increased its order.

Trouble with the seat wagons delayed the move by Ringling to Phoenix on Tuesday (20), when a night show only was set. Trains arrived about 5:30 p.m. Night show was a full one. On the second day in Phoenix (21), the afternoon was three-quarters and the night was filled.

Tucson came on Thursday (22) with a three-quarter afternoon and full house at night. Rudy Bros. Circus played there two days later.

Abilene a Turnaway

In El Paso, Ringling was ahead of Polack Bros. date (October 12-14) and arrived on Friday (23) in time to win a near-full house on the night-only schedule. Second day brought a near-full afternoon house, but football held the Saturday night to three-quarters.

A 286-mile jump to Odessa was made in time for a late night-only show Sunday (25) and it drew three-quarters of capacity. A second day in Odessa gave a half house in the afternoon and a near-full house at night Monday (26).

In Abilene on Tuesday (27) after a 167-mile jump, the afternoon performance was more than an hour late and pulled a half house. At night the show scored its big turnaway, with a day-long traffic jam worsening at the lot. Ringling was two days ahead of the Shrine show's opening.

Blows Matinee

On Wednesday the Ringling show opened in Fort Worth for two days. The 161-mile jump took extra time and the afternoon show was lost. The night show on

Mills' Season Nearing End; Nights Okay

SALISBURY, Md., Oct. 1.—Mills Bros. Circus, heading into the final week of its 24-week season, played here Friday (23) to a light afternoon and three-quarter night.

Weather was chilly and sponsor was Kiwanis club. Hagen Bros. Circus had played here exactly a month earlier and had not been able to put up the big top that day.

In Hyattsville, Mills used a lot which was too small for its new big top, and so a three-pole set-up was used. There and in Seat Pleasant and Rockville the show was visited by numerous fans from the Washington area.

Mills Bros. will close Saturday (1) at Chambersburg, Pa., and jump 300 miles to its winter quarters at the fairgrounds in Jefferson, O.

Wednesday (28) in Fort Worth brought out only a one-quarter house.

While billing was reported to be strong thru the Odessa stand, there was indication that it was light again at Fort Worth since observers noted none of the daubs.

Show was getting good newspaper coverage in Texas. Several newspapers carried features and at least one sent a reporter to an earlier town so as to carry a preview of the performance. The winner of a Miss Texas contest was signed on as an added attraction for the show's tour of the State.

BUSINESS UPSWING SPOTTED FOR KING

Orman, Pyle, Wyche Leave Show Staff; Carolina Stands Give Circus Fair Takes

WILSON, N. C., Oct. 1.—Business for King Bros. & Cole Bros. Circus has shown some improvement in the South, a show executive said this week. There were indications the show was nearing a position where it could catch up on the backlog of a poor season.

Changes in the staff had Paul Pyle, lot superintendent; Carl Wyche, canvas superintendent, and Frank Orman, assistant adjuster, leaving the organization.

In Burlington, N. C., on Wednesday (21) the circus had a light afternoon and near-full night with

Shrine auspices. Henderson, N. C., followed on Thursday (22) with a three-quarter afternoon and near-capacity evening. Goldsboro, N. C., Friday (23) gave a one-third afternoon and two-thirds night. The show was troubled there with a new lot and all personnel was called on to help clear it. Some trucks were delayed. Competition was in the form of two local football games.

In Wilson, Monday (26), the circus had three-quarter and near-full houses. Lot was muddy. Pennsylvania publisher Clark Queer came on for several days' visit. Don Hayman, newspaper promotion man and Beatty press agent, visited. Jethro Almond, former circus owner, was a visitor.

Show's calliope made downtown bally in most of the stands.

Hunt's Crowds Fair in Storm

LA PLATA, Md., Oct. 1.—Hunt Bros. Circus played to half and three-quarter houses here Saturday (24). The show had American Legion auspices and the business was registered altho rain fell thruout the day.

Show used its helicopter advertising successfully. The Hunt circus followed Von Bros. by nine days.

Weather Slows Cristiani Day

GRAHAM, Tex., Oct. 1.—The Bailey Bros. & Cristiani Circus played to half houses here Saturday (24). Rain spoiled the day, with a morning storm and all-day threat. Shrine club was the auspices. Show had several days en route following its appearance here.

Polack Bros. Unit Starts Eastward; Business Off

DENVER, Oct. 1.—Polack Bros. Circus (Western) began the final lap of its 1955 season with a week's run that ends here Sunday (2).

For the first time Polack is occupying the Denver Auditorium annex, next door to the old Auditorium used the previous 13 years the show has played Denver and now in process of reconstruction. The arena-type new building, with a seating capacity of 6,600, is ideal for a circus.

With attendance down somewhat the first half of the week, it remained to be seen whether the big crowds expected over the weekend would bring the date up on a par with last year.

Show made a 1,400-mile jump to Denver from Medford, Ore., after being in the Far West the better part of six months.

A total of 22 dates were played in California alone. The tour of that State began at Santa Rosa April 11-12 and ended at Redding August 9-10, interrupted only by a four-day stand in Reno, Nev., just before Redding. Remainder of the time was spent in the Pacific Northwest. The 11-day run of 26 performances at the Pacific National Exhibition in Vancouver, B. C., was preceded by stops at Klamath Falls, Ore., and Seattle and followed by a three-day stand in the Tri-City area of Washington.

Follows Other Shows

Polack was preceded by four other circuses in the Tri-Cities

Beatty Loses 1 Day, Sidewalls Another

Blows Sapulpa; No Top at Springfield; Joplin Night Crowd Big; Season Ends

SAPULPA, Okla., Oct. 1.—Clyde Beatty Circus blew both performances to rain here Sunday (25). The loss came as the show was operating with an extremely small working crew and after it had made most of the final lap of the season.

Since the show turned south from Canada it has been hit by storms, wind and drought. Combination of shorthandedness and high winds forced sidewalling in several towns, starting with Sioux Falls, S. D.

In recent days, the show has had more of the same. At Joplin, Mo., on Thursday (22), the circus was in town at the same time as the William T. Collins Shows, a carnival. Circus had auspices of the Jaycees and played to about 1,200 in the afternoon and a full 4,500 at night.

Some railroad moves were slow and among them was that to Springfield, Mo., for Friday (23). Circus arrived at 12:30 p.m. No effort was made to use the big top, but a sidewalled show was given at 5 p.m. and another was given at the regular evening hour. Both drew sparse attendance.

Playing Miami, Okla., on Saturday (24), the Beatty show arrived at 10 a.m. and gave a 4 p.m. performance for a small crowd. The attendance for the night show filled the blues and two sections of reserves.

At Pampa, Tex., on Wednesday (28), the show had a one-third afternoon and three-quarters night

Football Hurts Hagen at Night

RICHMOND, Ind., Oct. 1.—Hagen Bros. Circus drew a three-quarter afternoon here on Saturday (24), but competition from high school football held the show to a half house at night. The Richmond Exchange Club sponsored the stand. Weather was okay.

attendance. Auspices was the Shrine club. Show then was one day short of closing. Its season ended on Thursday (29) at Clovis, N. M., after which it moved into winter quarters at Deming, N. M.

Performers at the end of the season included Clyde Beatty, with his wild animals; George Hanneford Family, riders; Hugo Zacchini, cannon; Linares, John Cline and others. Dick Shipley has the elephants. In the wagon are Bill Petty and Ralph Lockett. Joe Applegate is big top boss.

Benneweis to Play Bellevue In Manchester

COPENHAGEN, Denmark, Oct. 1.—Circus Benneweis, currently playing Aalborg, is set for a nine-week winter season at the big Bellevue year-round amusement center in Manchester, England.

Circus Benneweis has an unusually large number of horses and trained animals, which makes it necessary to dig up winter dates in order to end up with a profit. Circus will take about 100 animals—including horses, ponies, mules, elephants, bears and tigers—to Bellevue.

Eli Benneweis, owner, was in Paris this week arranging engagements in Durbar and Johannesburg, South Africa.

Joe Simon, 62, Dies in Memphis

MEMPHIS, Oct. 1.—Joe Simon, former circus trouper and widely known in show business, died at a hospital here Saturday (24). He was 62 and had been in show business since leaving his Jonesboro, Ark., home as a youngster.

Simon was clarinetist with the Barnum & Bailey Circus band and then with the Ringling Bros. and Barnum & Bailey band under Merle Evans. Until 1929 he was librarian for the band, but an illness then forced him to quit the road and music.

As a youth, Simon was with stock companies, including the Hickman-Bessey and Jewell Kelly

Ringling to Play Shreveport Behind La. State Fair's Gate

SHREVEPORT, La., Oct. 1.—Ringling Bros. and Barnum & Bailey Circus will appear one day behind the paid gate of the Louisiana State Fair here. Joe Monsour, secretary of the fair, said the show had contracted for October 26.

The unusual combination comes after many years of conflict between the two operations. The circus' route generally brings it into this area at the time the fair is in progress. Twice the two have played in opposition to each other, with varying results, and often the show has been unable to get local permits for dates that conflicted with the fair.

This time the show sought a Shreveport date without success and tried to get a permit in suburban Bossier City for October 29. Then the agreement was reached by which the circus would be part of the fair for October 26.

Monsour said that inasmuch as no other dates fitted into the show's schedule, the fair felt it was fitting that the circus be added to the other features of the nine-day fair.

The show will use the infield of the fair's race track for a lot. To reach it, customers will find it necessary to pay the admission charge at the fair gate as well as at the circus gate.

At the fair the show will be appearing alongside the Royal American Shows and Barnes-Carruthers grandstand revue as well as other general attractions.

The Shrine Circus was in Shreveport's baseball park this week.

The Shreveport Chamber of Commerce and a newspaper writer have shown interest in bringing Ringling to the city.

Kelly-Miller Draws Straws; Miss., La., Texas Yet to Play

PARAGOULD, Ark., Oct. 1.—Al G. Kelly & Miller Bros. Circus played to a straw house here Tuesday (27) evening. The show had a light afternoon crowd. That combination has been duplicated at many of the other recent stands, as business for the circus continues good.

From Arkansas the show goes into Mississippi for about two weeks and then to Louisiana and Texas to complete its season.

At Waterloo, Ill., Thursday (22)

the show drew a straw night house and a one-quarter afternoon. Town was several years fresh. Rain began after the night show.

The Paragould newspaperman, Wallace L. White, commended the show for its advertising system and methods. He said press material was prepared in a manner that made mistakes difficult and he pointed out that the advance department leaves a draft with the newspaper in payment for the advertising in the event that contact cannot be made on show day.

CIRCUSIANA COLLECTORS



YOU CAN SELL, BUY OR TRADE ANYTHING PERTAINING TO THE CIRCUS OR TRAVELING SHOWS OF YEARS GONE BY THRU A SMALL AD IN THE CIRCUSIANA MART

OCTOBER 29 ISSUE

Classified Rates:
15¢ a word—Minimum \$3.
Display Rates:
\$14 per inch.
CASH WITH COPY.

Send Your Ad Copy and Remittance Direct to
CIRCUSIANA MART
THE BILLBOARD PUBLISHING CO.
2160 Patterson St.
Cincinnati 22, Ohio

UNDER THE MARQUEE

Continued from page 59

Lyons, CFA, caught the Gil Gray Circus in Del Rio, Tex. . . . A. F. (Red) Davis caught the Hagen show recently. . . . Arthur A. Cook, Long Beach, Calif., who first saw Ringling Bros., in 1887, was guest at the show of John Ringling North recently.

Making the York, Pa., fair were the Zoppe-Zavatta Troupe, and Les Kimris, reports Claire and Tony Conway. . . . Sylvia Thompson and Buster Todd closed with Kelly-Miller and joined Ring Bros.' Circus, where they have banners. They plan a winter school unit. Joe Wright and his family also joined Ring, having come from the Rubens Show.

Ruggera Zoppe writes that Alberto Zoppe is flying to Italy to sign a contract with the Hagenbeck circus. The trip makes it necessary for the Alberto Zoppe Troupe to postpone its scheduled "Big Top" appearance from October 2 to November 6.

Visitors to the home of Harry LaBrique in San Antonio were Frank (Chief) Cushing and his wife, Margery Bailey, now of the Philippine Islands. Cushing was a pioneer in the thrill show business and now has a Kiddieland. His wife was a sway pole performer and still works occasionally.

Grover O'Day, the Buck Lucases, Faith King and Rita Dunn visited Hagen Bros.' Circus in Newark, O. Lucas has been playing celebrations and homecomings.

Karl Wallenda, of the Great Wallendas, writes from Bogota, Columbia, that they were appearing there in September with the Circus Royal Dumber. . . . Trevor Bale, Ringling animal trainer this season, who is planning a book about his family, has friends rounding up material on the family in England.

Guests on the Detroit TV show of clown Irv Romig have included Ernie Burch, Frankie Saluto, Duane Upton, Carl Romig, Elizabeth Rooney, Ronna McIntosh, Grace McIntosh, Edward Yurich, Teto Tasso, Joe Short, Stanley Book, Lou Childers, Bill and Fay Snyder, Felix and Amelia Adler, Guy Gibee, Philip Bonta, Joe and Fran Mix, Curly Jeffreys and Guy Loehnis.

Otto Zange, McKees Rocks, Pa., writes that he caught several circuses and carnivals this season. . . . Johnny Fulghum caught the King show again. . . . Rex M. Ingham and his son, Milton, were guests of Floyd King when the King-Cole show played Reidsville, N. C.

William Scofield, Mount Carroll, Ill., horseman, is figuring on getting into circus business with an act for 1956. Albert Ostermaier used one of his horses on Polack a few years ago. Scofield said his home movie of Lippizan horses being performed for Gen. George Patton near Vienna was lost in a stable fire. He also recalls trying to interest Ringling-Barnum in a Lippizan liberty act.

Irvin F. Stride, Frederick, Md., has had his miniature carnival, Wild West show and circus on exhibition at recent fairs, parks, schools and libraries. . . . Joe Mix

played the fair at Ada, Okla., and reports the bill included the Jordan Trio, Long and Lee, Clark's Bears, and the Mix whips, ropes and sharpshooting acts. The Mixes are heading for Texas school dates. He reports Ken Maynard was at the Ardmore fair and rodeo and Tex Ritter was at the Muskogee fair and rodeo.

Clyde Beatty Circus day and dated the William T. Collins Shows at Joplin, spot where Ringling and Royal American clashed a few years ago.

John R. Truss, Odessa, Tex., fan, reports that the Texas cotton crop is big and predicts good business there for circuses. . . . Karl Cartwright, Norfolk, caught Hunt Bros. and reports the equipment is in top condition. . . . Tommy Scott, of the show carrying his name, has been having overpass trouble with his two-story trailer. R. M. Harvey visited the Scott show in Perry, Ia. Sandra Scott, daughter of Tommy, made two new recordings before leaving the show for school.

CFA Marvin Hulick, Sioux Falls, S. D., visited in Chicago and told of seeing the Beatty show side-walled in his home town. Earlier, he caught Ringling in Mankato. The Roger Browns and Paul Hoys also saw Beatty in Sioux Falls. . . . Residents of Dixon, Ill., gave \$1,200 to a fund the newspaper started for the family of the late Daisy Marrion, high act performer who died after a fall there.

Despite opposition from two Southern Association play-off ball games, the fifth annual engagement of Polack Bros.' Eastern Circus for the Mobile (Ala.) Shrine wound up on the winning side of the ledger. All new acts were seen with the show, according to Walter B. Fox, and attendance the last two

(Continued on page 86)

PHONE HELP—Male or Female!

For our New York, Hartford, Springfield, Chicago Offices. Steady Employment. Rail—Labor—Post Office—State and Federal Monthly Publications. Must be sober and solvent people. Write
W. P. MILLER ADVERTISING COMPANY
50 Trumbull Street, Hartford, Conn.
Oldest established office in the East.
Advertising solicitors' Heel and Toe, 50% commission.

NOW BOOKING for 21st annual MACON SHRINE CIRCUS

Macon Auditorium, Macon, Ga.
Nov. 21-26, nightly (only one matinee)
Want exceptional Circus Acts that can work on stage. No animal acts, please. Especially interested in hearing from a real thriller to close program. Please write full particulars, giving all details, number of persons in act, if double, and running time. This show is promoted and produced by Al Sihah Temple, direct. State lowest salary, which is net to you. All address:
W. J. BAILEY, Chairman, 621 Third St., Macon, Ga. Phone 2-4525.

WANTED—ACTS OF ALL DESCRIPTIONS

FOR NOVEMBER 11 & 12.
State lowest. Those who have worked for me in the past, please get in touch. Can place Phonemen, also General Agent who can book schools and auspices. (All winter's work.) If you drink, do not bother to answer. No phone calls or collect wires.
Write or wire **J. C. PATTERSON**
c/o Patterson Bros.' Circus, Earle Hotel, Benton Harbor, Mich.

HUMAN ODDITY PHOTOS

For Sale—710 different 5x7 photos, most top-notch human oddities from Barnum's time to the present, such as mule-faced woman, three and four-breasted women, lion and dog-faced boy, rubber and alligator-skinned, three-legged man and four-legged woman, frog boy, lobster boy, double sexed (but malleable), Siamese twins, etc. Twelve photos for two dollars or fifty different for five dollars. Full descriptive texts sent with each order. Also available, 1007 photos, same size and price, showing circusiana photos such as acts, wagons, parades, lot layout, banner lines, owners and personalities of the circuses past and present.
BERNARD L. KOBEL, 16 North San Remo Ave., Clearwater, Florida.

PHONEMEN—NOW

Peoria, Illinois
Central Labor Council Welfare Ball
"A NAME BANDS OF AMERICA" DEAL.
Office ready—Book 25%, Tickets 20%. We collect—pay daily.
ROOM 204, FAYETTE BLDG. PHONE—DAYS: 39779 PEORIA, ILLINOIS

PROMOTERS AND PHONEMEN

All winter's work, towns ready, good sponsors. Book tickets and banners. Can also use one more good Agent (Barry, answer). Gene Lloyd, Jack Wade, Bill Snyder, Charlie Phillips, Larry Burns, Jim Burke, George Willis, contact.
Address: 218 So. 18th St., Omaha, Neb.
(Phone: Jackson 2179)

20—PHONEMEN—20

For Springfield, Decatur, Peoria, Jacksonville, Champaign and Danville, Ill. Labor Temple sponsor. Book and tickets. Collect and pay daily.
Can also use four more men, D.A.V. sponsor, Birmingham, Ala. Bill Williams, contact.
For placement contact
ROBERT J. WALKER JR.
DECATUR, ILL. PHONE 2-3942.

FOR SALE OR TRADE

Imported 17 mo. female Spotted and 16 mo. Black Leopard, female African Porcupine, 6 mo. pair African Lion Cubs, tame snow white Fallow Deer, male Japanese Sacred Bear.
WANTED
Pumas and male Leopard or Jaguar.
HAWTHORN ZOO
LIBERTYVILLE, ILL.

ACTS WANTED

AM NOW CONTRACTING TOP FEATURE ACTS FOR MY 1956 FAIRS and CELEBRATIONS
ERNE YOUNG
203 N. Wabash Chicago 1, Ill.

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

PHONEMEN

If you want work. If you can stay sober. If you want the best that is in this phone business, I can use you. Stay south in winter and hit the cool spots??? in the hot months. This is not a Magic Stage Show, Candy Pitch or I will make a Promoter of you, BUT IF YOU ARE CLEAN you can have a crew. If you have been in the game very long, you know what I mean. I don't use any phony names, rash promises or petty jealousy. I do pay off. When you walk out you leave me. Call me at my home and I will put you on F.O.P. or something worth while. The only Al White. AL WHITE, 1923 Deerwood Ave., Louisville, Ky. Highland 1482-J.

ADVERTISING SOLICITOR

For Official Year Book. Year round work. Give experience, references, send picture and employment record.
MISSOURI SHERIFFS' ASSOCIATION
Beck Bldg., Jefferson City, Missouri.

PHONEMEN

Chamber of Commerce approval—they will OK call backs. UPC's, Banners, Tickets—power package. Come and get well. Need 3 until November 2. Towns to follow set up as well. No collect.
BOB MANN
Phone 3-3442
ST. JOSEPH, MISSOURI

Wanted General Agent

For Merchants' Free Circus. All winter's work. Charlie Cuthbert, answer. Tullahoma, 6; McMinnville, 7; Sparta, 8. All Tennessee.
B. C. DAVENPORT

2—PHONEMEN—2

Experienced Ad Space Men. 35% commission paid on written business. Can use top-notch Contracting Agent—very good deal. Sorry, no collect calls.
PAUL EDDY
BRoadway 2-4302
152 W. Wisconsin Ave., Room 330 Milwaukee, Wis.

CONTRACTING AGENT

\$150.00 per week plus percentage if you can cut it. Want man who can handle Shrine contracts. 52 weeks' work. No collect. Write or wire where you can be called.
Bob VanWagoner
Shrine Office
310 E. State St. Rockford, Ill.

25—PHONEMEN—25

Powerful sponsors. 6 months' work. Phones in, towns carded.
Call: Chairman
DOWNTOWN YOUTH CENTER
Rm. 311, 602 Hamilton St.
Allentown, Pa.
Phone: Hemlock 4-1101
Want to hear from Paul and Grace Shaffer, Bob Spencer or Bob Lombardo.

PHONEMAN

One telephone open. Bailey Bros.-Cristiani Circus for Lions Club. Jefferson Hotel, Room 111, Peoria, Ill. (Joe Sullivan, answer.)
DEE ALDRICH

PHONEMEN OR WOMEN

Strong deal starting Oct. 6. 6 weeks' work, pay daily. Others to follow. Write or wire
ED HAVERSTICK
Hotel Duluth Duluth, Minn.

5—PHONEMEN—5

Program Book and Tickets for big Minstrel Show. Producers only. Veteran sponsored. Strong deal. 25% Commission. Collect and pay daily. Always steady work for good men. Phone
JOHN ROBERTS
Buckingham 1-4100, Chicago, Ill.

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show _____
Kind of Show _____
Owner _____
Manager _____
Winter Quarters Address _____
Office Address _____

WANTED

Two Elephant Men—must be first class hands. Steady year around work.
MAC MacDONALD
Polack Bros.' Circus—Western Unit, as per route.

HAGEN BROS.' CIRCUS WANTS

Team or Trio doing two or more, Boss Canvasman, Circus Drummer, Workingmen in all departments. Address as per route.

PHONEMEN

Now starting our annual Christmas issue of The Labor Journal (Directory-Newspaper); 16,500 cards ready to call, all with the cut-offs from sales of last year. Pick up the same day. This is just outside of Philadelphia.
MACK WITZER
396 Avon Road Flanders 2-3961
Upper Darby, Pa.
P.S.: Bill Warren and B. H., call.

WANTED

AGENT FOR FREE MERCHANT CIRCUS
All winter's work for reliable man. WILL LEASE OR BUY SINGLE ELEPHANT. All winter's work if priced right.
MERCHANTS CIRCUS
General Delivery, Bryson City, N. C.

PHONEMEN

Need men immediately for deals in West Virginia towns. If you want to work for a reputable firm, call Jim, Pete, Eddie and Ray Johnson, come in; others call first.
MEL ATKINS
Jackson 5-2811 Huntington, W. Va.
No Collects.

WANTED

One two-year-old male Hamadryas Baboon, one two-year-old female Chacma Baboon, one twelve ft. Alligator. Also Monkeys of all types.
DR. CHILDRESS SNAKE & MONKEY FARM
New Market, Ga.

BUTCHERS

Want capable Floss Man, one Seat Butcher to join on wire. Working Men who drive. Long season. Address:
BILL ENGLISH
GEO. W. COLE CIRCUS
Wire as per route.

The Billboard

GIFT MERCHANDISE SECTION

Wholesale Gift headquarters

1,001 NEW FAST-SELLING PROFITABLE CHRISTMAS ITEMS

A guide to hundreds of new sources for a greater variety of Holiday Merchandise



Merchandise Users Eye Holiday Season

Approaching Finis to Outdoor Season Cues Emphasis on Annual No. 2 Drive

Continued from page 1

pitches were stepped up, and carnival operators began to cater to this new attitude by offering prizes of recognized and advertised value.

Early premiums were low-priced jewelry pieces, luggage and cutlery. Today's offerings are as lavish as washing machines, television sets, automobiles and even vacation trips. The jobber, attempting to share as much new premium business as possible while retaining the contacts built up over the years, has taken on so many additional items that many showrooms have all the flavor of department stores.

Even with the emphasis now placed on "heavy" items, there is still a ready Christmas market for slum, the trinket items employed as midway giveaways. These take the form of combs, leis, razzers, balloons, puzzles and a wide variety of other pieces selling for as low as 90 cents a gross. Charitable organizations and churches are prone to sponsor Christmas parties

for underprivileged children, Mrs. Celia Kravitz, of Kravitz & Rothbard, Baltimore, points out, and their grab bags and holiday stockings are always stuffed with items of the slum category.

Another jobber who has got on the premium bandwagon after a busy season of sales to outdoor game operators is Cuttler & Company, New York. Also the producer of a catalog, Cuttler has been working on radio, TV and record companies, and other organizations which hand out costly presents to business contacts during the holidays. The same approach is used as is applied to potential premium users: Patronize the jobber who offers high-value merchandise at wholesale and choose from his catalog.

L. Thaler

While not putting out a catalog, the L. Thaler Company still does a large volume of direct-mail business by circularizing and employing field salesmen. During the cold weather season, according to Charlie Weiss and Jack Gold, much of Thaler's merchandise is displayed by coin machine route operators, as awards for weekly high scores.

Imperial's Sy Herskovitz also distributes circulars, and this year is emphasizing a \$1 retailer, aimed at the moppet trade. This is a combined record and record player. The disk is enclosed in a cardboard folder, colorfully illustrated and containing cartoon pages. Enclosed are a stylus and instructions to spin the disk while holding the stylus in the record grooves. A fairly faithful recording is obtained from the device.

Also aimed at the kiddie trade is an item being pushed by Mills Sales, a toy Howard Johnson Mixer, a neatly-packaged, battery-operated soda fountain machine.

Toy Front

On the toy front, nearly anything of moppet appeal is sure to win money during the coming months, and one of the more successful innovations is the "TV Hassock" of Tee Jay Toys. Annually enmeshed in the post-season doldrums when its chief customers came in off the road in early winter, the firm this year thought ahead to October. Partners Phil Geschwer and Julie Levine devised an item and literally "sat on it" for five months, awaiting the day they could offer it to chain and department stores for the holiday season. The item was an instant success. It is simply a plush dog's head and neck mounted on a squarish hassock, with a squeaker tail sewn on the opposite end.

The hassock is merely a modification of existing items, which is what most successful sellers are during this period. In the class merchandise field, an example of this is the transistor radio, for which a large demand has been created thru national advertising by its manufacturers.

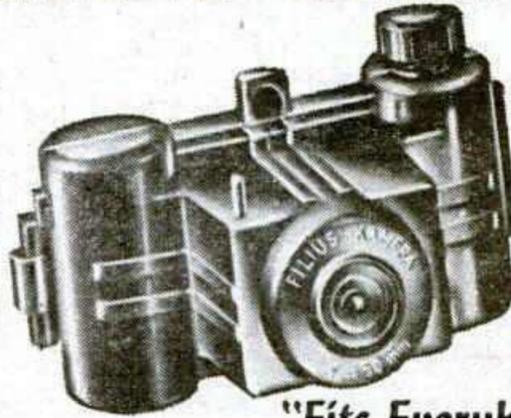
Metal Goods

Altho there has been a rise in costs of all metallic goods, stemming from shortages in the steel industry, jobbers report that this has had virtually no effect on their business. Where necessary increases in wholesale prices hit firms with catalogs, the jobbers have been absorbing the difference without going thru the trouble to supplement their price lists.

Early orders for the holiday period, they note, indicate that, barring some catastrophic occurrence, business should come out of the next months in excellent financial shape. This is only right, the jobbers say, since the national economy is in sound condition, employment is at a high level and Americans have spending money in their pockets. Couple these facts with the knowledge that Christmas is right around the corner and the reason for optimism is evident.

LOOK DIRECT from the MASTER CAMERA CRAFTSMEN of WEST GERMANY SENSATIONAL NEW POCKET CAMERA

- Precision made . . . just like a watch
- Fine polished lens
- Simple to handle—no adjustments. Just aim and snap for sharp, clear pictures
- Takes 16 clear pictures on Standard 828 film. Excellent for Jumbo Prints
- Fully guaranteed



HIGHEST QUALITY LOWEST PRICE

Ideally Suited for Youngsters or Adults

Filius POCKET CAMERA

"Fits Everybody's Pocket"

\$7.50 Per Dozen
Lots of 3 Dz. Plus Postage

\$84.00 Per Gross
Plus Postage

1 Roll of Film included **FREE** with Each Camera.

1 Dz. Cameras plus 1 Dz. Rolls of Film shipped Postpaid—**\$9.00**

EXTRA ROLLS OF FILM \$1.75 per dozen; \$18.00 per gross
1/3 Deposit, Balance C.O.D.

STERLING JEWELERS, Inc.

1975 EAST MAIN STREET

COLUMBUS 5, OHIO

Phone FAirfax 3123

WRITE FOR OUR LATEST CATALOG

ATTENTION, JOBBERS!!

OUR LEAD FOIL ICICLES ARE AVAILABLE FOR IMMEDIATE DELIVERY.

SILVERFOIL ICICLES

10z BOX (10 1/2 x 4 1/2 x 3/4") (actual size)
1/2 oz.
3/4 oz.
1 oz.

25z BOX (13 1/2 x 4 1/2 x 3/4") (actual size)
1 1/2 oz.
2 oz.
2 1/2 oz.
3 oz.

DON'T WAIT 'TIL CHRISTMAS ORDER NOW

Samples and prices furnished upon request.

SEGALL NOVELTY MANUFACTURING CO.
309-11-13 Arch St. Philadelphia, Pa.
WAlnut 2-5210-5211

MASONIC AND SHRINE PINS

Masonic and Shrine Lapel Pins in beautiful simulated diamonds on sterling silver. A work of art by master silversmiths. Individually packed in attractive plastic case.

SAMPLES \$1.00 EA. **\$7.00** Dz. postpaid

HALLMARK HOUSE
P. O. Box 143B Springfield, Mass.

STRIKE IT RICH 1,000 LAMPS FAST SELLERS BIG PROFITS

Table Lamps, \$24.00 & \$30.00 per dz.
Vanity Lamps 12.00 per dz.
Hanging Wall Lamps . . . 12.00 per dz.
TV Lamps 2.50 ea.
12 Sample Lamps 24.50

All lamps complete with shades. Asstd. Framed Pictures . \$4.00 per dz.
Convex Pictures 2.50 per dz.
Pocket Size Mirrors 2.00 per 100
1954 Calendar Pictures . . . 6.00 per 100
25% with order, balance C.O.D.

Smith's Jobbing House
1388 Milwaukee Ave., Chicago 22, Ill.

KIPP BROTHERS' 1955 Carnival Catalog

Write for the new 75th Anniversary Edition Carnival and Novelty Catalog.

Please state your business

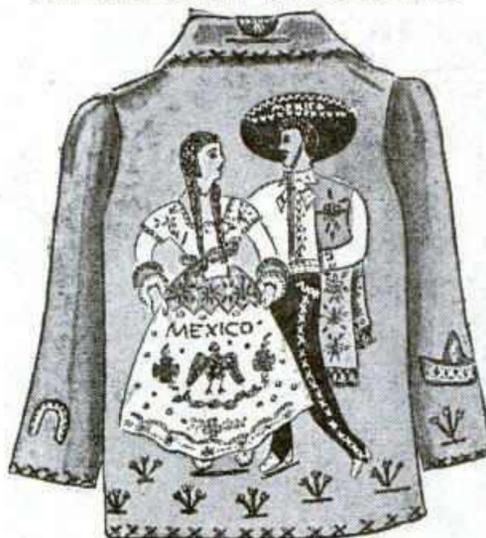
KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

WE MANUFACTURE SHRINE CIRCUS FEZ

Novelty Fezzes for all occasions. Perfectly blocked—looks like real Fez. Also PENNANTS for all occasions.

THE G. B. FELD CO.
2256 E. 75th St. Chicago 49, Ill.
Phone: ESsex 5-4884

MEXICAN JACKETS



100% Wool in All Colors. Available in "Dancers" or in the Embroidered Styles—in All Sizes and Colors.

Dancers: Sizes 34-40 \$7.75 ea.
Embroidered: Sizes 34-40 . 6.75 ea.

White or sizes over 40, 60¢ extra. Also available in children's sizes. Special prices on quantity lots to Jobbers.

BEAUTIFUL HAND-PAINTED MEXICAN SKIRTS FULL CUT



A marvelous number that will prove to be your fastest seller and biggest profit maker. Hand painted by craftsmen showing Mexican Scenery and variety of typical Mexican Motifs.

\$3.90 each Special Prices on Quantity Lots

"ATTENTION, PLEASE!"

We Have Just Received a **REVERSIBLE BAG**

This is exactly the same style as shown on the other side of this ad, BUT milady actually gets two different color purses in one.

They Come in Two Sizes:

SMALL—6"x8" . . . \$ 8.90 ea.

BIG—7"x10" . . 10.50 ea.

SPECIAL PRICES IN DOZEN LOTS

All Prices F.O.B. El Paso.
25% Deposit—Balance C.O.D.

MEXICAN FLOWER BAGS

BEST SELLER TODAY

No. Each
70—6"x8" \$6.90
71—7"x10" 7.90
72—8"x12" 8.90

Hand Tooled—Roomy Inside
—Two Zippers—Bill Fold and Coin Purse—Adjustable Shoulder Strap—Glove Compartment—Hand-Laced Edgings. COLOR: Red, Brown, Green, Luggage or Natural.



SEND FOR FREE CATALOG

P. O. BOX 675 EL PASO, TEXAS

PEARL SALES CO.

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.

Goodier, Dept. BB, 400 North Bishop, Dallas, reports its business showing a fine increase over last year and that August was the biggest month the firm has had this year. Goodier specializes in supplying agents, distributors and specialty salesmen with perfumes, colognes, sachets, cosmetics, soaps, foot preparations and kindred products. Write for an illustrated catalog and price list.

Sterling Jewelers, Inc., 1975-77 East Main Street, Columbus 5, O., is offering the precision made Filius Pocket Camera, imported direct from the master camera craftsmen of West Germany, at only \$84 a gross. The camera is equipped with a finely polished

novelty that turns over fast, the firm says.

Salesmen, dealers and jobbers will be interested in the values offered in ads currently being run by Gene Golden, National Distributing Company, Ocean Drive, S. C. Altho this firm has no catalog, the prices it is tagging to scores of items in stock are so low that it will be worth your while to run down these ads as they appear in every issue and take advantage of the unusual buys.

Christmas items are already in demand, so you'll be pleased with the perfume deal offered by Cel-Max, Inc., 582 South Main Street, Memphis, importers, exporters and distributors. A beautifully boxed, globe-crowned bottle of perfume, with name patented in France and the firm supplying advertising sheets, is called Discovery, a new note in perfume. A sample costs \$1.50, but order a dozen and the price is 97 1/2 cents each.

Weinman's, 182 South Main Street, Memphis, carries women's seven-jewel Swiss watch sets consisting of what is claimed to be five gorgeous pieces. A distinctive watch with modern band completely rebuilt to look brand new, matching necklace, bracelet and scatter pins, gold plated with hand set brilliant stones in assorted colors, make up the sets. The complete five-piece set may be had in the form of a sample for \$8.95, but if you order a quantity the price is \$7.95.

A \$24.95 retailer is being introduced by Harris Novelty Company, 1102 Arch Street, Philadelphia 7, the Roto-Broil Automatic Electric Skillet. Claiming that this is one of the most sensational values ever offered the trade, Harris points out that this skillet is completely washable and immersible in water for thoro cleaning. The item is engi-

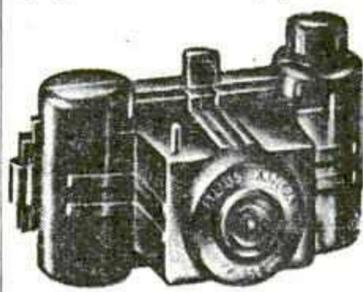


neered by the makers of America's leading kitchen appliances and has a built-in thermostat, Bakelite handle and legs, removable plug-in wire cord, E-Z Vue temperature chart, large temperature selection dial for all recipes and is two and a quarter inches deep and 11 3/8 inches in diameter. It is available for \$9 each. If you order six or more they are \$8.50 each.

A time-tested and sales-tested item is the original Hit miniature candid camera being sold in strong volume by Gem Sales Company, 533 Woodward, Detroit 33. The camera fits in the pocket or purse and takes sharp, clear pictures because it has a precision-made lens and shutter. Comes complete with genuine pigskin carrying case, strap, eye level view finder and polished nickel parts. Sample price, \$1.75; \$13.50 per dozen.

Cook Bros., 916 South Halsted Street, Chicago, is featuring small appliances and household articles for the holiday trade. Also high on its list are a complete selection of jewelry and watches, tools of many description and paint and hardware lines. The Windy City firm has had a big year in 1955 since the addition of a new associate, Art Braver.

Illustrations of a great 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, are contained in the catalog available from Gellman Bros., 119 North Fourth Street, Minneapolis. This is a genuine money-saving guide for premium users, auctioneers, wagon jobbers, agents, salesmen, and distributors, the firm states.

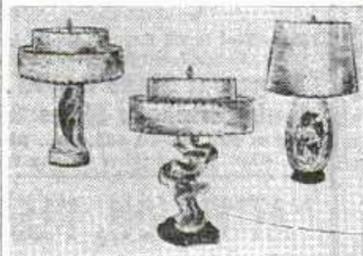


lens, is simple to handle and needs no adjustments to operate, just aim and snap. Takes 16 sharp, clear pictures on standard 828 film that sell at \$1.75 a dozen rolls. The camera fits practically any pocket and is ideally suited for adults as well as youngsters. Send \$9 for sample dozen postpaid and Sterling will include 12 rolls of film free.

Providence Ring Company, 49 Westminster Street, Providence, R. I., is offering its original Miracle Cross set with 12 brilliant rhinestones and neck chain to match. In the center of the cross is the Lord's Prayer, clearly visible when held close to the eye. With the Christmas season nearing, you can have a good sales volume on this item as well as the firm's flashy stone-set rings at low prices.

New fortune-telling balls for sportsmen are being introduced by Alabe Crafts, Fifth at Central, Cincinnati 2. These four-inch balls answer millions of questions when turned over. The fascinating fortune teller-paper weight ornaments now include Magic Baseball, \$1.98; Magic Bowling Ball, \$2.49, and Magic Eight Ball, \$1.98. Write for quantity prices.

Simulated driftwood lamps, a much-in-demand item, are being featured for \$6.95 at Magidson Bros., 1440 North Western Avenue, Chicago. Firm reports the lamps originally were made to sell at \$39.95. They are made of chip-proof material, are hand painted and come with durable polyplastex



fiber glass shades. Other featured lamps, also with fiber glass shades, include modern drum, candle light and modern ballerina designs. Magidson is still offering its gypsy dancer three-piece ensemble, including two 31-inch tall Balinese dancer table lamps and a matching planter, all for \$29.95.

Play pranks on your friends with these realistically shaped glass ice cubes, each of which has a real bug inside it. Another item being sold in quantity by Libo Plastics, 4677 North 45th Street, Milwaukee 16, which suggests that you order from your jobber, is the bug in a shot glass. Imbedded in the glass is a real bug which makes a dramatic appearance as you serve the drink. Get a sample for 50 cents or order in quantity from your local distributor. This is the type of

CEL-MAX SENSATIONS

Distinctive Jeweled Watch Set

\$8.95

High style at an Amazingly LOW Cost!

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 came! 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.

ALWAYS NO. 1 PREMIUM COLORFUL PLASTIC HOSTESS APRON 10c NOW ONLY

used in many ways
• Merchandise tie-in • Traffic builder
• Special events • Loading deals
• New openings, etc.

Any quantity shipped immediately—1 case (72 doz.) or 25,000 dozen. (Min. order—1 case.)

ALBERT BROOKS PRODUCTS CO., Dept. B-10
Mdr. Mart, Chicago 54. Tel.: MGHawk 4-3434

NEW—1956—NEW BINGO BLOWERS

"If You Can Carry a Suitcase—You Can Carry the Travelette"

IT WEIGHS ONLY 27 POUNDS!
Measures 32" L. by 10" W. by 24" H. Operates on AC, 110 volts, 60 cycle. Sturdy built and attractive. Priced so low! Write today for a free circular. Jobbers invited.

Lipka Mfg. Co. 617 E. 11th St. N. Y. 9, N. Y. Canal 8-3318

LEADING SELLERS IN FUR COATS

JACKETS CAPES & SCARFS

ALL GENUINE FURS

Our new 1956 Sure-Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATALOG plus details of our very popular remodeling service. Satisfaction guaranteed or money refunded. Prompt deliveries.

H. M. J. FUR CO. 150-B W. 28th Street New York

THE FANTICH BROTHERS ARE PASTMASTERS IN KNOWING THE AUCTION TRADE! THAT'S WHY THEY'RE THE LARGEST SUPPLIERS OF AUCTION MERCHANDISE IN THE COUNTRY!

It's NEW! It's Sensational! (Immersible in Water)

3 Pc. Sheffield Plier Set

RETAIL \$2.95

AUTOMATIC ELECTRIC ROTO-BROIL SKILLET!

- Built-in thermostat
- Bakelite handle and legs
- E-Z-Vue temperature chart
- Removable, plug-in wire cord

Engineered by the makers of America's leading kitchen appliances. 2 1/4 inches deep, 11 1/2 inches in dia.

Sample \$9.50 12 or More \$8.50

WE SERVICE AUCTIONEERS, WAGON JOBBERS, HOUSE-TO-HOUSE TRADE, CANVASERS, SCHEME TRADE AND PREMIUM SALES!!!

IT'S TERRIFIC

LOOKS AND LASTS LIKE \$50 LUGGAGE

RETAIL \$39.95

First Time Offered!

COPPER CLAD

ALCAMATIC 90 Series Automatic Cooker Fryer Complete with PYREX Cover

10 Exclusive Features:

- Fries • Casserol • Stews • Bun Warmer • All Purpose • Food Warmer • Cooks • Roasts • Blanches • Steams • Beautiful Server

COPPER FRYER

SAMPLE \$8.50 3 OR MORE \$8.00

Available in Gleaming Chrome

SAMPLE \$8.25 3 OR MORE \$7.75

Complete 3-Pc. Matching Luggage Set!

24" Pullman, 24" Gonic Case Train Case with removable mirror.

Top Quality Features! NESTS AND BOXED. NEW! SMART! DURABLE!

You Can Stand on It... Tough as Leather Covering! Available in California Ivory, Caribbean Blue or Sunset Tan.

\$300 Sample, \$12.00 3 or more, \$11.25

Available in Colorful Deluxe Interior Lining.

\$500 SAMPLE, \$14.50 3 OR MORE, \$13.75

TERMS: 25% Deposit Required on All Initial Orders. Balance C.O.D., F.O.B. Detroit. All Rated Accounts Please Enclose References for All Additional Orders. Prompt Delivery on All Orders. Add 10% Federal Tax if Not for Resale.

HALL of DISTRIBUTORS, Inc.

8713 TWELFTH STREET DETROIT 6, MICH.

Send for Our FREE Illustrated Wholesale Catalog. Lists 1000's of Items. Write Today!

Ladies 7-Jewel SWISS WATCH SETS

\$7.95

MEN'S WATERPROOF WATCHES

Complete with expansion bands.

5 GORGEOUS PIECES

A Distinctive watch with modern band — completely rebuilt to look BRAND NEW... Guaranteed like new... High-style, matching necklace, bracelet and scatter 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

(17-Jewel Set Complete \$9.95)

WEINMAN'S 182 So. Main St., Memphis, Tenn.

FOR LOWEST PRICES!

6 PC. WATCH SET

Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band... Smart cuff links... Matching the clasp... Money Clip and Collar Pin

\$5.15 SET

in Lots of 6 SAMPLE \$6.00

1 year Factory Guarantee.

SEND FOR FREE CATALOG

OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST.

Terms: 20% With Order, Balance C.O.D. Send Certified Check or Money Order, F.O.B. Boston.

H. STONE, INC., 74 Hanover St., Boston 13, Mass.

A fine bracelet watch is being featured by National Distributing Company, 222 Calumet Building, Miami. Simulated diamonds cover the entire watch and bracelet. Boasting a brand new guaranteed 17-jewel Swiss movement, not pin lever, it comes delivered with watch box and \$120 price tag. Get this for Christmas selling at only \$12.50 each in lots of three. A sample is \$13.95.

Davy Crockett rides agin. This is a beautifully created statue in plastic with removable frontier rifle, hunting knife, frontier saddle and coonskin cap. Nine inches high, eight and a quarter inches wide, the item weighs 10 ounces and is being sold to the trade at \$28 per dozen. Send \$3 for a sample. Also available is a colorful Canadian Mountie and mounted Indian at the same price. Write H. T. Maloney & Sons, 1063 West Broad Street (Route 40), Columbus 22, O., a firm that warehouses over 2,000 items.

The Fantich brothers who operate Hall of Distributors, Inc., 8713 12th Street, Detroit 6, are past masters in knowing the auction trade and are called the largest suppliers of auction merchandise in the country. This week they are featuring their copper and chrome-clad Alcamatic cooker fryers which retail at \$39.95. This is the popular



90 Series, complete with genuine pyrex cover and the following features: Fryer, casserol, stewer, bun warmer, all-purpose food warmer, cooker, roaster, blancher, steamer, and server. The copper one sells for \$8 in lots of three or more. The chrome is \$7.75 in lots of three or more. Watch for forthcoming ad breaking soon on new toys to be offered for strong Christmas promotion. This firm claims it has never been undersold. One of the largest operators in the West, it offers a year round deal and quick delivery service.

Jewels by Stanlee, 45 North Main Street, Bristol, Conn., is putting on a tremendous Christmas promotion of its gay and highly styled earrings and pins, all of which retail from \$1 to \$3. These are real money-makers, as you can buy them at \$54 and \$60 per gross. Also being featured are the firm's pin and earring sets, pin and necklace sets and bracelet and earring sets, some with rhinestones and some with cultured pearls, all at less than half price.

Genender Sales & Supplies, 1356 South Halsted Street, Chicago, long-time dealers in rebuilt name watches, is featuring such brands as Elgin, Bulova, Gruen and Benrus, all watches being checked and tested for 48 hours. Also looming big in the line is a complete selection of costume jewelry, clocks, peddler items, giftware, appliances and pen level watches. The latter, gold plated with expansion bands, are priced from \$4.25. Genender has complete service for industrial accounts.

An expanded selection of statues is the feature of holiday offerings by Marnero Art Creations, 1117 North Western Avenue, Chicago, manufacturer, designer and molder of gift ware, novelties and displays. Leaders include the ming tree, Chinese lamplighters, slaves, gypsy dancers, drunks, Nubians, driftwood, modern, can-can dancers, ballerinas, Grecian aqua ballet, Balinese, European dancers, terrors, rumba dancers, Chinese figurines, Cuban dancers and clowns.

Segall Novelty Manufacturing Company, 309 Arch Street, Philadelphia, has available for jobbers only a line of Christmas lead foil icicles. The firm has prepared a 10-cent box and a 25-cent box. Jobbers are requested to write the firm for prices and samples.

136 dramatic pages of the World's Finest

gifts, premiums, incentive awards

EARN BIG... SAVE BIG...

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the best source for EXCLUSIVES and NAME BRANDS



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TEMPLE COMPANY, INC., 804 Sansom St., Phila. 7, Pa., Market 7-8242

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for quick sales and amazing profits without investing in inventory

JUST OFF THE PRESS.

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TEMPLE COMPANY, INC.
804 Sansom Street, Phila. 7, Pa. Dept. B
Gentlemen: Please rush Temple's 1956 Catalog. No obligation.

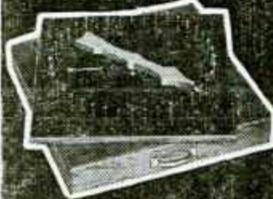
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Firm Name
Address
City Zone State



NOTE: Temple customers who have made purchases after August 1, 1954 will automatically receive their free copies of the 1956 catalog.

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

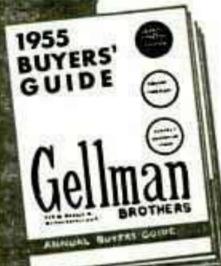


WE CARRY A COMPLETE LINE OF PHOTO IDENTs—EXPANSION IDENTs—IDENTs—RINGS—LOCKS—CLOSE-OUT MERCHANDISE, ETC. SEND FOR YOUR FREE COPY OF OUR 1955 CATALOG LISTING THESE ITEMS. PLEASE STATE YOUR BUSINESS.

HAND POLISHED IDENTs FROM \$7.50 PER GROSS AND UP. RINGS FROM \$5.50 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.



1955 BUYERS' GUIDE
Gellman Brothers
ANNUAL BUYERS' GUIDE
GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

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.

GOOD GOODIER PRODUCTS

Men or Women—full or part time selling to homes. Goodier offers over 400 items. Perfumes, Colognes, Sachets, Lotions, Bath Crystals, Cosmetics, Hair Dressings, Medicinal Items, Foot Preparations, Flavors, Soaps, Billfolds, Costume Jewelry, Novelty Items, Insecticides, Household Items. Write for illustrated catalog.

Goodier, Dept. BB, 400 N. Bishop, Dallas, Texas

SAY YOU SAW IT IN THE BILLBOARD!

PLAY PRANKS ON YOUR FRIENDS CAN BE SERVED OVER AND OVER AGAIN



AN ICE CUBE WITH A REAL BUG INSIDE IT



BUG IN A SHOT GLASS A real bug inside



Order from your Distributor, Jobber Samples, 50c each

LIBO PLASTICS CO., 4677 N. 45th Street, Milwaukee 16, Wis.

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.

Write for free copy TODAY!

RAKE COMPANY

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INDISTINGUISHABLY NEW
BULOVA-BENRUS
ELGIN-GRUEN, ETC.
 REPOSESSED FACTORY ORIGINALS.
 Guaranteed to look and run like new.
 30-day money-back guarantee.

15J \$8.45 **17J \$9.95**

Original Gold-Filled Expansion Bands, 95¢ extra.
 25% w/order—bal. C.O.D.—prepaid w/money order. FREE CATALOG.

JOHN A. HYATT
 1229 E. Cooper Drive Lexington, Ky.

Tanross Supply Company, 1075 N. W. 71st Street, Miami, says it is offering the greatest binocular buy in its history. A 7 by 50 individual focus coated lens binocular which normally retails for \$75 is being offered for \$21.50 postpaid. The binocular is water and dust-proof and has a 381-foot range at 1,000 yards. Price includes gift packaging and plush-lined pigskin carrying case.

In addition to its broad selection of Christmas merchandise, Alliance Sales Company, 4222 West Roose-

velt Road, Chicago, is featuring two new billfolds. One, which sells at \$9.50 per dozen, is made of genuine lamb skin and is individually boxed. The other, at \$8.50 per dozen, is made of genuine top grain cowhide with a zipper all around. It comes in black and brown. For a limited time only, the firm is selling another line of men's all-leather wallets with zipper and hidden pocket at \$6 per dozen. Also high on the list are pearl sets, necklaces, bracelets, earrings, watches, pen sets and rhinestone jewelry.

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

CHRISTMAS & NEW YEAR'S SPECIALS

IT'S TERRIFIC
 FASTEST SELLING ITEM IN THE COUNTRY

RETAIL \$39.95

COPPER CLAD FULLY AUTOMATIC COOKER FRYER COMPLETE WITH "FIRE KING" OVEN GLASS COVER



10 EXCLUSIVE FEATURES

- Fries • Cooks • Roasts • Stews • Advertisers in Life and Good Housekeeping Magazines. Approved by Underwriters.
- Steams • Blanches • Casseroles
- Bun Warmer • All Purpose Food Warmer • Beautiful Server

\$8.50 Each - 3 or more, \$8.00 Each

GREAT VALUE

Ladies' DUNHALL COMPACT and WATCH SET

Complete with metal band. Fully guaranteed. Silk-lined gift box with \$75.00 price tag.



\$8.00 Per Set

SPECIAL OFFER
 NEW RETRACTABLE BALL POINT PEN

The New, Sensational Retractable Ball Point Pen with no-smear ink, Bankers approved, guaranteed leak proof, large ink supply.

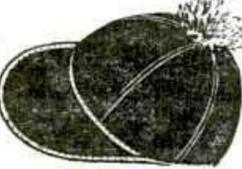
\$1.75 Dozen
\$17.00 Gross



LARGE FELT JOCKEY CAPS

With pompons. Assorted beautiful colors and sizes

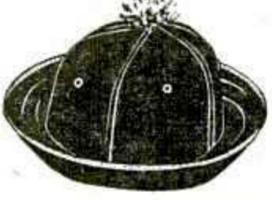
Gross \$33.00



FELT CREW HATS

Bright colors and trimming and pompons.

Gross \$33.00



IT'S SENSATIONAL!!
 It's the Completely Washable Skillet • Immersible in Water

\$24.95 RETAIL

ROTO-BROIL AUTOMATIC ELECTRIC SKILLET

Engineered by the makers of America's leading Kitchen Appliances.
 • Built-in Thermostat • Bakelite Handle and Legs • Removable Plug-In Wire Cord • E-Z Vue Temperature Chart • Large Temperature Selection Dial for All Recipes • 2 1/4" DEEP—11 1/2" DIAMETER.

\$9.00 each—6 or more \$8.50 each

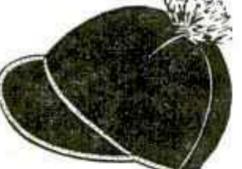


KIDDIE FELT CAPS

WITH POMPONS

Assorted sizes and colors.

Gross \$24.00



Men's Full-Size BLACK FELT DERBYS

With binding. This hat is now sweeping the country.

\$5.00 Doz. \$52.00 Gr.



LARGE WAXED DAHLIAS

With Green Leaf Backing. Assorted Beautiful Colors.

\$3.50 Per 100
\$30.00 Per 1000

SENSATIONAL LOW PRICE
 Imported World Famous Miniature Candid Type

16MM "HIT" CAMERA

Takes clear, sharp pictures. For day or night use, indoor or outdoor, with many features of expensive models. Complete with pigskin carrying case and strap.

AMAZING VALUE—\$13.00 Per Doz.
 Film for above—12 rolls, \$1.00 Dozen.
 Sample camera and film, \$2.25 postpaid.

SENSATIONAL ITEM
 6" x 12" Beautifully Boxed
\$5.00 Per Dozen

Pearlized Crucifix Gold Tone Corpus \$58.00 Per Cross



We Will Not Be Undersold Selling Like WILDFIRE

3 PEN SET

Colored Retractable Ball Point Pens. Writes Red, Writes Green, Writes Blue. Put up in Plastic Pocket Case. Each of the Ball Point Pens writes a different color: Red, Green and Blue. Buy these Pen Sets now and prove to yourself that it is the hottest seller right now. Sample Set \$1.00 Postpaid.

\$5.00 Doz. \$54.00 Gr.

4" metal refills, any color, \$1.00 Dz. \$9.00 Gr.
 Fully Guaranteed—No Seconds.



MOTORCYCLE CAP

Terrific number selling like wildfire. Made of good quality gabardine. These hats have embroidered insignia.

\$5.75 Doz. \$66.00 Gr.

These Hats in Colored Material Pink, Yellow, Blue, etc.

\$6.00 Doz. \$69.00 Gr.



The New MIRACLE CROSS AND CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. This makes a beautiful and practical gift.

\$5.00 Dozen



RELIGIOUS KEY CASE

Distributors—Jobbers Agents—Auctioneers Wagon Jobbers

Newest Religious Item. Key Case containing 3 hand-painted figurines, Jesus, Mary and Joseph. Identification Case and a St. Christopher Protection Medal on a gold-tone key chain. This key case closes with a Gold-Tone Snap Fastener. Priced for fast sales and profits. Sensationally priced:

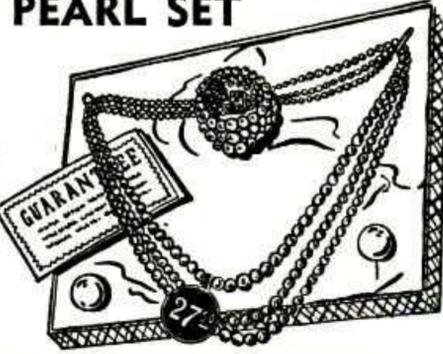
\$4.00 doz., \$42.00 per gro.
 Send 50¢ for sample.



HARRIS TOPS THE FIELD PEARL SET

\$12.00 DOZEN

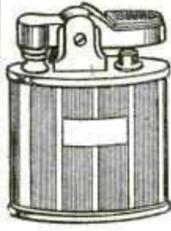
Sample Set **\$1.50**



FULLY AUTOMATIC RONSON TYPE POCKET LIGHTER

Compares with higher priced lighters—gleaming Chrome Finish, never before offered at this low price. Ideal for gift, prize or premiums. Nicely boxed. They are moving fast—order now.

\$6.00 per doz. \$69.00 per gr.
 Sample dozen \$6.50 postpaid.



SENSATIONAL VALUE SIX-PIECE WATCH SET

In luxurious gift box consisting of new high-grade nationally advertised watch, gold-plated case and expansion band to match. Lustrous gold-plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

\$6.50 Each Set \$1.00 Additional for Samples



25% Deposit Required—WE SHIP SAME DAY WE RECEIVE ORDER

HARRIS NOVELTY CO.

THIS IS OUR ONLY STORE
 1102 ARCH STREET (Phones: MA 7-9848—WA 2-6970) PHILADELPHIA 7, PA.
SEND FOR OUR LATEST CATALOG

Free... * WHOLESALE CATALOG 1956

- General Merchandise • Tools
- Appliances • Watches
- Hardware • Jewelry

*Enclose \$1 to cover postage and handling. Deducted from 1st order.

WHOLESALE DISTRIBUTING
3324 W. Roosevelt Rd.
Chicago 24, Illinois

Retailers, concessionaires and novelty dealers who have never tried the fast-moving Hawaiian Ti Plant Logs should write to Sberfy's, Ltd., 2126 Boyer, Seattle. Pitchmen sold over 1,000,000 last year. All you do is place the log in water and watch the green leaves grow. Buy the logs for 7 cents each and sell for 49 to 69 cents. Ti Logs grow into beautiful tropical plants.

A real phonograph to retail for \$1, complete with long-playing record, is one of the outstanding new items offered in the Christmas

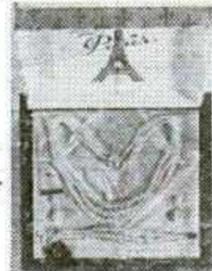


catalog of Imperial Merchandising Company, 893 Broadway, New York. The item is offered to the trade at \$7.20 per dozen net, f.o.b. This phonograph actually plays an LP record loud and clear, the firm states, and points out that it is an ideal item for children. Minimum order is two dozen.

Specially printed playing cards prove to be fast sellers, says the Haines House of Cards, 2465 Williams Avenue, Norwood 12, O., which offers reverse printed cards (black hearts and diamonds and red clubs and spades) at \$6.60 per dozen decks. A sample deck is 65 cents. The firm also offers alphabet cards at \$7.20 per dozen decks and Jumbo Bicycle back cards, four and a half by seven inches, at \$36 per dozen.

If you would like a gag item that has never failed to produce a laugh then send for your sample of gas shavers from G & S Manufacturing Company, 504-6 Deadrick, Nashville. Called the greatest gag gimmick yet, the item retails for \$1. Dealer's cost is \$6.75 per dozen. Send \$1 for sample postpaid. Jobbers and distributors wire or phone for quantity prices.

Paris & Company, 35 West 23d Street, New York, is offering a three-strand iridescent imported pearl necklace, bracelet and match-

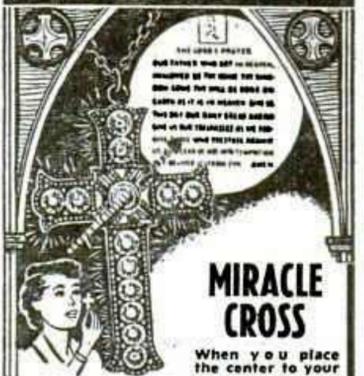


ing earring set. Packaged in satin-lined gift box, the sets are priced at \$13.50 per dozen. The firm calls them the hottest sellers in its history. Minimum order is one dozen. No catalog is offered.

Miracle Distributors, 1538 North Milwaukee Avenue, Chicago 22, has published its biggest merchandise catalog on record. The book sells for \$1 which is refundable on the first order. Thousands of name brand articles are listed in the catalog, including such nationally advertised ones as Admiral, Westinghouse, General Electric and dozens of others that are equally famous. Included on its pages are small appliances, gift ware, cameras, jewelry, power tools, typewriters, television sets, roasters and automatic washers, to list a few. The new catalog has just come off the press and is available at the firm's Chicago headquarters.

A simple, yet effective line of new type bumper signs is being manufactured by Warren Hastings Motor Company, 103 North Blanche Street, Department 375, Mounds, Ill. Called Bumpa-Tel Signs, they are mounted or dismounted in seconds, have polished aluminum frames, sheet steel face, and sign legs that telescope into non-visible brackets mounted behind bumper guards that do not interfere with the operation of the trunk lid. The signs, which are shipped one to five per bundle, sell at \$16.50 for lettered and \$12.50 unlettered, f.o.b., factory.

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

A REAL MONEYMAKER

#999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links.
\$4.25 Doz. \$48.00 Gross

#999-G. Same as above, heavier chain in beautiful gold finish.
\$6.00 Doz. \$66.00 Gross

!SENSATIONAL PROFITS! !EVERY DAY!!

No. 509 AN EYE CATCHER!!
\$2.75 Doz. \$30.00 Gross Gold finish.

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

No. 800
\$2.50 Doz. \$27.00 Gross It's a Beauty!

No. 710 Full of Fire Brilliance!
\$3.00 Doz. \$33.00 Gro. Gold Finish

White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

No. 877 A Real Money Maker
\$2.50 Doz. \$27.00 Gr.

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

Lamp BUY of the Year!

COLORFULLY HAND PAINTED Gypsy Dancer 3-PIECE LAMP ENSEMBLE

You've Seen Lamps Like These at \$39.95 Each!
ALL 3 PIECES for Only...

\$15.50 in lots of 6 sets or more

CHOICE OF PINK OR BLACK-AND-WHITE

A smart set that's truly the last word in ultra-modern beauty! Includes two 31-inch tall Ballerina Dancer table lamps (boy and girl figures) and matching planter (for live or artificial plants). Exquisitely detailed and hand-painted in gorgeous speckled tones. Hand-faded 23" kidney-shaped washable polyplastic shade. What a creation! Altogether an exciting new look for your home!

31" TALL

SALESMEN JOBBERS DISTRIBUTORS
Most Territories Open

MATCHING PLANTER INCLUDED AT THIS AMAZING LOW PRICE!

Immediate shipment on all orders.

Sample \$16.95
Open account if you are rated, otherwise 1/3 deposit with order, balance C.O.D.

MAGIDSON BROS. 1440 N. Western Ave., Chicago 22, Ill. Phone: Capitol 7-5250

Para-Shooter The PARACHUTE SHOOTER

This is a good item for demonstration

This Acme Parachute for the last 24 years has been one of the most fascinating and fast moving Toys ever offered to the trade. Made as economically as possible by a company with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.

THIS IS A GOOD HOLIDAY NUMBER

1-A Parachute packed in red and green foil tubes.
1-AP Parachute packed in red and green plastic tubes.
1-APS Sewed Parachute packed in red and green plastic tubes.

ACME TOYS 2333 ABBEY AVE. CLEVELAND 13, OHIO For Toy Parachutes be sure and get Acme, the Time-Tested Product.

SALE OF ALL SALES UP TO 75%

ONE SAMPLE ORDER WILL CONVINCE YOU

\$7.50 Leather Billfolds, boxed and tagged, \$10.00 per dozen; 25 pieces of Wallace Silver, boxed, #250, \$29.95; Pearl & Rhinestone Set, #140, \$3.95; Billfold, leather, \$6.00 per dozen; \$6.50 Alarm Clocks, \$1.90 each; long type Necklaces, \$3.75 per dozen; Jewel Watches, \$2.85 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; new, \$6.50 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, 90¢ each; man's new dress Watch, 17 jewel, \$7.50 each; children's Hand Bag, \$3.00 per dozen; \$4.95 boxed Dolls, 90¢ 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

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

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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

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

LARGEST SELECTION OF EXPANSION IDENT

From \$3.00 dozen

PHOTO EXPANSION IDENT

From \$5.00 dozen

Disc Pendants & Crosses on Chain from \$3.00 dozen

Send \$15.00 for our complete line of engraving jewelry. Sorry, no catalog.

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307 Fifth Ave. New York 16, N. Y.

Beautiful Genuine Dupont Plastic NEW False Plate

MADE FROM YOUR OLD LOOSE PLATE One Day Service.

No Impression Needed AT LAST—a new, revolutionary False Plate Duplication System that saves you money! Actually transforms your old, loose, uncomfortable, cracked or chipped plate into a new, comfortable, lustrous natural-pink fitting, lustrous natural-pink or light-weight Dupont Plastic Plate, using same teeth or with new, natural-shaped, matched teeth. Once again—you may know false plate wearing happiness. Broken, cracked plates repaired; missing, broken teeth replaced.

Plates Repaired \$5.00

Only \$18.95 Upper With 30-DAY MONEY-BACK TRIAL

SEND NO MONEY! Write today for FREE details and simple instructions to follow. If plate loose, MAKE IT COMFORTABLY TIGHT—for our duplication without cost to you. Highest prices paid for Dental Gold.

ALL-STATE DENTAL LABORATORIES
22 W. Madison St., Dept. 734, Chicago 2, Ill.



TOP MERCHANDISE SPECIALS FROM CHICAGO'S LEADING JOBBERS and DISTRIBUTORS

PITTSBURG Master Painters Products

Formula with titanium. Inside, outside, ready mixed paint in oil. White, not a reclaimed 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-carton lots or more. Less than 40-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. Rubberized, concrete, porch and floor enamel. Battleship product. 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 1/2" 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. CHICAGO, ILLINOIS

916 S. HALSTED

HEADQUARTERS FOR XMAS PARTY MERCHANDISE

25" MAMA DOLL

All rubber body and arms and legs. Assorted colors and style dresses and hats—closing eyes. Individually boxed.

\$36.00 PER DOZEN F.O.B. CHICAGO

No Samples—1 dozen minimum order. Packed dozen to the carton.

OPEN SUNDAYS TILL 3 P.M.

25% deposit, balance C.O.D.

We Carry a Complete Line of Xmas Toys, Ornaments and Gifts.

BELL SALES CO.
1107 SO. HALSTED ST.
Chicago 7, Ill.

FLASH — APPEAL — PROFITS

COMPOSITION POODLE LAMP

Hand-decorated Gold-Trim Pompon Shade comes in Black, White and Pink. Each lamp and shade individually boxed, two of each color, packed 6 to a carton. Weight: 18 lbs. to the carton.

Height 17"

Priced at Only **\$21.00** per doz.

Minimum order 6 pair.

25% deposit, balance C.O.D., F.O.B. our factory.

"TINY" BASKIN LAMPS CO.

1207 S. St. Louis Ave. Chicago, Ill.

BENDIS SPECIAL \$8.95

GENTS' Necklaces, Bracelet, Earrings, Pin, Boxed \$2.00 Set

GRUEN \$9.95

Ladies' G.P. Case or Rhinestone

BULOVA WALTHAM & ELGIN WATCHES

RECONDITIONED LIKE NEW

6 Watches for \$50.00

25% with order, balance C.O.D.

GENENDER SALES

1356 S. Halsted St. Chicago 7, Illinois

MERCHANDISE CATALOG

BRAND-NEW FALL AND WINTER COLOR ILLUSTRATED FULL-SIZE CATALOG. CONTAINING 1,000'S OF NAME BRAND

- APPLIANCES
- JEWELRY
- TOOLS
- SPORTING GOODS, ETC.
- WATCHES
- FURNITURE
- CAMERA EQUIPMENT

Send \$1.00 for Your Catalog. Refunded on first order of \$10.00 or more. Specially designed for House-to-House Men, Agents, Peddlers, Distributors, etc. Catalog also available with your name in quantity. Send for Your Copy Today.

STEINBERG BAUM CO.

3319 N. CICERO AVENUE CHICAGO, ILLINOIS

No. 825. \$27.00 doz. Sample \$3.50

No. 415. 3 1/2-inch natural embossed top-grain steerhide leather, hand-laced in white with seven rows of multi-colored beadwork. Sizes 20 to 42. \$12.00 doz. Samples \$2.00 ea.

No. 800-801. \$18.00 doz. Samples \$2.50 ea.

No. 815. \$10.50 doz. Samples \$1.50 ea.

No. 830. \$12.00 doz. Samples \$2.00 ea.

No. 820. \$10.50 doz. Samples \$1.50 ea.

Beautiful, fast selling, hand loomed Genuine Seed Bead Items in varied colors, all lined in Genuine Pigskin.

1/3 dep., bal. C.O.D. Terms to rated firms. Samples: Cash with order.

THUNDERBIRD PRODUCTS CO.

2122 N. Lincoln Ave. Chicago, Ill.

★ **XMAS SPECIALS!** ★

\$9.50 per doz.

#105 Genuine Lamb Skin Bill-fold—Individually Boxed—Redwood, Brownwood, Tanwood—turned edge.

XMAS MERCHANDISE GALORE

\$6.00 per dozen

Men's All Leather Wallets with Zipper and Hidden Pocket

NO SAMPLES

Pearl Sets—Necklace, Bracelet and Earrings, 3 strands \$12.00 per doz.

Men's Watch and Pen Sets, \$71.00 value for only 6.95 each

3-Piece Rhinestone Set, all hand set in beautiful gift box 18.00 per doz.

Sorry, We Do Not Have a Catalog or Price List Available. 25% Deposit With Order, Balance C.O.D.—F.O.B. Chicago.

ALLIANCE SALES CO.

4222 W. ROOSEVELT ROAD CHICAGO 24, ILLINOIS

3-Piece Pearl Set, 3 Strand Necklace and Bracelet with Pearl Drop Earrings in beautiful satin lined gift box ... \$1.50 each (in lots of 6)

JUST ONE OF HUNDREDS OF SIMILAR BARGAINS TO BE FOUND IN OUR ALL NEW GIFT CATALOG WITH YOUR OWN CONFIDENTIAL PRICE LIST.

Imprint Your Own Name—Become a Direct Agent.

SURE FIRE-EASY WAY TO SELL OUR:

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- RHYNESTONE SETS
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- EVER-NU JEWELRY SETS
- LIGHTWEIGHT LUGGAGE
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- RELIGIOUS GOODS & NOVELTIES and many more sell-on-sight items
- CUFF LINKS
- RHINESTONE PINS
- PERFUME & COLOGNE
- CARRY-ALLS & COMPACTS
- MUSIC BOXES

25% deposit, balance C.O.D., F.O.B. Chicago.

G. E. PRODUCTS CO.

128 W. Lake St. Chicago, Ill.

BEAUTIFUL WRIST LIGHTER

A sure-fire, profitable way to build new business and please your regular customers. Strikingly beautiful, high-quality imported chrome finish. Appeals to men and women alike. Mounted on matching full wrist band or 2-piece expansion band (allowing owner to place lighter on one side and watch on other). Specify which bands you prefer.

\$21.60 per doz. Sample **\$2.00 ea.**

The hottest promotional item of the year The Satellite Balloon. This is an excellent novelty item in this age of atomic power. Produced in fine four color on durable post card board 5 1/2 x 8 1/2".

Prices of above two items 1-1,000 8c ea. 1-10,000 7c ea. Sorry, No C.O.D.'s.

Another excellent promotional item is the "Wooden Nickel," copyrighted and carries the famous features of the Indian Chief and the early frontiersman and Indian fighter of the famous American era, Buffalo Bill. For a small printing charge either side of the coin can be used for a firm's promotional advertising. Ideal for political advertising.

JAY SALES

1857 N. Glenwood Chicago 26, Ill.

BUILD YOUR OWN MONEY-MAKING DEAL WITH "JASMINE" ROGERS ONEIDA SILVER

Reinforced lifetime silver plate, guaranteed

4 PIECE PLACE SETS — HOLLOW HAND — KNIFE, SOUP SPOON, DINNER FORK AND TEA SPOON

Now Only **\$1.50** per set

Retail value in Jewelry Stores \$3.25.

Retailers, Wholesalers, Manufacturers, Filling Stations, Furniture Stores, Bakeries, Grocers, Super-Markets increase sales and profits offering fine Rogers Silverware as a premium. Customers buy again and again to get a complete guaranteed set at a fraction of retail price.

24-Piece Set For 6-Value at \$21.00—Now Only \$9.90

Packed in tear-proof packets.

Don't delay, order stocks now and put beautiful Rogers Silverware to work and make money for you.

Prompt delivery—25% dep., bal. c.o.d. Money-back guarantee if not satisfied.

H. MEINHARDT & CO.

4333 N. PULASKI RD. CHICAGO 41, ILLINOIS

BIG PROFIT MAKERS

PURSE SIZE RAIN HOOD

When it rains it pours \$\$\$ for you! Now packaged 24 to self-selling display ... each Rain Hood in individual plastic bag ... Finest quality ... larger and stronger than any Rain Hood on the market. Display uses only 6 sq. in. of space. Retail at 75¢ ea. Your cost \$2.40 per Doz. Sample 25¢.

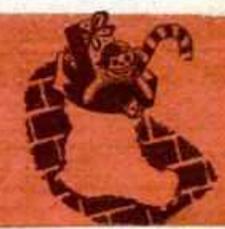
METER DETECTIVE

Here is a red-hot item that has terrific appeal. The Meter Detective helps the motorist outwit the parking meter nuisance ... can save \$5.00 to \$100.00 in overtime parking fines. Self-selling display holds 24—each in transparent bag. Retail at \$1.00 each. Your cost \$6.00 per display of 24.

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549 W. Washington St., Chicago 6, Ill.

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SMALL APPLIANCES—GIFTWARES—CAMERAS—JEWELRY—POWER TOOLS—TYPEWRITERS
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 ★EMERSON! ★ADMIRAL!
 ★CAPEHART! ★BELL & HOWELL
 ★DUMONT!
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 ★PHILCO! ★ECKO!
 ★TRAVLER!
 ★WESTINGHOUSE
 ★RAYTHEON! ★EASTMAN!
 ★ZENITH! ★MAYTAG!
 ★MAGNAVOX!
 ★COLUMBIA!
 ★WEBCOR ★FRIGIDAIRE
 ★CROSLLEY!
 ★SERVEL ★HOTPOINT!
 ★DEEFPREEZE
 ★INTERNATIONAL HARVESTER
 ★NORGE!
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The Perfect Xmas Giveaway!
STOCK XMAS BUTTONS

EXCELLENT FOR GIVEAWAYS!
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Store Promotion!
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Garments!
 Toys!
 Dolls!

Shown actual size 1 1/2"—Printed in 4 colors—red, blue, yellow and black on white—with straight pin.

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 Write for prices and samples today—Immediate delivery guaranteed.

We have a button idea for any occasion. Quantities large or small, we make them all.

Factory: 1520 W. Montana St. Chicago, Illinois
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STUFFED TOYS—PREMIUMS
 Canvasers, wagon jobbers, agents and rouletmen. Here's the opportunity you've been waiting for. Fast-moving dolls, priced right, direct from manufacturer. These dolls need no sales talk. They are designed to sell on sight. We also have tried and tested very successful premium numbers. GET ON THE PROFIT BANDWAGON NOW!
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 In Time for the Big Xmas Rush

With Our Newest, Biggest NAME BRAND MERCHANDISE Housewares, gifts, jewelry, power tools, tableware, appliances, watches, etc. No investment. Write today to: ROBEL SALES, Dept. M1 487 B'way N.Y.C. 13

FREE NEW '56 CATALOG, with im-print space for your name. Bigger than ever. Illus. plus private prices.

GOLD STAMPING AGENTS & SALESMEN
 Pocket Secretary with your name or business stamped in gold. \$12.00 per dozen. Nine-pocket Pass Case with stamping, \$6.00 per dozen. Send \$1.00 for sample.

"WALLET" KING GOLD STAMPING
 4720 W. Armitage Ave. Chicago 39, Ill.

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.

Trudelle Creations, Inc., 137 Greene Street, New York 12, has operated in the stuffed toy field for 35 years, gaining a wide reputation for the quality of its merchandise in various price ranges that meet all requirements of the trade. This was especially true for



the firm's new line during the past season and resulted in much repeat business for the company. It is Trudelle's intention to continue the policy of adding new merchandise each year to meet requirements of the amusement business.

Green Duck Company, 1520 North Montana Street, Chicago, has introduced a new line of Christmas buttons that are printed in four colors—red, blue, yellow and black

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 flabe place mat, leafy canoe center piece or juicy wrapping for certain foods!

"TI" logs grow—by themselves—into beautiful tropical plants. Flash, 15 plants \$17.50. Legs—\$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.

30" ALL PLUSH BEAR

All Plush, Asst. Colors, Cotton Stuffed, 24" PLUSH CLOWN MAJOR \$20.00 dz.
 Flash Colors, Plastic Face, Cotton Stuffed, 22" BONNET DOLL \$14.50 dz.
 Silky Satin Material, Large Plastic Face, Wide Brim Bonnet, Poly Bag, Cotton Stuffed, \$9.60 dz.

Prices, Net f.o.b. N.Y.C. 25% deposit with order, bal. c.o.d.

★ SPECIALS ★
 Plush Dollies, Cotton Clowns, Plush Scotties—Terrific Values \$5.50 dz.

TEE JAY TOYS, INC.
 48 West 20th St. New York 11, N. Y.

SELLS ON SIGHT!! THE BEAUTY BAR

LADIES' FITTED HANDBAG of Leather-Like Virgin Vinyl Plastic IDEAL XMAS GIFT OR PREMIUM NUMBER!

★ Will not peel or crack
 ★ Color fast ★ Washable
 featuring the new, unique, practical

BEAUTY BAR

★ 2 Perfume Bottles
 ★ 1 Cold Cream Jar made of poly-ethylene
 ★ 2"x4 1/2" Replaceable Mirror
 ★ Brass Fittings ★ \$14.95 List Price

\$39.00 per doz. SAMPLES \$3.75 ea. Enclose payment in full for samples.

25% Deposit, Balance C.O.D. If not for resale add Federal Tax.

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CUTTLER & COMPANY, INC.
 928 Broadway...New York 10, N. Y.

HAGN The Outstanding Name for Outstanding Values!

From gimmicks to sporting goods . . . from cameras to fur coats . . . from toys to sterling—it's here. Widest selections of soundly merchandised, nationally known lines. Big stocks, low prices and prompt service from our own newly modernized buildings. And, as always, Satisfaction Guaranteed! Huge catalog on request to Dealers. Please note 'Dept. T.'

JOSEPH HAGN CO.
 Wholesalers Since 1911
 325 W. Madison St. Chicago 6, Illinois

on white—to be sold as giveaways. The firm points out they can be used as store promotions, traffic stimulators or attached to toys, garments or dolls. The pins are 1 1/2 inches and have a straight pin. An illustration of Santa Claus and a greeting, "Merry Christmas," is printed on the button.

A combination spindle wheel and bumper game is still being offered free by Frisco Pete, 226 South Wells Street, Chicago, with details on the giveaway available from the firm. For the holiday trade, Pete is featuring a complete line of photo idents, expansion idents, rings, lockets and close-out merchandise. Hand polished idents are priced from \$7.50 per gross and up with rings at \$5.50 per gross and up. Engravers may obtain a free catalog by writing the firm.

If you would like to try a strong selling line of Mexican products which have been tested over a number of years, then you should send for samples from: Pearl Sales



Company, P. O. Box 675, El Paso, or write for its free catalog. Featuring Mexican jackets, hand-painted skirts, genuine leather Polvera bags, and scores of other profit-making items, inquiries are invited by the firm.

Jay Sales, 7057 North Glenwood, Chicago, points out that its new satellite atomic balloon is an item that is timely in view of the great interest—particularly among small fry—in anything atomic or anything to do with outer space. The item, when properly manipulated, generates atomic power from the human body and moves the balloon in either direction. It is produced in four colors on durable postcard type boards.

Two new China articles—a monkey bank and a cookie jar, both made in attractive fashion—are featured this fall by Berkeley Manufacturing Company, 2720 Archer Avenue, Chicago 8. The bank, called Happy Melvin, depicts a monkey with black cap, bow tie, pink jacket and comical grin. It has a removable cork in the bottom, is 12 inches high and 9 inches wide. The cookie jar, Coy Wilhelmina, is a shy Dutch girl with red cap, yellow hair and a white dress trimmed in blue. It is 11 1/4 by 8 inches.

ESP CARDS
 Extra Sensory Perception

With instructions for testing your ESP ability by Dr. J. B. Rhine, of Duke University.

Sample 65c Postpaid
 Per Doz. \$6.00 Per Gross \$57.60
 F.O.B.

ESP Score Pads, 60 sheets per pad.
 Per Doz. Pads, \$11.50.

Jumbo Bicycle Rider Back
 Playing Cards, 4 1/2"x7"

Sometimes called Beach Playing Cards. Excellent for Card Instructors and at Carnivals for Bingo Poker.

Sample \$4.00 Per Doz. \$36.00
 Postpaid F.O.B.

Reverse Printed Cards!
 Black Hearts and Diamonds. Red Clubs and Spades. Great Novelty Deck.

Sample 65c Per Doz. \$ 6.60
 Postpaid Per Gross 70.00
 F.O.B.

ALPHABET CARDS
 52 assorted letters to a pack, extra large letters, good for kindergarten work, games requiring letters, especially for elderly people with failing eyesight.

Sample 65c Per Doz. \$ 7.20
 Postpaid Per Gross 72.00
 F.O.B.

SPECIAL OFFER
 1 sample each of above decks—\$5.00 Postpaid.

We supply all makes of Magic Decks.

HAINES' HOUSE OF CARDS
 2465 Williams Ave. Norwood 12, Ohio

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

Imported "LORD SCOTT"

The latest in watches with the "MILLION DOLLAR" look—yet low in price.

\$5.50 each
 in doz. lots
 Sample \$6.50 prepaid

OUTSTANDING FEATURES:

- Water resist—screwback case in beautiful tarnish-proof gold color
- Shockproof—jeweled Antimagnetic movement
- Luminous dial and hands
- Raised gilt figures
- Sweep second hand
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Write for Complete Information and Samples

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 World's Foremost Converters of Newsprint

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The most dazzling jewels on earth. Greatest scientific gem discovery in centuries. Make \$50 to \$75 day. Write for free information.

DIAMONITE
 Oakland 5, Calif.

GIVE TO DAMON RUNYON CANCER FUND

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.

Transworld Trading Company, 565 Fifth Avenue, New York, has a complete line of imported watches. Among these watches is the Lord Scott which is being offered at \$5.50 each in dozen lots. The Lord Scott has all the features of more expensive watches, is water resistant, shockproof and anti-magnetic.

Called the hottest lamps in the country, a Christmas special is being run by Pittsburgh Statuary Lamp Company with the suggestion that you order from your jobber. One selling at \$12.95 is a



nationally advertised television lamp made of dura stone with a pair of removable hand-painted Chinese sitters. Cost is \$1.95 each in dozen lots. The second offering is nationally advertised at \$22.95 per pair. These are Nubian lamps, 24 inches tall and have a 16-inch plastic shade. They come in both male and female figures. Your cost is \$2.35 each in dozen lots.

The greatest towel value in history is announced by Towel Shop, 510 St. Charles, St. Louis. Towel Shop sells millions of towels annually at truly giveaway prices, the firm states. Starting at 20 unwoven cotton and rayon towels for \$1, the price goes down to 3 cents each in lots of 5,000. Send a sample order today and get the firm's free hard-hitting sales plan.

A wide selection of pearl jewelry as well as many other types of jewelry, is being featured this fall by G. E. Products, 128 West Lake Street, Chicago. Leading the line are a three-piece pearl set, including a three-strand necklace and bracelet with pearl drop earrings, all in a satin-lined gift box. They are priced at \$1.50 each in lots of a half dozen. Also among the hot items handled by G. E. are watches, wallets, luggage, rhinestone articles, cameras, cuff links, perfumes, colognes, carryalls, compacts, music boxes as well as religious goods and novelties. All are carried in the firm's catalog.

Two leading articles of fall merchandise at Central States Specialties, Inc., 549 West Washington Street, Chicago, are its purse-size rain hoods and its parking meter detective. The hoods, packaged 24 to a self-selling display, are priced

to retail at 75 cents each. Cost to the dealer is \$2.40 per dozen with samples at 25 cents each. The Meter Detective is said to help the motorist outwit the parking meter nuisance. Central claims that the average motorist can save from \$5 to \$100 in overtime parking fines. Display, which holds 24 each in a transparent bag, sells at \$6. They are meant to retail at \$1 each.

The nationally advertised Miracloth is being sold under a special offer by Miracloth Sales, The Visking Corporation, Box 72, North Little Rock, Ark. Terms of the offer are four packages for \$1. If the buyer is not happy with the product, he can return three packages, keeping one, and the money will be refunded. The Miracloth, a clean-up cloth that never needs laundering, now is packed eight in a plastic refrigerator bag. The firm emphasizes that the cloth is fabric, not paper, and is lint-free and highly absorbent.

A unique handbag called Beauty Bar is being offered the trade by Cutler & Company, 928 Broadway, New York. Beauty Bar is made of virgin leather-like vinyl plastic and contains a compartment featuring two perfume bottles, cold cream jar made of polyethylene and a mirror. Cutler points out that the tem, priced at only \$39 per dozen, will make an ideal Christmas gift.

IDENTIFICATION BRACELETS!!
 Aluminum, gold-plated and expansion. 8 styles of 24-inch Necklaces with disc for engraving, Mexican Rings, nickel-silver Signet Rings, Anklets and many other things that the engravers use. Send \$2.00 or \$5.00 for samples.

MILWAUKEE NOVELTY CO.
 1012 N. 3rd St. Milwaukee 3, Wis.

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.

TINSELED CHRISTMAS SIGNS
 For Extra Christmas Money When You Need It!

Quick profits... BIG profits... are yours when you sell Christmas and year 'round ultra-blue signs to stores, homes, offices and clubs. Customers everywhere for these eye-catching metallic foil streamers, signs, novelties! Terrific sellers at 50¢ to \$2.00!

ORDER YOUR SAMPLES TODAY (Postpaid):
 2 Metallic Foil Streamers, 13x48.....\$1.00
 6 Metallic Foil Signs, 7 1/2x12 1/2..... 1.00
 6 Ultra-Blue Tinselled Signs, 11x14..... 1.00
 15 Ultra-Blue Christmas Signs, 7x11..... 1.00
 15 Ultra-Blue Religious Signs, 7x11..... 1.00

L. LOWY 812 Broadway, Dept. 900 New York 3, N. Y.

FORTUNE TELLING BALLS
 Paper Weights—Souvenirs—Prizes



4-inch "Crystal Balls" mysteriously answer MILLIONS OF QUESTIONS when turned over. Terrific "Pepper-Uppers" for parties. Ideal gifts for desk or den. **SURE HITS—SURE PROFITS for you!**

ALABE CRAFTS, INC.
 Fifth at Central, Dept. BB-10 Cincinnati 2, Ohio

See your jobber or write to

INTRODUCTORY OFFER!!
 Try Our "BAKER'S DOZEN" Jar Deal!

CLUB DEALS — JAR TICKETS — BINGO TICKETS
 RED, WHITE & BLUE — LUCKY SEVEN — NUMERAL TICKETS

SALES TERRITORIES OPEN:
 Write for Complete Information—Prices and Samples.
GLOBE MFG. CO. 2241 SO INDIANA AVE., CHICAGO 16, ILL. VICTORY 2-5550

LEADING ITEMS for Xmas

Complete line of Imported Fireproof Decorations. Indoor and Outdoor Electrical Decorations. All listed in our New BIG 28-Page Christmas and New Year's Catalog.

LATEST STYLE DECORATIONS

No. 2650
 The outstanding diamond oval shape hanging light fixture must be seen to be appreciated. A large variety of brilliant colors. Suitable for all purposes. Size 44 inches long diameter.
 Price ea. \$4.25
 In lots of 6...ea. 3.75

No. 2718
 Price ..each \$ 3.50
 In dozen lots. 39.00

Complete Line of New Style

- Mechanical Toys
- Musical Powder Boxes
- Clocks
- Watches and Jewelry
- Cameras
- Tree Ornaments
- Christmas & New Year's Banners
- Corsets
- Hats, Favors, Noisemakers, etc.

#47/7B—24" DOLL
 All rubber arms and legs, movable eyes, crying voice, striped taffeta dress. State either white or colored dolls.

Sample **\$3.25** each
\$36.00 per dozen

=1115—30" All-Plush Cuddie Bears. A well-shaped Bear in black and white Panda or assorted colors. Sample \$3.50 each. \$39.00 per dozen.

=70—14" All-Plush Bears in assorted colors. Very colorful and well made. Sample \$1.25 each. \$14.00 per dozen.

=180—18" Xmas Stocking filled with 10 large assorted toys. Very attractive looking. A real bargain, retails for \$1.00. Your cost only \$3.75 per dozen. \$39.00 per gr.

You Can't Beat BRODY for Merchandise. We Carry a Complete Line of TOASTERS, Kitchen Utensils—ALUMINUMWARE — IRONS — GRIDDLES — Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods —HORSES—Toys—CLOCKS — Dolls —CARNIVAL GOODS — Plastic Dolls—BALLOONS—Noisemakers — PREMIUM GOODS — Decorations — WATCHES — Glassware — ASSORTED NOVELTIES — Household Goods—HATS—Lamps. 50% Dep. With All Orders, Bal. C.O.D.

80-PAGE CATALOG AVAILABLE FREE!
 Also Send For Your CHRISTMAS AND NEW YEAR'S 28 PAGE CATALOG, showing latest Holiday decorations and Toys, Favors, etc.

M. K. BRODY
 1116 S. Halsted St., Chicago 7, Ill.
 L. D. Phone, MONroe 6-9520
 In Business in Chicago for 37 Years

RIOT OF LAUGHS
 Festival of Fun . . .

"GAS SHAVER"

Gag Gimmick of the Century



Even poker-faced Aunt Clara breaks down and laughs at Gas Shaver . . . Greatest door prize, comic gift, gag item for fellow office workers! Find out how it works, why it's sure-fire at \$1 price. Rush \$1 (credited to first dozen order) for Demonstrator and information. Or send \$6.00 (check, money order) for each 100% profitmaking dozen you can handle. Greater earnings for distributors, jobbers, gross lot operators. Mention how you sell, quantity interested in when requesting free details.

G & S Mfg. Co.
 Dept. B, 504-506 Deaderick Nashville, Tennessee

NEW BUMPA-TEL SIGN



"Tell your story here!"
 * Mounted or Dismounted in Seconds
 * Polished Aluminum Frames
 * Sheet Steel Face
 * Sign Legs Telescope Into Non-Visible Brackets Mounted Behind Bumper Guards
 * Does Not Interfere With Operation of Trunk Lid After Original Installation

STATE MAKE AND MODEL CAR WHEN ORDERING.
 \$16.50 Lettered—\$12.50 Unlettered.
 F.O.B. Mounds, Illinois.
 Signs are shipped 1 to 5 in bundle via parcel post. Postage to be added.
WARREN HASTINGS MOTOR CO., Inc.
 103 N. Blanche, Dept. 375, Mounds, Ill.

BULOVA—GRUEN—ELGIN
 Write today for Big FREE Wholesale Catalog

- REBUILT & NEW WATCHES
- STERLING & R.G.P. RINGS
- COSTUME JEWELRY
- RINGS—APPLIANCES
- PERFUMES

All Orders Over \$100 Prepaid
 Please State Your Business.

MURRAY SALES CO.
 413-415 SO. LOS ANGELES ST. LOS ANGELES 13, CALIF.

10 YEARS OF VALUES
 CHRISTMAS CARDS, 21 sets, French folders and envelopes (retails \$1.00) in box, 100 boxes, \$30.00. \$ 3.25 10 BOXES.....

JEWELRY Assortment. Contains best sellers. You can more than triple your cost. **DEAL..... 50.00**

AUCTIONEERS Assortment. Gifts, novelties at bargain prices. **DEAL..... 50.00**

TOYS, GAMES Assortment. Best values in the country. 3 price ranges. **72.00**

GROSS \$21.00, \$36.00, \$72.00
 SEND PAYMENT F.O.B. NEW YORK.

MILLS SALES CO.
 Cut Rate WHOLESALERS Since 1916
 26 West 23rd St., New York 10, N. Y.

AMAZING DEMONSTRATION BRINGS THE CROWD UP CLOSE... SELLS 'EM LIKE HOTCAKES!

BEAUTIFUL PACKAGING MAKES 'EM ATTRACTIVE PRIZES!

First time offered to Carnival Folks!
NATIONALLY ADVERTISED miracloth

Here's the original miracle cloth that never needs laundering . . . even Chocolate or Iodine Rinses out . . . an easy demonstration that sells miracloth on sight! Beautifully packaged, too! Eight big pastel and white cloths—24 x 18", in plastic refrigerator bag! A showy prize that looks more than three times your cost!

miracloth is fabric . . . not paper. Lint-free, highly absorbent—perfect for every cleaning and polishing job in home, bar, or restaurant. A sure-fire seller or prize!

Special Get-Acquainted Offer!—Send \$1.00 for four packages and full details—if not happy with the product return three packages, keep one package and we will refund your money!

miracloth sales THE VISKING CORPORATION
 Box 72, North Little Rock, Arkansas

MEET MELVIN THE MONKEY
 Newest, Cutest Idea in Banks
 Loaded With Sales Appeal

- Hand painted in 4 brilliant colors
- Genuine American Vitreous china
- 12 inches high, 9 inches wide
- Removable cork in bottom
- Individually boxed

SPECIAL \$28.80 per doz.
 Trial offer \$14.50 in lots of 6. Write for Free Circular.

Ideal Holiday Gift—Order Yours Today
Berkeley Manufacturing Co.
 2720 Archer Ave. Chicago 8, Illinois



\$1,000.00 OR MORE!!
IN EXTRA PROFITS FOR ALERT DEALERS AND PREMIUM USERS!
 Make huge profits selling the most exciting holiday gift line we've offered in our 60 year history. Free holiday circular, just off the press, contains hundreds of holiday items at prices that are unbelievably low! Write for your copy today!

WALLETS AND BILLFOLDS

- BB1—\$1 Retail Wallets—A stunning assortment of the finest embossed wallets with removable pass case and photo holder—Special \$ 3.60 doz.
- BB2—Fine Leather Wallets—The kind that sell for \$2 or more in leading chain stores—individually boxed—A real buy—Asst. 7.20 doz.
- BB3—\$5 Retail Leather Wallets—Zipper compartment and zipper pocket—Boxed—Asst. 12.00 doz.
- BB4—Imitation Lizard Wallets—Seamless construction—A perfect Xmas giveaway item 1.20 doz.

BOXED JEWELRY SETS

- BB5—NECKLACE-PIN & EARRING SETS—Smartly styled gold-plated sets in luxurious gift box—Asst. styles studded with sparkling hand-pronged stones \$ 7.20 doz.
- BB6—BRACELET, NECKLACE-PIN & EARRING SETS—Attractive 4-Pc. sets in beautiful gift box 12.00 doz.
- BB7—4-PC. RHINESTONE SET IN MIRROR HANDBAG—A stunning assortment of sets worth three times the price—Finest imported Austrian stones—All hand-pronged—Rhodium finish 33.00 doz.
- BB8—ICE BLUE RHINESTONE SETS—These dazzling necklace & earring sets were \$60.00 per dozen 30.00 doz.
- BB9—4-PC. ICE BLUE RHINESTONE SETS—An exclusive set in Mirror Handbag 33.00 doz.

CIGARETTE LIGHTERS

- BB10—CHROME AUTOMATIC LIGHTERS—Engraved standard type—fully guaranteed—boxed \$ 6.50 doz.
- BB11—DRAGON & BUDDHA LIGHTER—Fully automatic—fine Oriental engraving—hand painted—\$10 retail 7.80 doz.
- BB12—WINDPROOF LIGHTER—Chrome zip-type 7.20 doz.

NOVELTIES AND CLOSEOUTS

- BB13—PHONOGRAPH & RECORD—First time—a real phonograph and long-playing record to retail for \$1—no less than 2 dozen sold at a time \$ 7.20 doz.
- BB14—LORD'S PRAYER PEN—A jeweled retractable ball-pen—look through top & see Lord's Prayer 7.20 doz.
- BB15—BOXED CHARACTER DOLLS—Beautiful assortment—asst. styles—sleeping eyes—real hair—moving head 5.40 doz.
- BB16—\$1.69 RETRACTABLE BALL PENS—Nationally advertised—fully guaranteed—gold metal caps 1.80 doz.
- BB17—SCATTER PIN SETS—Wonderful gold-plated assortment, with hand painting & Sparkling stones—gift box—can be retailed for \$1 per set 3.00 doz.
- BB18—\$1 RETAIL EARRINGS—Huge closeout—hundreds of smart styles—carded 24.00 gr.
- BB19—6-PC. STEAK KNIFE SETS—Stainless steel—boxed 13.20 doz.
- BB20—SLACKY BAG & WALLET SET—Zipper clutch purse with matching wallet—was \$12 per dozen 7.80 doz.
- BB21—"CAPRI" SHOULDER HANDBAG—A genuine col-o-hyde drawstring hand bag with shoulder strap—like those worn by Hollywood Stars & Models 9.00 doz.

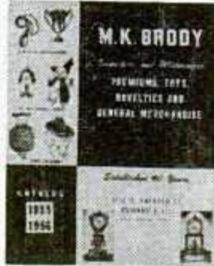
Hundreds of other fast-selling items! Free Holiday Price List! Deposit 25% with order, balance C.O.D.

IMPERIAL MERCHANDISE CO.

893 Broadway, New York 3, New York

Star Sales, Chicago, has announced the opening of its new headquarters at 1391 Milwaukee Avenue, where it occupies three floors. In addition, to this base of operations, the firm has seven subsidiaries in the Chicago area to better serve its customers. Star, long-time claimant of the largest inventory of watches and jewelry in the Windy City area, also are the sole distributors of Mam'selle Nylons. Among the firm's features this fall is its complete line of nationally advertised merchandise with two of its hottest articles being a fryer that sells at \$7.50 in half dozen lots, and a sample price of \$8, and a skillet that's priced at \$7.75.

A new catalog with over two dozen pages of premiums, toys, novelties and general merchandise has just been published by M. K. Brody, veteran Chicago operator, at 116 South Halsted Street. The catalog contains over two dozen

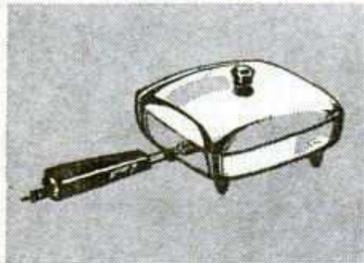


pages of merchandise, with most of it slanted for the holiday trade. Dolls, in a wide variety, are featured in all price ranges. Plush and fur-covered dolls and animals and a complete line of clocks, cocktail sets, lamps and jewelry are prominently illustrated. Brody, a veteran of over 38 years in the Chicago area, is also featuring many new toys, Christmas decorations, party favors and games.

A hot premium item, plastic hostess aprons, is being featured this fall by Albert Brooks Products Company, Merchandise Mart, Chicago. The colorful aprons, which sell at 10 cents, may be used in many ways, the firm points out, as merchandise tie-ins, traffic builders, special events giveaways, loading deals, to name a few. Any quantity is shipped immediately with a minimum order of one case.

Roy Brawnback, manager of B. & B. Jewelry Sales, 7163 Vandeman, Houston, Tex., reports strong sales of their calendar watch. The watch has a small window cut in the face. The date is set in this window and as long as the watch runs the date changes automatically. Only at the end of each month, due to irregularity of the days, does the watch have to be reset. B. & B. Jewelry Sales is offering the watch at \$57 a dozen. The price includes a fancy expansion band.

A new policy on electric Fry Pans is in operation at Chicago's Fisher Wholesale Distributors. With every dozen Fry Pans purchased, the buyer gets one free. The article, which looms as one of the concern's big Christmas



items, has a complete temperature range, is 100 per cent washable and has a time and temperature chart located on the handle. The appliance is made of highly polished metal and comes complete with cover. The policy of giving a free Fry Pan with each dozen is also being carried out on most of their other merchandise.

One of the most consistently successful toys over a number of years is the Para-Shooter, now enjoying volume sales, according to Acme Toys, 2333 Abbey Avenue, Cleveland 13. This novelty consists of a toy man on a tiny parachute which floats gently to the ground after it is blown thru a tube by the child. Para-Shooter for the last 24 years has been one of the most

fascinating and fast moving toys offered the trade. Write for samples and quantity prices.

Ace Toy Company, 122 West 27th Street, New York, calls its all-rubber doll an outstanding Christmas toy. Dressed as a boy or girl or in pajamas, the doll is retailing at \$1.98 each. The firm's price is \$12 per dozen.

Offered for the first time to buyers is Golfer's Friend, Noh-Ole, a fast-selling golf item. A practical home putting and chipping device, it is designed for realistic practice. A ball stroked too hard rolls thru. Openings are regulation cup size. Anyone who likes golf should send for sample demonstrator to Shamrock Specialty Products, 29000 Lakeland Boulevard, Wickliffe, O. This is a \$1.75 retailer. A sample is \$1.

If you use women's nylon hose, Chelsea Hosiery Mills, Inc., 70 Essex Street, Boston, has some proven sellers at low prices. The first quality No. 1551, 51-gauge, is \$5.85 a dozen; No. 1560, 60-gauge, \$6.50 a dozen, and the Devonsheer with garter-runstop top \$6.75 per dozen. The firm also offers women's and misses' campus panties and men's, boys', girls', and women's Helena stretch socks at prices low enough to give you a strong mark-up.



"Pollychime" Musical Rattle

The Ideal Christmas Gift for Baby
 Slightest movement produces sweet, mellow chimes, played by realistic polly in plastic cage. Handle has teething ring. Sanitary, easily welded by baby. Strongly constructed, safe—no infant can break it. Measures 8" from top to tip of ring. Choice of baby blue, baby pink or ivory. Handle and ring in contrasting colors. \$1.50 Postpaid.

ALEXANDER & CO.

1701 W. Hubbard St., Dept. BB, Chicago 22, Ill.

\$1.00 STARTS \$75,000 BUSINESS!
 Operate Your Own Mail Order Business. Big Profits—No Stock to Carry—We Deliver. \$1.00 brings 6 Self-Mailing, 32-Pg. Color Catalogs picturing \$75,000 mdse. & details. DIRECT DIST., Dept. B10, Box 5, NYC 36.

BUY WHOLESALE

25,000 ITEMS—CATALOG 25c
 MATTHEWS, 1478-C1 Broadway, N. Y., N. Y.

THREE PEN POUCH SET WITH COMB AND COUNTER DISPLAY



Finest Quality Make—Colored Retractable Ball Point Pens—Full Guarantee. Writes Blue, Writes Red, Writes Green. Put up in a Plastic Pouch complete with Clip-On Comb. One Pen Writes Green, One Pen Writes Blue and One Pen Writes Red. Get these Retractable Ball Point Pen Sets and see how fast you will turn them into Quick Cash Profits. Each dozen comes with an attractive Colored Easel Counter Display as illustrated.

\$6.00 per Dozen Sets \$60.00 per Gross
 Without Display Case—
\$58.00 per gross
\$5.50 per Dozen
 Sample Pen Pouch Set Only \$1.00 Postpaid.

BEAUTIFUL SINGLE RETRACTABLE PENS

Assorted colors—Write Red, Write Blue, Write Green
 In Gold Finish \$36.00 Gross
 In Chrome Finish \$33.00 Gross

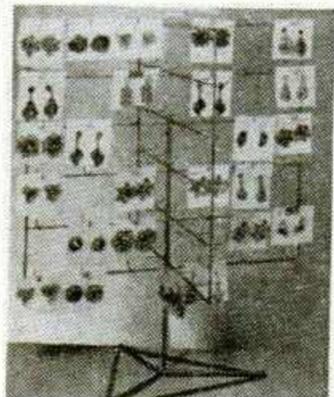
When in Central New York visit our Show-Rooms. We have more than 1000 items including name brands. We dare competition to meet our low prices on Jewelry, Appliances, Perfumes, Toys, Novelties, etc.

Prices F.O.B. Syracuse, N. Y. 25% deposit, bal. C.O.D.

DEE'S WHOLESALE CO.

Free Catalog—Write 625 S. State St. Syracuse, N. Y.

Manufacturers and Distributors of JOKERS NOVELTIES
MAGIC TRICKS • PARTY GAGS
DISGUISES • PUZZLES • GAMES
TOYS • PROMOTION AND ADVERTISING SPECIALTIES
 NOW! FREE 1955 Catalog 1000's of Items—Wholesale Only
 * **PRITT** *
 NOVELTY CO., INC.
 12 West 27th Street Dept. B New York, N. Y.



EXTRA PROFIT

With Gay & Colorful Highly Styled Earrings and Pins
All \$1 to \$3 Values

1 Gross, 144 Earring Styles, 24 Karat Gold and Rhodium Plate Finish. Per Gross **\$54**

1 Gross 144 Asst. Pins and Scatter Pins Styles. Per Gross **\$60**

- Pin & Earrings Set, boxed, Reg. \$3.95 \$ 7.20 Dz.
- Pin-Necklace, combination boxed, Reg. \$5.95 9.00 Dz.
- Pin-Necklace, combination boxed, Reg. \$7.95 10.80 Dz.
- Pin-Necklace, combination boxed, Reg. \$14.95 14.40 Dz.
- Necklace, Bracelet & Earrings, boxed, Reg. \$29.95 24.00 Dz.
- Rhinestone Necklace & Earrings, boxed, Reg. \$14.95 36.00 Dz.
- Pins, Necklaces, Earrings, boxed, over 100 styles ... 4.00 Dz.
- Large, fancy Necklace & Earring Set, boxed, \$29.95 36.00 Dz.
- Opal Pin & Ear Sets, boxed, \$7.95 10.80 Dz.
- Genuine Cultured Pearl Pin & Ear Set, boxed, \$4.95 7.20 Dz.

25% with order, bal. C.O.D. F.O.B. Bristol, Conn.

REVOLVING DISPLAY MANUFACTURER'S CLOSEOUTS



Beautifully Boxed Sets
OVER 24 STYLES EACH GROUP
 Hand-Set Stones.
 ASSORTED COLORS AND STYLES—SATIN-LINED BOXES.

JEWELS BY STANLEE

45 NORTH MAIN STREET

BRISTOL, CONNECTICUT

SPECIAL \$57 DOZ.

CALENDAR CHRONOGRAPH BRAND NEW Fast Selling Promotion Watches

Also Round Gold-Plated Geo. Wash. model watch Jeweled Anti-Magnetic. A real Flash! Special \$45 doz. Price incl. matching Expansion Band.

Date Changes Daily Automatically In The Window

Also brand new thin Geo. Wash. Model, 1 and 17 Jewel watches. Close out. Asst. costume jewelry with box and price tag. Sample \$1.00 extra.



Price Inc. Fancy Exp. Band

B. & B. Jewelry Sales Wholesale Only
 7163 VANDEMAN WA 0318 HOUSTON, TEX.

Proven "HOT" Specialty Items

- NYLONS—FINEST FIRST QUALITY**
- Cello (=1551 DS—51 Gauge Sheer \$6.00 doz.
- Pack (=1560 DS—60 Gauge Sheer 6.50 doz.
- Devonsheer Garter-Runstop Top 6.75 doz.
- Nylons in Individual Boxes.
- CAMPUS PANTIES** For Women and Misses
- In 3-dozen packed Display Deal \$10.50
- In 6-pair Xmas Gift Boxes—S, M & L 3.50 doz.
- NEW "HELENCA" STRETCH SOCKS**
- For Men, Boys, Girls and Women \$5.25 doz.
- Free Metal Rack With 8-Dozen Asst. Colors F.O.B. \$2.00 Deposit With C.O.D. Orders.
- CHELSEA HOSIERY MILLS, INC.**
 70 ESSEX STREET BOSTON, MASS.

XMAS SPECIALS

Aromatic Cedar Chest
 Packed with Xmas wrapped chocolates, complete with beautiful FULL-COLOR picture on top; lock, key and mirror in lid.
 Both Items **\$3.00** each in 12 or more.
 Less than 12, \$4.00 each.

Revolving MUSICAL Lazy Susan packed with Xmas Chocolates. As this utility tray revolves, musical unit plays delightful, catchy tune. Complete with Xmas wrapped chocolates.
SYLVAN CO. 767 Milwaukee Chicago, Ill.

Expansion Idents from \$4.00 Doz. up. 24" Chain with Spring Ring, \$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.

GIVE TO DAMON RUNYON CANCER FUND

Fancy Embossed Billfolds (\$7.50 Seller)
Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

64c ea.
in 1/2 gross lots
\$8.40 Sample Doz.



PROVEN MONEY MAKERS

PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)
Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed.

52c ea.
in 1/2 gross lots
\$6.75 Sample Doz.

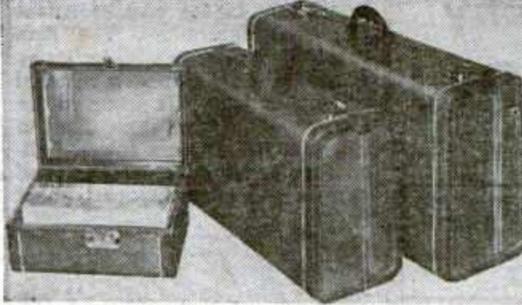
Min. Order One Dozen

SAXONITE LUGGAGE—Exclusively by Standard

LIST \$49.95

\$13.88 ea.
Set in 3 lots.

Sample Set \$14.95



3-Pc. Set made of new Saxonite vinyl material which won't scuff, scratch, stain, peel, crack or fade. Set consists of 26" Pullman case, 21" weekend case and extra large train case. Reinforced metal edging makes set completely dust-proof and water-proof. New tapered style, streamline design. Available in tan, ginger, grey or blue colors. FULLY SATIN-LINED INTERIORS.

MEN'S 2-PIECE SAXONITE SET
Same as ladies'.
24" Two-Suiter
21" Campion Case.

\$12.03 ea.
Set in 3 lots

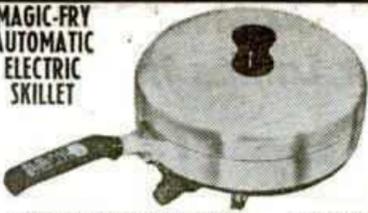
Sample Set \$12.95

MAGIC-FRY AUTOMATIC ELECTRIC SKILLET

LIST \$39.95

\$7.97 ea.
Lots of 3

Sample \$9.25



• Westinghouse Thermostat
• Automatic Signal Light

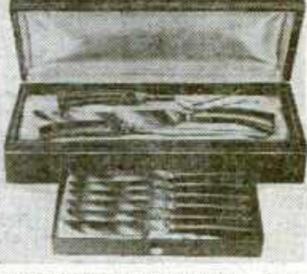
• Large 12-Inch Size
• Complete With Cover

9-Pc. SHEFFIELD COMBINATION STEAK KNIVES & CARVING SET

LIST \$49.95

\$4.99 ea. of 12

Sample \$5.50



Perfectly matched Brazilian horn handles. 3-pc. hand-forged Sheffield Carving Set. Six serrated Sheffield steak knives. Complete with genuine 24-carat gold tooled drawer chest.

MAGIC PHONOGRAPH AND RECORD

It's truly MAGIC! It TALKS, it actually tells a kiddie story! Coloring and story book, too! Many different titles.

\$6.75 doz.
in 72 lots.

Sample dozen \$8.40



ELGIN AMERICAN EARRINGS

3 pairs of pearl earrings—button, drop and combined with rhinestones—gift jewel box.

\$1.23 ea.
Set lots of 12

Sample \$1.50



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Non-tip chrome-plated base. 24" chromed twin goosenecks. Fibreglas marbled, colorfast lamp shades. Long electric cord. Easy-use switch.

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Glittering matched rhinestones. 5-tier choker-style necklace, bracelet and matching earrings.

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RONSON TYPE LIGHTER

Mother of pearl with a diamond shaped inset. Straight up and down movement plus all mechanical features.

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Here's what we mean by LOW prices! Others charge you as much as 40%, sometimes more, sometimes less, for five towels either in a plastic bag or without a plastic bag! You're supposed to sell these five towels for \$1.00—and you do! BUT think how many more towels you could sell . . . how much MORE money you can make . . . if you could sell five towels in a plastic bag for 59¢, or even 50¢! That's what you'll be able to do when you buy from us now—and DOUBLE your money AND BETTER! We work on the principle that the public will gobble up bargains . . . and today, more than ever, it WILL! That's why we're passing on tremendous savings to you so you, too, can now MURDER Towel prices in your territory. Look at the prices below. Then get on the band wagon FAST! Send your money with order TODAY! Get in on the killing. You'll be thanked instead of "hanged." Terrific Sales Plan Free With Each Order.

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LOW AS 3¢ Each

We will sell you deluxe quality plastic bags—these are large enough to accommodate up to 12 towels in each package—for 1 1/2¢ per bag! We'll sell at this low price in ANY quantity if your order amounts to \$2.00 or more. Send money with order or if you order C.O.D. include 25% deposit. All prices F.O.B. St. Louis, Mo. Money-back guarantee. Visit us when you're in St. Louis.

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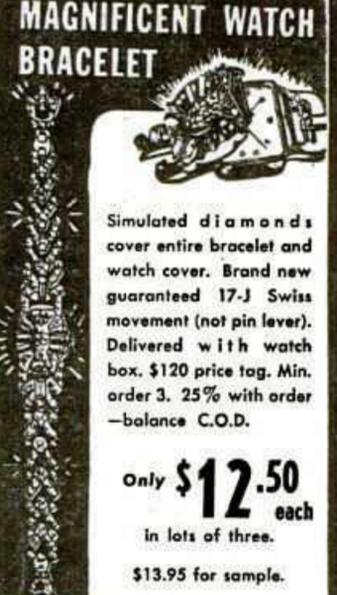
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All kinds of Mexican Earrings, Hand-Tooled Bags, Hand-Painted Skirts, embroidered Wool Jackets, Convention Canes, Saitillo Serapes, Blowing Horns, Curios, Novelties. Request catalog.

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2 POUND RUM AND BRANDY FRUIT CAKE

\$2.95 retail value, your biggest money-maker this season. Our delicious fruit cake is chock-full of the finest fruits, nuts, rum and brandy. Quality guaranteed by one of the finest bakeries in the country. Each cake vacuum packed in beautiful Currier & Ives metal gift container and individually boxed in gift mailing carton. Rush orders for fast delivery. Free general mdse. catalog.

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13" ALL RUBBER DOLL
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Plastic head, fully dressed, washable hair **\$30.00** Dz.

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Cuddly cloth stuffed, washable face, yellow yarn curls **\$21.00** Dz.

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14" x 9" SLEEPY "BARKING" DOG
High grade plush. Squeeze head and hear loud bark. Cotton stuffed. Tan & Brown . . . **\$18.00** Dz.

No extra charge for samples.
30 Pieces (6 of each) . \$46.50

Still delivering at BARGAIN PRICES!
Minimum order: 3 dozen
16" LAZY BABIES \$4.50 Dz.
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Write for literature on hundreds of fast selling packages of Perfumes, Colognes, Sachets and Cosmetic Sets. We offer the largest fragrance line for the direct salesman. Also General Household Items.

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100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

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CHRISTMAS SPECIAL Hottest Lamps in the Country

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NATIONALLY
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YOUR COST **\$1.95**

EACH IN DOZEN
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Slightly higher west of the Mississippi.
Attractive stone finish base with a pair of removable hand painted Chinese sitters. Oil treated parchment shade. Packed in a colorful gift carton. Colors: Red, Chartreuse, White.

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MALE-FEMALE FIGURES

PACKED ONE PAIR TO CARTON

BLACKAMOR LAMPS—\$2.95 Each



24" TALL
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COLORS:
RED
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RETAILERS:

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Dura-Stone Creations by Pittsburgh Statuary Lamp Co.

SOMETHING NEW IN SKATE CASES



Style #84
\$31.20 per dozen

Here is a brand new style featuring stitched Metal binding to a Metal case in contrasting, vivid, assorted colors. Be the first to offer this unique styling in your area. Advance showings of this smart, sturdy case indicate that this is the style of the year. Sturdy, kiln-dried wood construction. Size 15" x 12" x 6 1/2". All edges rolled to eliminate gaping and sharp edges. To avoid shipping damage, all cases individually Kraft paper wrapped in 200 lb. test cartons partitioned from each other by heavy cardboard. Literature on other skate case styles, toy luggage and laundry mailing cases upon request.

General Fibre Products Company

356 Broad Street

Fitchburg 7, Mass.

Agents and Distributors: Several territories available

Central Flag & Banner Company, Rossmoyne, O., near Cincinnati, has come up with something brand new in the way of cutout Christmas decorations. The item consists of two sheets 36 inches by 18 inches made of a new material which has been silk screened for attractive Christmas decorations in bright red and green colors. Suitable for home, store, windows and mirrors, the intriguing part about



these cutouts is that they have no adhesive, yet stick to any moistened surface. Another feature of these self-sticking holiday cutout decorations is that they may readily be moved and leave no tell-tale marks. The item comes wrapped in clear-view cellophane with an attractive label describing its uses complete with instructions. Contains 110 decorations and is priced low enough for good mark-up.

Write for quantity prices on your jobber stationery.

Stretchable money—a dramatic method of advertising—are a feature of the fall line of H. Meinhardt & Company, Inc., 4333 North Pulaski Road, Chicago 41. Officials of the firm point out that rubber money works to excite and dramatize an advertising message. Designs are many and varied and special designs are made to order at the cost of plates made to scale size. Prices, which include imprinting on the back, run from 6 cents each in 500 lots to \$30 per thousand for orders of 25,000. Delivery is two to three weeks.

Dee's Wholesale Company, 625 South State Street, Syracuse, is again featuring its low-priced three-piece retractable pen set with comb and counter display. The price for this self-selling item is \$60 per gross. Michael Rifkin, owner, stresses that when you are in Central New York that you visit the firm's show rooms. It has more than 100 items, including name brands, and dares competition to meet its prices on jewelry, appliances, perfumes, toys and novelties.

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**
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. 8. 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**
Bonitay—Holmes Co. Livestock Show, Oct. 8. D. P. Grant.
Chipley—West Fla. Dairy Show, Nov. 5. J. E. Davis.
Opa Locka—N. Dade County Home Progress Expo., Oct. 26-30. Joseph Behoff.
Live Oak—Stuwanee Valley Hog Show, Oct. 17-22. Paul Crews.
Tampa—Florida Living Exposition, Oct. 25-29.
Wauchula—Hardee Co. Cucumber Expo., Nov. 8-15. Addison Whitman.
- Georgia**
Woodbury—Pimento Festival, Oct. 12.
- Illinois**
Chicago—International Dairy Show and Rodeo, Oct. 7-16.
Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Ogilvie.
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.
La Fayette—Tippecanoe Co. Harvest Festival & Fair, Oct. 5-7. J. Jancowski.
- 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. Duote.
Opelousas—Yambilee, Inc., Oct. 4-6. Billy M. Smith.
Winnfield—La. Forest Festival, Oct. 12-15. L. L. Brewton.
- Maryland**
Timonium—Eastern National Livestock Show, Nov. 12-16. Joseph Vial.
Vista—The Knights of Pythias Horse Show, Oct. 15. David Tonkins, Mgr.
- Massachusetts**
Boston—Boston Garden Rodeo, Oct. 19-30.
- Michigan**
Flint—Antique Show, Nov. 7-10.
Goodells—Thumb Dist. Plowing Match, Oct. 6. Irving R. Wyeth.
Grand Rapids—Antique Show, Nov. 14-17.
Ionia—Ionia Pat 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. C. M. Woodard.
- New Jersey**
Teaneck—Bergen County Industrial Exposition, Nov. 3-8.
Westfield—Town and Country Home Show, Oct. 11-16. Martin Wallberg Post, American Legion.
- North Carolina**
Charlotte—Charlotte Rodeo, Oct. 4-8.
Pembroke—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.
- 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**
Sioux Falls—Viking Days, Oct. 7-9.
Yankton—Pancake Days, Oct. 6-8.
- Tennessee**
Nashville—Nashville Rodeo, Nov. 8-12.
Somerville—Payette Co. Livestock Show, Oct. 21. C. W. Stroup.
- Texas**
Aransas Pass—Legion Celebration, Nov. 9-12. Jack Edwards.
Brownsville—Better Homes Exposition, Nov. 2-6. Pat O'Toole, Pleasure Pier, Galveston.
Dallas—Tex. Futurity Horse Show, Oct. 29-30. Jim Bray, 4321 N. Central Expressway.
Laredo—Laredo Home Show, Nov. 16-20. Pat O'Toole, Pleasure Pier, Galveston, Tex.
San Antonio—VFW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houston Bldg.
Tyler—Tex. Rose Festival, Oct. 21-23. Frank Bronaugh, Chamber of Commerce.
Waco—Heart of Tex. Fair Rodeo, Oct. 3-8.
- Utah**
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fieldsted, 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.
- West Virginia**
Elkins—Mountain State Forest Festival, Oct. 6-8. Wood Crawford.
- 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.
 - Quebec**
Montreal—Food Show, Oct. 13-18.
 - Saskatchewan**
Regina—Sask. Wheat Pool, Nov. 1-13.
Saskatoon—Dairy Cattle Show & Sale, Oct. 13.
Saskatoon—A. R. Swine Show & Sale, Oct. 14.

Bloomington Fair

Continued from page 62

nights, and in past years extra performances have been scheduled to take care of the demand. A Hamid unit is playing the grandstand, with George A. Hamid Jr. in charge. Fair Manager Harry Correll said harness racing was being held, despite the rain, to good attendance which has turned out for racing thruout the week. Attendance for the annual is down from last year's, which was centennial year and therefore cashed in on that angle in publicity and promotion. King Reid Shows has the midway. Attendance thru yesterday was concededly 10 per cent below last year's. Country kids had their day Tuesday (27) and turned out in good numbers, while district kids were to have their day yesterday. The cattle parade went off as scheduled yesterday, and 24 school bands took part. Jack Marshman, of Philadelphia, will promote foreign sports car racing this afternoon.

Puyallup Gate

Continued from page 62

fair. Strong interest was shown in the Volkswagen displays in the Automobile Building where the station wagon type bus and the completely equipped camping car were shown. House trailers claimed interest as did the solid cedar prefabricated three-room cabin selling for \$2,100. Ice cream, cigar and heating concerns reported sales resistance.

Jockey Injured

Jockey Joe Bernard, 46-year-old veteran from Bellingham, suffered concussions and lacerations Friday night (23) when thrown from his horse. Dwight Maddox, Weiser cowboy, suffered a broken collarbone in a rodeo performance, getting bucked off a saddle bronk after having finished his ride. However, he went on to win the bull riding title, riding with his shoulder in a cast. Jockey Frank Smothers was shaken up when his horse slipped on the outside track after the Sunday (25) race. He appeared in the following race.

Rick Roy, who was injured during the 1954 show in the performance of his "Man Who Hangs Himself" appeared on crutches as a spectator at the fair the first Sunday.

Earl O. Douglas, veteran carnival owner, again directed the fair-owned midway. Harry Sussman and M. (Whitey) Monette again had the novelties around the grounds.

Trenton Gate

Continued from page 62

and Monday Jack Kochman's Hell Drivers were featured. Kochman's Lucky Dogs, racing greyhound presentation, was an added feature on Tuesday and Wednesday nights. Harness racing and a program of acts were featured each afternoon.

Ice Show at Night

The night show featured "Ice Varieties of 1955" starring Evelyn Chandler and Betty Jane Ricker. Attendance at most of the night shows has been nominal and this, again, is in keeping with the long-time pattern here.

The World of Mirth Shows were reported running well ahead of last year. The sale of independent concession space appeared to be of record proportions.

Florida License

Continued from page 55

carnivals. It was agreed that Stratton, Manager Lloyd Rhoden, of North Florida Fair, Tallahassee, and other fair managers will confer with Green and Willis about the problem.

Building Fund

It will be recalled that the 1955 State Legislature appropriated \$300,000 to be spent, matching funds appropriated by cities, counties or legitimate non-profit fair associations, for construction of fairgrounds buildings.

Members of the committee named to pass upon the applications from the various fair associations are the State commissioner of agriculture, commissioner of Florida State Marketing Bureau, director of Florida State Agricultural Marketing Board, director of Florida Agricultural Extension Service, president of the Florida Federation of Fairs and Livestock Shows and executive secretary of the Florida Farm Bureau.

The appropriation act provides that not more than \$20,000 in State funds shall be expended for the construction of any fairgrounds building.

NEED BINGO CHAIRS!
For FACTORY DISCOUNTS

SEE KESTY
THE CHAIR & TABLE MAN

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570-7th Ave. New York 18, N. Y.
Longacre 4-3524
108 North State St. Chicago 2, Ill.
ANDOVER 3-4945

HARRY KEENER & SON
50 Bowery, New York, N. Y.



- Original Large Rollover Mechanical Cat.....Doz. \$ 4.00
 - Mechanical Jumping Fur Dog, Colored.....Gr. 36.00
 - Stretched Spiral Balloons.....Gr. 5.50
 - Extra Large Workers.....Ea. .50
 - Large Dangling Clown.....Gr. 9.00
 - Large Itchy Dogs.....Gr. 36.00
 - Jumbo Fur Monkey.....Gr. 24.00
 - Jasper Mech. Dog, Wagging Tail.....Gr. 48.00
 - New Metal Santa Claus on Sled—Reindeer.....Doz. 3.50
 - Large Fido Dogs.....Doz. 12.00
 - Large Mamba Chimps.....Doz. 12.00
 - Large Rubber Reindeer.....Doz. 7.20
- ALL ORDERS SHIPPED SAME DAY ONE-HALF DEPOSIT REQUIRED

PIPES FOR PITCHMEN

By BILL BAKER

HERE'S WORD . . . from a member of the fraternity who has been in hiding for quite some time. Lettering from St. Louis, Elmor Kahn reports, "As all my friends know, things with me have been just about the same. Just recently heard that Sid Sidenberg and Glen Hosberg have passed away. The families of both these swell troupers have my sincere sympathies. I have just completed my annual tour and find that business is off at least one third and in some places, as much as one half. Expect to remain in St. Louis until after Christmas when I will start my Southern tour. Would appreciate pipes from all the old gang, Morris Kantroff, Eddie Gillespie, Art Fredett, Roland Porter and Red Noble. I'm especially anxious to hear from Cowboy Williams because I expect to frame a new show and have a deal for the front and also the back end for him. If anyone contacts the Cowboy, tell him to get in touch with me thru the St. Louis office of The Billboard."

A REPORT . . . has been slipped thru to us that Joe Blake has decided to go back to roller derbies and walkathons.

THIS NOSTALGIC PIECE . . . was submitted recently by Dr. Paul A. Hunt, Long Beach, Calif. The good Doctor muses, "I feel like a prodigal son coming home after a long sojourn since this is the first pipe I have sent the column in many years. A tremendous amount of water has run under the bridge since you last heard from me. We old-timers of pitchdom have witnessed many changes in the passing years. Perhaps some of the boys who worked the streets of New York in 1923, '24 and '25 will remember the good old days in New York when one could work on almost any corner. In late years I have given health lectures and classes in halls and auditoriums. It seems that once a pitchman, always a pitchman. Altho I have a license to practice in three States, including California, I still cannot stay within the four walls of my office all year. So when I develop an extremely itching foot, I go North and lecture at a few auction sales or head for three or four fairs. These little jaunts act as a tonic so that it makes the office a little more bearable when I get back. Occasionally I lecture on and sell vitamins, but mostly I stick to my first love—health books. I wonder if there are any old-timers left who will read this and remember Bernarr McFadden's pitch store at the corner of 44th Street and Broadway. Maybe some of the boys who lectured with me for McFadden at Coney Island or in the old Hotel Marlborough on Broadway will see this pipe and drop me a line. I would particularly like to hear from Dr. Peter Loerch, Bill Boyce, Pat Dana and many other grand old-timers whose names have been lost in the passing years. I would also like to hear from Doc Hale's former wife, Kitty, and

Doc Charlie Morgan and his wife, Cherie. I now occupy my own professional building at 2436 Pacific Avenue, Long Beach, and I would like to have any and all pitch people, old-timers or j.c.l.'s, stop by and say hello if passing thru. My best wishes to all the boys and girls in this grand old profession."

THE . . . Mechanical Corn Picking Contests which are to be held in St. Joseph, Mo., October 13, 14 and 15, should prove a bonanza for many of the boys in the pitch fraternity.

MURRAY BECKER . . . one time West Coast pitchman who has worked most of the major fairs and expositions on the Pacific side of the country, is now the AGVA branch manager at Denver, Colo. Murray reports that dues collections have increased, membership is up and club bonds have increased since he took over six weeks ago. Murray would like to hear from many of his old friends who have worked both the night club circuit and the pitch routes across the country.

Polack Hops East

Continued from page 70

had been increased by installation of an additional balcony since its last use by Polack in 1953.

Final outdoor dates of the season were in Oregon at Roseburg and Medford. After a week of rain the weather cleared for these dates but was too cool for comfort at night.

Louis Stern, managing director, reported that business was down from last year at all stands in the Northwest. However, most of them still could be classified as good. Stern went to Chicago after show's opening in Denver to spend a couple of days at Polack's headquarters and to sign the 1956 contract with Medinah Shrine there.

After Denver, show has two new dates—Ardmore, Okla., and El Paso, Tex., in that order. Latter will be followed by two more Texas spots—San Antonio and Harlingen. Rainy weather at Harlingen last year brought a decision to abandon the ball park and the run there will be five days instead of three because of the limited capacity of the Municipal Auditorium.

At Little Rock, Polack will be in Barton Coliseum of the Livestock Show, a site it occupied in 1952. All other years, Robinson Auditorium downtown has housed the circus, and this will be Polack's 17th annual appearance for Scimitar Shrine there. At Oklahoma City this year's run will be extended from four to five days.

Henry F. Barrett came from Polack Eastern to handle the advance promotion at both Ardmore and Oklahoma City. Mickey Blue jumped from Vancouver to San Antonio, Jack Daugherty from the Tri-Cities to El Paso, Sam Ward from Reno to Little Rock, and George W. Westerman from Eugene to Springfield, Ill., which follows Oklahoma City on show's route. Joe and Avis O'Donnell had their final dates of the season at Roseburg and Medford, after Klamath Falls and Seattle. Jimmy Rison and Dixie Hebert went east from San Jose and Redding respectively to handle Philadelphia and Baltimore for the Eastern unit.

Joe Simon Dies

Continued from page 70

companies. He was also with other shows.

Settling in Memphis in 1929, he worked in a clothing store first but soon became a ticket seller at Ellis Auditorium and subsequently was manager of the Ritz Theater. A couple of years ago he switched to a position with a theater chain.

Thruout the years, Simon maintained a close friendship with Merle Evans and visited him on Ringling in Chicago annually.

In Memphis, Simon was widely known as the Mayor of Poplar Street. Funeral services were held in Memphis and attendance was large.

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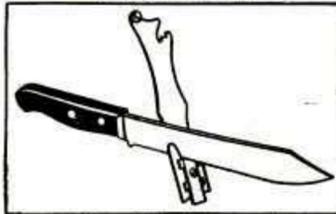
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TO DEMONSTRATE MOULI JULIENNE SALAD MAKERS. BEST STORES IN U. S. ARE BOOKED FOR CHRISTMAS. HIGHEST COMMISSIONS PAID TO RELIABLE, CAPABLE PEOPLE. NEED 5 MORE GOOD WORKERS FOR THESE CHRISTMAS DEMONSTRATIONS.

I WILL BE AT THE TEXAS STATE FAIR FIRST TEN DAYS, OR COTTON BOWL HOTEL, DALLAS.

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UNDER THE MARQUEE

Continued from page 71

nights was heavy. Hot weather, however, hurt matinee business. . . Gene and Joe Candrea, advance promotion managers for "Grand Ole Opry," write from Mobile that their advance sale there for a show under Civitan Club sponsorship is progressing well. The show will be staged October 16 and 17 in Fort Whiting Auditorium. General Agent R. E. Yates is expected to attend the Mobile showing. From Mobile the show, starring the Duke of Paducah, goes to Baton Rouge, La.

Huey the Clown (Myron Kyle) closed at Disneyland, Anaheim, Calif., September 18.

The Luvas Sisters have revived

their act of performing from a flying helicopter and they worked it in Denver recently. . . Don Rey and Jimmy Goff played the Shrine Forse Show at St. Paul and will make the Waterloo Cattle Congress and the Kansas City American Royal Stock Show. . . The Henrys are scheduled to open an indoor show unit at McCook, Neb., this week.

Following the Go for Broke Circus in Honolulu, the Escalante Troupe stayed over to play an October fair date. The Blair Sisters left for a tour of Europe, where they will play club dates. Two Eris, Max Morris and Barbara Petry, and Don and Hope Me-

Lennon went to the Fresno, Calif. fair. The DeWayne Troupe returned to the Coast to make appearances on the Pinky Lee show.

With the Byron Gosh Circus at Barnesville, Ga., were Hans and Rosita Claire, Pana and Her Pets, Jack Harrison, Allen and Lee, Bob and Mae Morris, and Frank Sullivan. The troupe was entertained after the show in the Gordon Military School auditorium.

Freddie Freeman reports from the Ringling show that Frank Sering is back in the Evans band after hospitalization. Hugo Schmitt is breaking a new elephant number. Ernie Burch did a sunrise TV show in Los Angeles. Alphonse De Jonge received a new shipment of chimps from the Belgian Congo. Charles Bell, Felix Adler, Emmett Kelly and Ernie Burch got a workout on TV and radio while on the Coast.

Visitors while the Ringling show

was around Los Angeles included Mrs. Ernest Clarke, Arky Scott, Clayton Behee's mother, Bernie Griggs, Bert Nelson, Jake Posey, Olga Celeste, Everett Hart, Myrtle Ward, Louise Barker, Billy Porter, Joe Barker, Irma Ward, George Davis, Harlyne Rich and father, Lolita and Frank Perez, Art LaRue, George Perkins, Yul Brynner, Van Johnson, Dorothy Lamour and children, Randolph Scott, Mitzie Gaynor, George Raft, Herb Ryman of the Disney studio, Mrs. Joe Baker, Dave Cavamagan, Faris Brown, Buff Brady Jr. and family, Mrs. Lalo Codona and daughter, Don Marcks, Jim E. H. Green, Marge and Gower Champion, K. E. Simmons, Franklin Derr, Bob Lorraine, Bobby Smiley Kay, Homer Goddard, Larry and Lis Bastain, Norman and Shirley Carroll, Wally the clown, Abe Goldstein, Mark Anthony, Bill Dwyer, Rose Murphy, Shakey Legs Murphy, Nye Wilson, the Gene

Weaklands, Cathy Weakland, the Pat Lyons, Eddie Kohl, Harold Ward, Danny McAvoy, Peggy Forstal, Dick Lewis and family, the Parley Baers and daughter Kim, Percy Clarke, Frank and Helen Jones, Hughie McGill, Mrs. Ralph Brambles, Ben Beno, Arthur Springer, George Emerson, Irene and Bert Sharp, Doc Haag, the Ed Robinsons, Charles Clark and family, the Frances Riener family, Brother John and Kokomo Fairburn.

Jules Catarzi, of the Loyal Repenski riding act, has been transferred by the Navy to a battleship and is stationed at Norfolk. . . Ernestine and Parley Baer entertained many Ringling people at their Sherman Oaks, Calif., home recently. . . Johnnie Grady, former clown, is vacationing in Africa on a big game hunt.

Paul Kaye, reporting from the Eastern unit of Polack Bros.' Circus, writes that recent birthdays were celebrated by Mrs. Bessie Polack, Harold Voise, Paul Kaye, Gene Randow, Pinky Madison and Leo Kreczmer. In the Golden Whirl display are Carmen Slayton, Brenda Freddi, Greta Frisk and Gerda Frielonis. While Norbert and Arden Kreisch visited, she worked in the web number and he in the bar act. Audrey Madison, daughter of Pinky and June Madison, has been working in web. Greta Torreanis is working with the Freddi teeterboard act. Lothar Frielanis and Peifka Freddi were out of their acts for illness. Prop boss Les Parker was away from the show briefly. Sonny and Liz Gautier miss the help their daughters gave before returning to school. The Costines have a new chimp. Backyard activities include Helmut Gunther and Henshen Torreanis at chess, the Gautiers at badminton, the prop boys in a checker tournament, and Henry Kyes and Gene Randow pitching horseshoes.

Jack Sweetman and Edna Curtis were among the Polack visitors. Al Ackerman's grandchildren spent three weeks' vacation on the show. Joyce Briedenbach left the show for more surgery on her ankle. Kitty and Rex Ronstrum, Paul Kaye and Henry Kyes were guests of Philip Schandien for lunch while in Bloomington. Rusty Benson renewed acquaintances while sitting in with the band in several Illinois stands. The Ronstrums were weekend guests on their daughter's houseboat. In the first unit to give a show at the new Shrine Hospital at Lexington were Costine's Chimps, Helmut Gunther, Paul Kaye, Al Ackerman, Larry Benner, Jack Klippel, John Siems, Fred Werner and Johnny Cirillino.

Polack Eastern visitors included Viola McLeod, Nellie Vaughan, Red Hartman, Tippy Nuttner, the George Mays, Dr. H. H. Conley, Harry Ramage, the Bert Doss family, Ed Raycraft, Happy Hunt, Al Grebs, the Leo Hamiltons, Jimmy and Joan Oelsen, George and Roy Valentine and Earl Strout.

Clowns at the Madisonville, Ky., Shrine date were Arden Beecher, Leo Francis, Jim Snell, Tracy Andrews and Raymond Duke. . . Michigan Conservation Department is considering rules to govern operation of roadside zoos. . . Popo DeBathe clowned the Sacramento fair and others and now is making school dates around San Francisco.

Clyde Bros.' Circus is booked into Dallas and the State Fair Auditorium for a February date. . . Lebrac and Bernice opened a club date in Sweden recently. . . Jerry and Betty Martin, aerialists, completed their New England fair route for Al Martin and start their Southern dates at Union, S. C., with four more to follow.

Josephine Berosini and Pinito Del Oro are subjects of a society page feature story in The Phoenix Arizona Republic. . . Ben Wilson is the recently appointed lot superintendent on the Ringling show.

Jon Friday, aerialist, was highlighted in an Elsie Hix cartoon, "Strange As it Seems," recently with art and the statement that he is a Michigan State College student who works with circuses during summers.

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- \$200 Govt. Surplus Typewriters, \$23.00 each!
- 50¢ Everyday Greeting Cards, 7 1/2¢ per box!
- 25 card asst. Xmas Cards, 11¢ per box!
- \$1.95 Men's Silk Ties, 12 1/2¢ each!
- \$1 value Personal Name Tapes, 72 for 40¢!
- 39¢ Under-Arm Deodorant, 2¢ jar!
- \$1.00 Automatic Card Shufflers, 9¢ each!
- NEW HAIRNETS, 1 1/2¢ each!
- \$1.75 Rudolph Kiddies' Toiletory Sets, 35¢ each!
- \$15.00 Electric Percolators, \$5.00 each!
- \$5.50 Lucite Hairbrushes, 65¢ each!
- New Bobby Pins, 70¢ per 700 pins!
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- CHRISTMAS SEALS, 25¢ per 1000!

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Anderson, Sig
Andreano, Frank
Annia, James
Anthony, Mark
Arthur, Johnny
Ashley, Mr. Jesse L.
Bailey, Mrs. Fay L.
Bailey, K. L.
Bailey, Walter
Baker, E.
Barkley, Harry A.
Barham, Bruce
Barnhill, Ena
Baron, Mrs. Hank
Baron, Henry F.
Bartell, Leslie A.
Bauseman, Dottie
Beard, E. L. (Al)
Beall, Hiram
Beck, Don
Bell, Gus (Ward-Bel)
Benner, Larry (Clown)
Berry, Hayward B.
Berryhill, Leo
Bible, Mrs. Roy
Bimbo, Johnny Nick
Binbo, Jack
Bishop, Jack
Boley, James E.
Boss, Bill
Bowman, Wm. H.
Boyd, Frank
Bozner, W. D.
Bradley, Lee
Brady, Dorothy M.
Bragg, Geo.
Brandt, Leonard
Brennan, E. C.
Brent Circus (Miss)
Brent, Mgr.
Brillo, Lully (or Tully)
Britton, Lawrence G.
Broadway, Asia
Brooks, Rebel
Brown, Bobbie
(Brown's Sextet)
Brown, Bobby
Brown, Ervin J.
Brown, W. & Violet
Brownings, Bill (Mall)
Brozio, Walter
Brozin, Mrs. W. C.
Buchanan, Thos.
Kenneth
Budd, Charlie
Buehl, James A.
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Carter, Mrs. Cliff
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Cerrone, Vito
Childers, John M.
Cihull, Mrs. Gertrude
Carrillon, John
Cohen, Jerry
Cole, Bonham B.
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Collins, Floyd Lee
Conatser, L. C.
Conti, Alfred B.
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Conway, John T.
Cooper, Babley & Mrs.
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Sherin
Corcoran, Max J.
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Cox, Ahmer
Crawford, Dorothy
Crawford, Richard M.
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Davis, Harry (Ricci)
Davis, James A.
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DeCoste, Romaine
Deeler, John
(Moderistic Unit)
Dehmer, Geo. A.
Delano, P. J.
Deslin, Geo.
Diaz, Tony
Dickerson, M. J.
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Dimock, Ken
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Dombroski, Theodore
Dotz, Phil
Dous, Mrs. Ray
Downs, Geo. (Red)
Drake, Robt. B.
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Johnny J. (Show)
Dubois, Henry J.
Duffy, Roy T.
Dugan, Robt.
Dunn, David B.
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Ellis, Wm. (Frenchie)
Evans, Mrs. E. C.
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Fyvie, Mrs. John
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Gardner, Carolyn
Garner, Floyd
Geiger, Mrs. Norma
Gentry, Mrs. Dorothy
George, Lizzie
George, Rosie
Gerber, Jos. M.
Giffin, James & Mrs.
Gilchrist, Allen & Mrs.
Gilchrist, Mrs. Louise
Ginther, Miss
(Ginther)
Girouard, Anthony
Glick, Jack R.
Goussberry, Robert
Goldshoro, Mrs. Nelson
Goldshoro, Terrie W.
Goodman, Richard E.
Goodman, Sidney

- Peterson, John
Peyton, Ron & Mrs.
Phillips, Ernest H.
Pinielli, Mrs. Margaret
Pinielli, Sebastian
Pinielton, Karl (Tex)
Pope, Marian
(Po pe Rodeo)
Prater, James G.
Prait, Joao
Pulvino, Joseph
Randolph, C. R.
Randow, Gene
Ray, Nell
Rayford (Clown)
Remick, Mrs. Charles
Richardson, Benard
Richardson, Richard
Rider, Payton L.
Ridings, Bill
Ridings, Charles
Ridings, Mary
Riffie, Lewis
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Ritchey, Orgel Joseph
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Robinson, Lola
Robinson, Maxine
Robinson, Robert
Rochman, Al
Rogers, Mervin S.
Rosebud, Jack
Rose, Martin R.
Rosenfeld, Solmon
Tucker, E. H.
Tumasover, Mrs. A.
Tupper, Rosella & Jerry
Sakobie Sr., James
Sanford Jr., Ray
Scarborough, R. F.
Scottie & Nolie
Scott, S. W. F.
Sears, Steve
Selby, William F.
Shaffer, Jimmy
Shamshak, Nick
Sharpells, Julie
Sharpton, Sheila
Shea, W. L.
Shenandy, Scotty S.
Sheansy, Charles R.
Sheansy, Joyce E.
Sheesly, Charles
Shickie, Steve
Shoemaker, Maynard E.
Shimmons, Homer
Simpson, C. T.
Simpson, Ray
Sims, John (Clown)
Slaughter, Kenneth
Smith, Mrs. Anna
Smith, L. P.
Smith, Rex
Smith, Roland
Spain, O. N.
Sparkman, Bob & Mrs.
Spencer, Bill
Stagg, William A.
Stath, Lee & Mrs.
Stearns, James E.
Stegall, James F.
Stevens, M. A.
Stoltz, Lloyd F.
Straub, Donald
Stroud, Cal & Mrs.
Stroud, Howard
Sturdivant, A. G.
Suber, Mrs. Emma
Sudduth, William F.
Summers, Gene
Swain, Marie E.
Swain, M. S.
Sylvester, G.
Tatkins, T. E.
Tavenier, Forest
Taylor, Jasper
Thompson, Pete
Thomson, Carl F.
Thomson, Mrs.
Thorne, Charles
Thornton, Olin
Tomblin, Kenneth B.
Tucker, Louis B.
Turner, Bonnie
Turner, Joe's Amusement Co
Varnier, Roy E.
Venner, Mrs. Pierre
Verdier, Louise
Vinson, George
Vinson, Preston
Viers, Johnny
Viers, Steve
Walkorski, Stanley
Walker, Chuck
Walker, Mrs. James
Wallace, Dave
Wallace, I. K.
Walker, Samuel
Walls, Eva
Ward, J. Robt. & Juliene
Warren, Bill
Warren, Clyde
Warwick, Birman L.
Weber, John H.
Wells, Benny
Werner, Fred (Clown)
Wesley, J. M.
Weymouth, Vernie
Whelpley, Rance
Whiteside, Ambrose
Wicks, Delores
Wilkins, Annalee
Wilkinson, Geo.
Williams, Mrs.
Williamson, Florence
Wilson, Burke & Mrs.
Wilson, Jack
Witham, Gene
Woods, Johnnie
Woolsey, Floyd
Wright, Joe
Yates, Claude
Young, J. K.
Zerm, Chas. & Mrs.

MAIL ON HAND AT NEW YORK OFFICE

- Alexander, Sam
Bar, Jack
Barlid, Willie (Coot)
Barris, Monica
Barth, Carl
Beppier, Kenneth
Boyer, Jack
Braun, Helen Marie
Burke, G.
Burkard, James
Calkins, Bob
Clarkson, Robert
Cohn, Roe & Harry
Collum, Frank
Cooper, Tex
Cotton, Ray
DeCamillo, Leo
Curtis, Mrs. Charles
Eldert, S.
Fell, Carl
Feinman, Rudy
Fields, Virginia & Jackie
Foley, Mr. & Mrs.
Friedlander, William
Lee, Robert
Gervasi, Mr. & Mrs.
Gorman, Georg
Hale, Zack
Hall, Albert
Hartley, Cornelius J.
Hill, Will
Huang, Tsi (Chai)
Jackson, Rosalie
Jahara, Mrs. Louise
Kaye, Marilyn
Langdon, Grace E.
Lester, Pau
Losso, Ralph
Main, D. M.
Martens, Fred
Malone, Virginia
Meulemans, Charles
Meyers, Harold
Mills, Melvin
Normanton, H.
North, R. Howard
Porter, Maxzell Mrs.
Provencher, Lucien
Proper, Russel
Prout, Mrs. Mary
Raymond, Emma
Ramp, Bobby
Radcliff, Marion
Rosenfeld, Is
Rose, Harry I.
Shaw, Dav
Skea, (Bunat)
Silberman, Al E.
Spitzer, Florence
Teepie, L.
Thomas, Chick & Betty
Thompson, Charlene
Velardi, Vincent
Velasco, Lolita
Warren, George
Weaver, Claude B.
West, Frank
White, Jimmy
Wollins, Harold

MAIL ON HAND AT CHICAGO OFFICE

- Ard, Mr. Robert
Allison, Jimmie
Brody, Mr. Maury
Baird, C.
Boehm, George
Cox, A. V.
Edwards, Mrs. T.
Foley, William
Donato, Lillian
Duane, Clyde
Goldman, Samuel I.
Harter, Lewis H.
Hunbar, Charles D.
Idell, Jean
Kamaka, Dossie
Myers, Fred E.
Ray, Roy
Rogers, Mervin S.
Ramp, Bobby
Ristich, Miller Thomas
Shepard, James W.
Sprophen, J. H.
Stoner, J. H.
Wilson, J. D.
Whicum, Mr.

MAIL ON HAND AT ST. LOUIS OFFICE

- Freeman, Billy (Happy), 45r
Richardson, Betty, 6e
Albert, E. J.
Allen, Bob
Allen, Robert X.
Ambrun, Arthur Lee
Ames, Jack
Ames, J. G.
Asberry, Mrs. George
Barrett, L. H.
Barth & Meir
Bennett, Mrs.
Birmingham, E. B.
Burgoid, A. E.
Bosco, Mike
Boudreau, Mr. & Mrs.
Broodus, Jack
Black, Pauline Craig
Brown, Thomas E.
Bullock, Kenneth
Barto, Leon H.
Bybee, Mrs. Mattie
Caldwell, Sam
Calolan, Carl
Clark, Vaughn
Coats, Calvin F.
Cofer, Robert
Cooper, Ray
Crowe, Jesse
Creighton, Mrs.
Mamie
Crowe, W. J.
Crowell, Harold W.
Crumly, R. M.
Daniel, Charles E.
Davis, Horace L.
Deal, Mrs. Jim
Dillon, Leonard L.
Dobson, Jesse
Duncan, Mrs. Ruby
Durham, Robert J.
Edwards, G. A.
Enquest, Clarence L.
Fallas, W. E.
Faulkner, Eddie C.
Fink, Harry
Forster, Mr. & Mrs.
Gus
Foss, John D.
Garner, Mr. & Mrs.
Gawle, Mrs. Kay
Gibson, Mr. & Mrs.
Gibson, Mr. & Mrs.
Gibson, Ben

- Gibson, John
Gibson, Morris
Glosek, John Jr.
Gray, Gill
Grady, William
Grutel, Jim
Grutel, Jack
Gunn, E. H.
Haddix, Ray
Hall, Edward L.
Handler, William
Hannford, Mr. & Mrs.
Harmon, William R.
Hasbruck, Ray
Hendy, Mildred
Hicks, C. W.
Holston, J. F.
Hunt, Alan E.
Impeduglia, Vito
Jabeuga, Rudolph
Jacobs, Terrell
Jacobs, Robert & Gladys
Jayness, Carroll
Jurden, Donald
Jusham, Carl E.
Kahle, Mrs. Charles
Kaplan, Sam
Kearna, Mr. & Mrs.
Keller, Herman
Kieley, John
King, Larry
Klenke, Ray
Korman, Carroll
Legan, Robert
Levine, Charles E.
Loe, James H.
Loy, Verna
Lucas, Mrs. Stancee
Lynch, Mark Edward
Lynch, Mrs. Rosalie
Lytton, Louis
McBride, Homer Bob
McClenahan, D. W.
McClain, Bern
McClain, Mrs. R. J.
McSpadden, Richard
Madison, Harry L.
Mahoney, Mrs. Sharly
Marion, Robert B.
Martin, L. E.
Marton, Tigar Roy
Mathews, Sport
Medlin, James
Meyers, Elizabeth
Meyers, Fred
Midwest Products
Miller, C. M.
Miller, Paul H.
Miller, James
Moreno, Geraldine
Moreno, Mr. & Mrs.
T. M.
Morgan, Hester
Mounte, Mrs. Dayton R.
Muckey, Earl
Murray, DeWayne
Naylor, Gilbert John
Notte, Irwin E.
O'Connell, J. J.
O'Dell, Jimmy
Ommer's Mechanical City
Palmer, Red
Parido, Sandra Sue
Parr, Keith
Patterson, Willard (Pat)
Paul, M. J.
Payne, John E.
Pendleton, C. T.
Peres, James J. Jr.
Petersen, Alice
Phearson, Timothy
Pierce, Mr. & Mrs. Carl
Pierce, Vivian M.
Prevost, Dave
Reeves, Dolores
Rendeille, Harry J.
Resam, Mona
Richard, J. T.
Riley, Tex
Robinson, John L.
Robertson, Paul T.
Roper, Thomas Reed
Rosenfeld, Anita
Rosenfeld, Jimmie Lou
Saunders, Orville
Saunders, Larry
Schwab, Alton
Schwab, Sharon Lee
Sens, Casey
Shmitz, J. H.
Smith, Hoyt
Smith, Mr. & Mrs. James
Spaulding, Elge S.
Stacy, Bill
Stanko, Doney
Stevens, Buddy
Stout, Melvin
Swine, Wm.
Tatum, William
Tieman, Bill
Timmermon, Clarence H.
Vonne, Robert
Whalen, Richard
Whatley, Mrs. Wilma
White, Mrs. Elaine
Whitson, L. W.
Wildaman, E. L.
Wilder, Hugh L.
Williams, E. A.
Wolack, Chas. T.
Young, Donald Jack
Zimmer, Florence

Memphis Fair

the parking areas and, after parking, paid for admission to the fairgrounds proper at turnstiles moved back to the new fencing.

The new fencing, while a big improvement and a boon to the fair's operation, was not the major plant addition. That honor went to a \$153,000 livestock building, 200 by 320, which was built in 47 working days.

The livestock building, acclaimed by visiting cattle exhibitors as one of the best of its type they had ever seen, is an open-sided structure, built of steel, and will accommodate 820 head of cattle. It was fitted to capacity and other facilities were pressed into use to handle the overflow. The building has a large men's toilet and a good-sized office for the livestock department. Part of the master plan for the development of the fair plant, the building was designed to take an addition which would provide 60,000 square feet of space.

Space Sold Out
Among other notable features of the fair are the commercial exhibits. All available indoor space for exhibits was sold out for a sharp increase over last year. Not only is the quantity of these exhibits higher than in 1954, but so, too, is their quality.

In a move calculated to give commercial exhibitors a better play from fairgoers, the fair had hill-billy Rufe Davis in on a two-shows-a-day basis in the Made-In Memphis Building, and Jerry Jerome, xylophonist, in on a like schedule in the General Exhibits Building. Both were booked thru the Boyle-Woolfolk Agency, Chicago.

In prior years the fair had featured aerial acts, usually two, as free attractions on the grounds, but in switching talent to the exhibit buildings it discontinued outside acts. At the end of the seven days Wynne said that the increased patronage given exhibitors more than warranted the change.

Rodeo Crowds Off
Again, as for many years, the chief attraction is a rodeo produced by Homer Todd. In for a total of 15 shows, the rodeo's patronage was down slightly during the first seven days of the fair's run.

Weather-wise, the fair was hard hit opening day by all-day rain. Biggest day of the first seven was Sunday (26) which yielded a gate of 59,632, biggest Sunday crowd on record here.
Impact of the car giveaways was felt the most on week nights, Monday thru Thursday. Bigger night turnouts enabled the fair to run up attendance totals on those days that exceeded that for the corresponding days by good-sized margins.

HOTTEST ITEMS

ALL NEW ALCAMATIC FRYER HOLDS THE MOST! COSTS THE LEAST!



Large jumbo-size capacity featuring colander "and see-thru" heat-resistant cover.
• Fries • Steaks • Roasts • Cooks • Steams • Blanches • Bakes • Serves
Nationally Advertised at \$39.95
Now Only \$7.50 in lots of 6
Sample \$8.00 ea.

6 PIECE WATCH SET



Real Flash—Appeal... Loaded With Profits!
Swiss jeweled gold-plated watch, sweep second hand, expansion band; Cuff Links; Matching Tie Bar; Collar Pin; Money Clip and Key Chain. In handsome plush gift box.
America's Lowest Price...
\$4.95 ea. in lots of 6
Sample set \$6.00

Another Outstanding Value!



Sheffield Steak Knives and Carving Set
9 PIECES—Matched Brazilian horn handles; Six serrated Sheffield steak knives; 3-pc. hand-forged Sheffield carving set; 24-carat gold tooled drawer chest.
\$4.25 ea. in lots of 12
Sample \$5.00

HERE'S THE HOTTEST ITEM IN THE COUNTRY FOR THE LADIES!



Anniversary Clock Perfume Bottle
Authentic reproduction, complete in minutest detail of the famous Anniversary clock. A bottle that any woman would be proud to display in her home. Perfume comes in different fragrances. Assorted per dozen.
\$6.00 per dozen in 2 dozen lots
Sample \$1.00

FREE WHOLESALE CATALOG—Top values in famous brands, nationally advertised products and all real money-makers. Write today for your copy.

STAR SALES CO. 1391 Milwaukee Ave. Chicago 22, Illinois

Advertisement for 'Hit' Camera. THE ORIGINAL 'HIT' MINIATURE CANDID CAMERA. FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES. FREE wholesale CATALOG. Gold Finish Model 'Hit' Camera \$15.50 Per Doz. Sample \$2.00. \$13.50 PER DOZ. SAMPLE \$1.75. GEM Sales Co. 533 Woodward Detroit 26, Mich.

Advertisement for 'Something New Under the Sun' in the Billboard Merchandise Section. IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION! GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW. Low subscription rates save you more than 20% on the 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) 898. Name, Address, City, Zone, State, Occupation.

7 POUNDS OF RUBBER FREE!



This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors.

Nationally advertised in American Home, House Beautiful, Living, Redbook—over 115,000,000 readers every year.

MITCHELL CUSTOM MADE RUBBER MATS

You pocket all the cash! You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative—but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for wedding, birthdays, showers and parties. It increased my sales by 20%."

Coupon brings simple, clear instructions that show you how to get started right away—PLUS the actual full-size sample.

MITCHELL RUBBER PRODUCTS, INC.
Attn: Mr. Raymond Mitchell
1120 San Fernando Rd., Dept. 36
Los Angeles 65, California
Please send me the money-making facts about your Rubber Mat exclusive territory offer.
Also send me FREE SAMPLE full-size demonstrator, order book, and complete information. I am enclosing \$1 to cover postage and handling.
MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

Name
Address
City Zone State



Quick Photo Invention!

PHOTOMASTER
PDQ CHAMPION
Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate. Write quick, get details about the great PHOTOMASTER.
PDQ CAMERA CO.
1161 N. Cleveland Ave., Chicago 10, Ill.

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A Market Place for Buyers and Sellers

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

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

ACTS, SONGS & PARODIES

ATTENTION, ACTS, AGENTS, MANAGERS, Producers, Directors, Committee Members! Bits, Blackouts, Comedy Songs, Gags, Monologues, Parodies, Skits, Sketches, Specialties, Stories! Top material for Stage, Screen, Radio, Television, Clubs, Show Productions! Giant Catalogue ready! Over 500 assorted items! Rush \$3! Hollywood Writers' Mart, P. O. Box 575-B, Hollywood 28, Calif. oc22

CHALK TALK SUPPLIES, RAG PICTURES, books on entertaining, Black Light Novelties. Send for catalog. Baida Art Service, Oshkosh, Wis.

COMEDY MATERIAL FOR SMART PERFORMERS. Available only thru Showbiz. Not sold in book stores or truck shops. New "Comedy Notebook," a collection of gags, adlibs, parodies, etc. \$3. Show-Biz Comedy Service, Dept. B 36, 1613 E. 29th St., Brooklyn 29, N. Y.

OLD BOOKS OF RICH HUMOR, REMARKS of Bill Nye, George Peck. Also Western book ends. Box 851, Fort Wayne, Ind.

WE ARE PROUD TO ANNOUNCE THAT the new 1955 "Comedy Guide" is now available. The source of an unlimited wealth of comedy material. Send 25c to cover mailing. Show-Biz Comedy Service, Dept. B 37, 1613 E. 29th St., Brooklyn 29, N. Y.

WHY NOT TRY A BRITISH SCRIPT Writer? Gag file containing eighty minutes' routine comedy for just two dollars. Write airmail, Bernard Ashton, 14 Southwood Rd., London E. 5., England.

23,000 PROFESSIONAL GAGS, ROUTINES, adlibs, doublets! 1,600 pages! For free comedy catalog write Robert Orben 73-11 Bell Boulevard, Flushing 64, N. Y. JA21'55

AGENTS & DISTRIBUTORS

A BEST SELLER—WORLD'S FAMOUS French-Type Perfumes. Reproductions of costly fragrances that sell at \$10 to \$40. Individually Gold Boxed. \$1 Sellers. Costs you \$4 dozen. Mammoth Treasure Presentation Kit, containing 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

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 oc29

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, Elizabeth 4, N. J. oc8

AAA AMAZING CLOSEOUTS — \$3,000 monthly 90% profits. Rush \$1 (deposit) for samples, instructions. Satisfaction guaranteed. AAA 100 Airport, San Antonio 9, Tex. oc29

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

AMAZING CLOSEOUTS

Tailored earrings, asst. gr. \$15.00
Stone earrings, asst. gr. 18.00
Stone & Tailored brooches, asst. gr. 16.50
Bracelets, 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. gr. 3.00
Ropes chain-head, asst. gr. 2.00
Men's stone rings, asst. gr. 2.75
#2160 rhinestone neck & earrings, boxed, asst. gr. 7.20
#2164 rhinestone neck & earrings, boxed, asst. gr. 9.00
#2255 3-piece pearl set, boxed, dz. 18.50
#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

CALFSKIN LEATHER BILLFOLDS—HAND-TOoled and laced. A bargain price of only \$15 a dozen. Sample prepaid, \$2. Jack Eastwood, 694 1/2 Jefferson, Chillicothe, O.

COIL WORKERS—MY LATE HUSBAND'S equipment, good '51 Pontiac 8, Two Test Cases, P.A. set, 200 Coils, Mus-hes, Charts, Frames, miscellaneous; the works together. Reasonable. Lila Rorabough, 7204 Marcellie, Parsippany, Calif.

DECALCOMANIA TRANSFERS NOW OFFER an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

EARN \$5,000 BEFORE CHRISTMAS. SPECIAL auto and furniture cleaner, waxer, polisher. \$24 per gross. Less than 17¢ per bottle. Hostess aprons for premiums. \$1.50 dozen. 2 samples of each \$1, refundable. Macels Products, 201 Canal St., Decatur, Ala. oc29

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FAMOUS CELLINI BANGLE BRACELETS—All colors, \$6 per gross plus postage. c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I. oc29

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings. \$2.00 dz.
Pierced earrings on display. 1.50 dz.
Charm & Link Bracelets, asst. 2.50 dz.
Cultured Pearl Necklaces, boxed. 3.00 dz.
Pin & Earrings. 4.50 dz.
Pearl Necklaces. 4.50 dz.
Children's Jewelry, boxed, asst. 3.00 dz.
Ropes, assorted. 2.00 dz.
Stones & Earrings, boxed. 4.00 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 Westminister St. Providence, R. I.

HAIR STRAIGHTENING COMBS, CURLING Irons. Complete line for saleroom vending colored areas. Ellis Rand Co., 2345-B Milwaukee Ave., Chicago 47. oc15

HERE'S WHAT LOLA WANTS! KOMICAL Komunikashon. It's surprisingly different. Season's newest novelty hit! Details, sample 25c. Florents, 1785 Prospect, N. Y. C.

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JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. oc29

MANUFACTURERS CLOSEOUTS

Tailored Earrings and Pins. \$1.50 dz.
Harm Bracelets Asst. 2.00 dz.
Pierced Earrings. 1.50 dz.
Rhinestone Earrings. 2.50 dz.
Earrings & Cuff Links.
Enamel-on-copper pins. 2.50 dz.
Men's Tieside Sets, boxed. 5.00 dz.
Cultured Pearl pins & Earrings. 2.50 dz.
Cultured Pearl Necklaces Asst. 4.00 dz.
Ornamental stay combs. 1.00 dz.
Ropes Asst. 3.00 dz.
Swirl Pin & Scatter pins. 2.00 dz.
Pin & Earrings set, boxed, reg. 3.95. 7.20 dz.
Stoned Pins and Earrings, boxed. 4.00 dz.
20% deposit with order, bal. C.O.D.

KAREN ORIGINALS

45 N. Main St. Bristol, Conn.

NEW LOW PRICES—LIGHT REFLECTING Signs. Red hot and sensible 7"x11" illustrated color blended; 2000 varieties. 10¢ per sample. Koehler, 335 Goetz, St. Louis 23, Mo. oc29

NEW SELF-GENERATING FLASHLIGHT. No battery needed. \$4.98 postpaid. J. Evans Co., Box 31, Harrington, Del. Illustrated catalog, \$1 (refundable). oc29

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, Radios, "Hi-Fi" Phonographs, etc. Send \$1 now, for big catalog. Refund on first order. Helen, Inc., 125 Fifth Ave., Dept. B, New York City, N. Y. ch-1fn

PREMIUMS, GIFTS, PRIZES—BIG PROFIT making wholesale catalog free! Write Dept. B, Jay Norris, 487 Broadway St., New York City, N. Y. ch-np

REAL DIAMOND RINGS, SELL DIRECT. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details. Gleamlight, 111-P North Columbus, Mount Vernon, N. Y.

SHINE SHOES WITHOUT POLISH! NEW invention. Lightning seller. Shoes gleam like mirror. Samples sent on trial. Kestem 76, Akron, O.

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 plan. Franchise for users. Sample free. Dept. B, Franklin Watch, 580 Fifth Ave., N. Y. ch

WHIRLER—SKILL TOY KEEP BALL whirling. Sample, 15¢. One dozen, \$1 postpaid or dealers; fast seller. Sullivan, 516 Englewood, Chicago.

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 Plans! General Wholesalers, Box 3058CH, San Francisco.

WILL SEND YOU 1000 NAME AND ADDRESS Labels, for \$1.50. They are printed in blue ink on quality gummed paper. Labels in pad form. Send your orders to: Billie M. Mihalka, 518 Cherry St., Hammond, Ind.

WOMEN MAKE UP TO \$100 PER WEEK with our interpretations of famous brands of perfumes. Every woman a buyer. One dollar brings actual bottle of your favorite brand and full details. International Interpretations, P. O. Box 1844, Dept. 2, Knoxville, Tenn.

WOULD YOU BE INTERESTED IN AN auto and furniture polish with Good Housekeeping seal of approval at \$42 gross in 10 gross lots? Less than 30¢ bottle. Write: Macels Products, 201 Canal St., Decatur, Ala.

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Nathan Portnoy Associates, 1218 AF, South Jefferson, Chicago.

\$7.50 SPREADS. \$3.95; LADIES' NYLONS, \$3.50 doz.; Pillow Cases, \$2.95 doz. We are so busy shipping orders inquiries cannot possibly be answered. However, your sample c.o.d. order with 25¢ deposit will be filled promptly. Sibert Jobbers, Chattanooga 4, Tenn. ch-np

5,000 GROSS ASSORTED EARRINGS AND Necklaces. What they last, \$7.80 per gross. Samuel Silverman & Co., 1820 Westminister St., Providence, R. I.

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BLACK BEAR CUB, 6 MONTHS, ONLY \$30. Health certificate furnished, no duty. N. P. Lewchuk, Canora, Sask., Canada.

CHIMPANZEE—MOTHER AND BABY perfect. \$1,350 combination, other chimpanzees, \$500 each and up. Orangutans, monkeys; all species, other animals; write for complete list. Trefflich's, 228 Fulton St., N. Y.

ELEPHANTS—1 GROUP 5 INDIAN FEMALE Elephant, 40 inches to 50 inches tall, \$3,500 each. Baby Elephant, \$4,000. If you like Iguanas, \$3,250 each. All docile animals. Can furnish clear sober elephant trainer if desired; trainer will travel. Trefflich's, 228 Fulton St., N. Y.

PLENTY SNAKES, MANY VARIETIES; also Iguanas, Armadillos, Terrapins, Alligators, Coati-munis, Pacas, Agoutis, Capybaras, Emus, Nutria, deodorized Skunks, Guinea Pigs, Rats, Peafowls, Parakeets, etc. Shipping to shows over forty years. Otto Martin Locke, Phone 141, New Braunfels, Tex. oc29

SHOW MEN—ADD A LIFE LIKE mounted snake to your exhibit. Satisfaction guaranteed. Actual skin used. Mounted by former taxidermist of the American Museum of Natural History. Rattlers, \$25; Moccasins, \$20; Copperheads, \$15. All three \$50. Trophy skins on felt, \$2 per foot; Leather Tanned Rattlers, \$1 per foot. Live reptiles: Beaded Lizards, Gila Monsters, Black Iguanas, Green Iguanas, Golden Monitors, Indian Monitors, Cobras, Russell's Vipers, Rattlers, Moccasins, Copperheads, Corals, Pythons, Anacondas, Boas. Special: 17 foot Python, \$325; Chicken Snakes, \$36 per dozen; Cobras, \$50 for two. All reptiles on hand and ready to go. Telegraph Ross Allen, Miami, Fla. Phone 3-4806. oc29

BUSINESS OPPORTUNITIES

FOR SALE—LARGE ROLLER SKATING Rink in Conn., near Hartford, with large parking area, fully equipped. L. J. Sholes, 310 Norwood Ave., Cranston 5, R. I.

HOW TO RUN A MAIL ORDER BUSINESS profitably. Author Rice has 50 years' experience. Free details. Carter, Box 6011-BB, Chicago 80. ch

HUGE PROFITS—PEARL COATING BABY Shoes and other articles; good demonstration items. 3¢ stamp brings complete instructions. Box 521, Waterloo, Iowa. oc8

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weights 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

OWN A PROFITABLE BUSINESS. FOR sale. Telematic, fully automatic wired music machine, which can be used for industry and background. Machine in perfect condition. Equipped for 45 operation. Original cost \$12,500, sale price \$3,000. Rex Sales Co., 170 S. State St., Wilkes-Barre, Pa. Phone VA 2-1191. oc29

PORTABLE SKATING RINK FLOOR, 11'x7' 5" pair shoe skates, floor skater, skate grinder, counters. All \$3,000. George Gibson, Anadarko, Okla. oc8

ROLLER RINK FOR SALE—LOCATED in central Ohio. Doing good business; all equipment included, beautiful surroundings. 25 acres; terms. Write: Box C-295, c/o Billboard, Cincinnati 22, O.

RUSH LETTER FOR THE TRUTH ABOUT 500 radio stations that offer free advertising for selling your products by mail. Carter, Box 261-B, Gainesville, Fla. oc22

START A MONEY MAKING BUSINESS AT home or earn money traveling. Copyright book tells how. \$1. Jack Scott, Box 889, Sweetwater, Tex. oc15

TEN ART SHOWS FOR SALE. MONEY-makers, like new. Less than wholesale. One or all. Terms. 2112 South Kansas, Wichita, Kan.

MINK EARRINGS BRACELETS
Now Every Woman Can Wear Mink
Beautiful Mink Fur Trimmed Earrings, \$9.00 per doz. pr. postpaid.
Beautiful Mink Fur Trimmed Bracelets, \$9.00 per doz. postpaid. The Two Feature Sellers on the Market Today. Retail value \$9.95 ea. Discount \$1.00 per doz. on orders of 2 doz. or more. Minimum order: 6 Samples for \$4.90 postpaid.
HARVEY LEWIS FUR CO., Dept. B 324 Hennepin Ave. Minneapolis, Minn. Catalog. Jobbers inquiries invited.

SALESMEN! CARNIVAL MEN! WAGON JOBBERS!



BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES
Guaranteed LIKE NEW!
ASSORTMENT OF 10 for \$74.50
Complete with retail Expansion Bands!

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.

DIRECT FROM MFR.

3-PIECE RETRACTABLE SET in Pocket Saver Writes Red, Blue and Green. \$54.00 per gr. 10 Gross Lots \$52.00 per gr. \$6.00 sample doz.



RETRACTABLE BALL PENS CLOSURE 1st GRADE 10 GROSS LOTS ONLY \$15.84 per gross
Sample Gross Order \$17.28 plus postage

Refills—4 1/4" Long \$8.64 per gross 1000 lots \$50 per thousand

MODERN PEN MFG. CO., INC. 395 Broadway, New York 13, N. Y.

SAVE \$34 ON THIS SPECIAL DEAL...

BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES

10 Asst. with Yellow Exp. Band \$75
Sample Watch, \$9.95
Sample Band, 95c like new.

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.
5. S. Wabash Ave., Chicago 3, Ill. "The Watch and Diamond House"

BUY DIRECT FROM MANUFACTURER ATTENTION, WHOLESALERS, JOBBERS AND PREMIUM HOUSES



Trouble Lights
In 25', 50' and 100' lengths with new snap-off metal guard.
Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving auctioneer's item. Special prices for quantity buyers. We ship C.O.D., F.O.B. our plant.
25% Deposit, Balance C.O.D.
Sheldon Cord Products
3549 W. 5th Ave. Chicago 24, Ill. Phone: NEVada 2-3898

BIG FREE CATALOG

Jewelry, Watches, Appliances & 1014 Name Brand Items.
Space on Cover for Own Imprint.
Sell the Nationally Advertised Brands which Are Pre-Sold for You!
HARRY COHON & SONS, INC.
1065 Utica Ave., Brooklyn 3, N. Y. "TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

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"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help 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

FOR XMAS! HOUSEWIVES, SALES-people, Promoters! Rush \$1 for samples of six hot Xmas items and 15 money making Plans! "Toys!" P. O. Box 892-B, Hollywood 28, Calif. no26

2500 AUCTIONS—BRAND NEW 1955 LISTINGS in 41 states, towns and days given. Valuable. \$1 Simpson, 2705 Jule St., St. Joseph, Mo. oc15

COSTUMES, UNIFORMS, WARDROBES

NEW CLOWN SUITS, \$10; GENUINE Derbyes, \$2; Girl Show, Strip, Minstrel, Clown, Bally Costumes, Wigs, Tuxedos, Tails; Top Hats, Rhinestones, Plumes, complete Santa Claus outfits. Cheap. Free list. Leroy Carpenter, 19 Eldorado Place, Weehawken, N. J.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. no26

FOR SALE—NEW EVANS MODEL K 10X14 ft. Long Range Gallery, 290 viable Targets, weight 2 tons, can be mounted on a truck, large enough for any park. Cost \$2,300. 12 cases Spatterless Ammunition, 5 good Rifles, cash Register, 250 Loading Tubes, 1 Short Range with copyrighted Targets and Printing Plates, 6 Pin Ball machines. Cost of all the above \$4,000. First \$1,500 will be accepted and you are in business. Reason for selling is illness. Harley Moffitt, Box 6, Windermere, Fla.

OVER 2000 ITEMS

Balloons, cameras, jewelry and watches, knives, electrical appliances, premiums and gifts, dolls, jokes, toys, novelties and many others.

Send for free price lists

H. T. MALONEY & SONS
1063 W. Broad St. (Route 40)
Columbus 22, Ohio

HE'S BACK!



Davy Crockett rides again. Beautifully created in plastic with removable frontier rifle, hunting knife, frontier saddle and coonskin cap. 9" high, 8 1/4" wide. Wt. 10 oz.

\$28.00 Doz. Prepaid

Sample—\$3 prepaid. Add 5% postage west of Mississippi River. Also available—Colorful Canadian Mountie & mounted Indian. Same price.

No C.O.D.'s under \$10 and then only with 25% deposit. Open account to firms well-rated in D. & B. Send for free price lists of hundreds of other staples and novelties.

H. T. MALONEY & SONS
Dept. B, 1063 W. Broad St. (Route 40)
Columbus 22, Ohio

XMAS ITEMS

Christmas Decorations and Tree Light Sets, Christmas Cards and Novelties, Berens and Helbros Watches, Smart Set and Anthony Jewelry and many Toys, Games and Gifts.

Free Price Lists.

H. T. MALONEY & SONS
1063 W. Broad St. (Route 40)
Columbus 22, Ohio

SUPPLIES and EQUIPMENT

7 and 10 color specials
4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available

JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

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

FOR SALE—SECOND-HAND SHOW PROPERTY

A SWEDEN FREEZER ICE-CREAM MACHINE, twin head with a 4 1/2 gallon continuous feed on top, in A-1 condition. Will sacrifice for \$575. Also a Kol Pak drink dispenser, in good condition, for \$150 f.o.b. Great Falls Mont. Conrad H. Swanson, 2913 Third Ave., N., Great Falls, Mont.

AIR CALLIOPHE—CIRCUS TRAILER; automatic player rolls, keyboard, 43 Brass Pipes. Beautiful Parade Outfit. \$1,500. Box 1545, Halifax, N. S., Canada. oc8

CONCESSIONS—BUILD 'EM NOW. TESTED plans: Shallow Joint (23 games); 4-Way Dip; \$5 each; Free 48 plan Circular; Brill, Box 875, Peoria, Ill.

EVERLY FLY-O-PLANE RIDE—WITH OR without transportation. Ten 1950 Dodge cars; Girl Show built on 24 ft. Semi-trailer. Kiddie Hand Car Ride. King Amusement Co., Mt. Clemens, Mich. oc15

FLASH-FOLD TRAMPALINE, NEEDS NEW bed. Sold as is for \$100. Lishora, 7100 Seaford Rd., Upper Darby, Pa.

FOR SALE—NEW SIX JET PLANE RIDE, all metal and all welded. Also Jet Planes for Kiddie Rides, not straddle planes. Write for details. John Maendele, Marysville, Kan.

FOR SALE—WAGNER FACTORY BUILT Steam Engine with or without four cars. Now in operation at Chicago Park. Box 824, The Billboard, Chicago, Ill. oc15

FOR SALE—50 FT. DENTZEL PARK TYPE Merry-Go-Round, in fine condition. Also 65 foot high Circle Swing Tower and Machinery, 15 h.p. Motor and Starting Equipment. Also nine Kiddie Boats built by Marcraft. Will sell all in one package or separately. Write: Merry-Go-Round, Box 18, Machias, N. Y.

MANIKINS—HUMAN BODY USED BY medicine men, health lecturers, demonstrators. United Specialty Co., P. O. Box 1465, St. Petersburg, Fla.

MANUFACTURER, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. no12

TRAILER, \$50; AUTO RIDE, \$450; TRAIN Ride, \$395; Boat Ride, Steel Tank, \$955. Adult Ferris Wheel, \$2,750. Pop Corn, Floss Machine, Jelly Apple Kettle, Stove, Penny Pitch, Roll Down, Milk Bottle, Wheels, Country Store, 12x12 Top, P.A. system, cheap. Write: Cantes, 292 Park Ave, Lyndhurst, N. J.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photographs, details, \$1 bill (refundable), Miniature Trains, 33B Winthrop, Rehoboth, Mass. oc15

WAX MUSEUM LIFE SIZE CHARACTERS. Good for park or roadside attraction. Al Nichols, York Beach, Me.

35 FT. ALUMINUM EXHIBIT TRAILER, Long Range Shooting Gallery, Life size Bucking Horse, Smokey Wells, 1557 Rialto Ave., San Bernardino, Calif. oc8

INSTRUCTIONS BOOKS & CARTOONS

TRY "SPORTS TRADING POST" FOR value 25 word ad free each month to subscribers. Circulated throughout the 48 States eleven times yearly. Send ad and \$2 for one year subscription. James E. Grice, 201 Alamo St., Greenville, S. C.

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, O. oc29

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2. oc8

SUB MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, O. oc29

MISCELLANEOUS

BEAUTIFUL CHARCOAL PORTRAIT DONE from your photo, \$10. Unusual gift to your loved ones. John Walencik, 15703 Kennicott, Harvey, Ill.

HOME FIRE ALARM SYSTEM, LIST price \$9.95, guaranteed, dealers wanted, free literature and wholesale prices. Douglas Engineering, 1430 Douglas Ave., Racine, Wis.

NEW SHUFFLE BOWLING ALLEYS. TOP money on any midway. Set of two, complete \$200. Creapo Novelty Co., 12th St., Oshkosh, Wis.

SINGING LARIATS FOR CARNIVALS, Rodeo, Side Shows and Circus. Write: H. Young, 6015 N. 5th St., Phila. 20, Pa. oc8

M. P. FILMS & ACCESSORIES

SOUND FEATURE FILM RENTALS ONLY \$3.95 per 3-day giant sale on used sound prints. Write: Sound Films, Box 292, Chicago, Mass.

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, Serials, War films. Excellent condition. Sell, rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

MUSICAL INSTRUMENTS, ACCESSORIES

BRAND-NEW 20-WATT RUDD-RESONATOR Organ Speaker, never used, complete with panel control, earphones, 25 ft. cable, big discount. Write: P. O. Box 119, Owatonna; Minn.

PERSONAL

ANYONE KNOWING THE WHERE ABOUTS of Roy Roach or Bennie Roach, please write, W. L. Grant, c/o The Billboard, St. Louis, Mo. oc15

DEAN W. MOORE OR ANYONE KNOWING him get in touch with me at once. Mother, 308 E. Clay St., Troy, Ill. Phone Troy 3531.

YOUR CARICATURE BY HOLLYWOOD artist, from any clear photograph. Use on letterheads, publicity, Christmas cards, etc., only \$2 cash with order. Ted Salter, 435 N. Hobart Blvd., Hollywood 4, Calif.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. no26

PHOTO BOOTH AND 10X12 JOINT, 2 CAM-ears, 3 1/2"x2 1/2", 1 1/2"x1", excellent condition. \$250. Lyle Snellings Amusements, America Fairgrounds, Henderson, N. C., Oct 3-8; Sumpter, S. C., Oct 18-15. oc8

PHOTO CHRISTMAS CARDS, \$9 PER 100. Send negative or snapshot with order. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

PRINTING

ALWAYS FASTEST SERVICE—QUALITY Posters. Three colors, 14x22. Window Cards, \$8 hundred; larger, 17x26 size, \$12.50 hundred. Cards for all amusement occasions, many illustrated. Tribune Press, Dept. SO-55, Earl Park, Ind. oc29

LABELS THAT STICK WITHOUT MOISTENING. 1"x2" 1,200, \$2. Regular Labels 1"x2" 5,000, \$3. Your copy, blue ink. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

QUALITY PRINTING AT SMALL TOWN offices. Envelopes, Letterheads, Cards, Statements, Circulars, Booklets, Samples, Estimates. Mercury Press, Box 698, Marengo, Iowa. oc15

100 8 1/2x11 LB. BOND LETTERHEADS, 100 6 3/4 Envelopes, \$2.50 prepaid. Other printing, Stanley Koski Printing Co., 1506 Franklin, St. Louis 6, Mo. oc8

100 8 1/2x11 BOND LETTERHEADS, \$1; 6 3/4 Envelopes same price. 100 Business Cards, \$2.95 prepaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. oc8

200 8 1/2x11 LETTERHEADS, 200 6 3/4 Envelopes, both for \$3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. oc22

SALESMEN WANTED

CALIFORNIA SWEET SMELLING BEADS—Sensational sellers. Free particulars. Mission, 2238 BB, West Pico, Los Angeles, 6, Calif. oc8

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

AT ONCE—TENOR, PIANO, TRUMPET. Drums, Vocal doubles preferred. South all winter, hotel band, contact: Ray Bradshaw, 1030 N. Marshall, Milwaukee, Wis.

MITT CAMP AND OFFICE READERS. Write for interesting details on career opportunity, your area, anywhere. No layoffs, no heat. Box C-300, c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS—STATE ALL, WRITE: BUDDY Bair, 8 S. Michigan Ave., Chicago, Ill. oc15

SALESMAN, DISTRIBUTOR—EXPERIENCED calling on clubs to sell new outstanding non-coin operated machines. Terrific money-makers. Low priced, fast sellers, high commissions. Amusement Sales Co., 41 Union Sq., N. Y. C.

AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-86, Chicago 32, Ill. np

CASH IN ON TREMENDOUS DEMAND FOR new low priced Burglar Alarm for cars, homes, stores. Nothing like it. Unique sample offer. Northwest Electric Co., 428-M Main, Mitchell, S. D. ch

MAKE \$2 HOURLY, SELL RA-GLO SIGNS; bars, stores, restaurants. Brilliant Ra-Glo signs, 17 signs, 7x11, \$1 postpaid, 110 Signs \$6 postpaid. Sell 35¢ ea. 50% deposit on c.o.d. orders. Free literature. All Art Signs, 179 N. Wells, Dept. 43, Chicago 6. ch-np

XMAS "DAY-GLO" PAPER SIGNS—FREE Catalog, also Sales Promotional and Cleaning Trade Signs (silk screened). Enclose \$1 for samples. Pyramid Displays, 1531 Ridge-land, Berwyn, Ill.

\$300 FIRST WEEK OR MONEY BACK—New Glo Ad Clock, unlike any in world. Electric Ad Clock Co., 618 Orleans, Chicago 10. no5

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., New York 19, N. Y. no12

WANTED TO BUY

ROLLS FOR WURLITZER PIANO ±50 and good coin operated pianos. Herb Green, 656 Venice Blvd., Los Angeles 15, Calif.

WANT TO BUY—ADULT FERRIS WHEEL, and adult Chair Swing, cash deal. Fred Utter, Adena, O.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursdays for the Following Week's Issue

AGENTS & MANAGERS

AGENT OR BOOKER, PREFER WORKING for one unit, have contacts; theaters, auspices thru South, Ice Shows, Thrill Shows, Illusionists, big idea for all Side Show acts. Write: Agent, 2008 N. Prairie, Dallas, Tex.

MISCELLANEOUS

HYPNOTIST—FOR STAGE PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh1756

LOT BOY WANTS WORK BALANCE OF season, after October 9. Tiny W. Hicks, c/o Thomas Joyland Shows, Elkins, W. Va.

MUSICIANS

ACCORDIAN FOR BAR STROLLER, WITH large repertoire. With hillbillies several years. Consider all. P. O. Box 1056, Milwaukee 1, Wis.

ACCORDIONIST WANTS JOB IN WEST—earn or hillbilly band, locate or travel; also playing thru guitar. John Herrington, 624 White Ave., Greenville, Ill. Phone 324-J oc15

ATTRACTIVE GIRL—HAMMOND ORGAN-ist, Pianist, first class hotel lounge only, versatile music, all tempos, plus requests, vocals optional. Available November 1, hotel must furnish musical instrument. Wardrobe tops, Box C-297, c/o Billboard, Cincinnati 22, O. oc15

BASS FIDDLER, TROMBONE, TENOR, Clarinet doubles. All essentials, locations only, commercial, show experience. Eddie Bolick, General Delivery, Prescott, Ariz. oc22

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. oc15

COUNTRY-WESTERN MUSICIAN-DJ. DE-sires bookings, radio-TV, location or staff preferred. With or without band. Presently employed. Stations, agents, write. Musician, 287 S. Oakland, Sharon, Pa. oc15

DRUMMER, 31, MODERN, LATIN TYM-bales, show, dance, ten years with big bands and small combos. Have car, will travel, read, fake. Harry Brown, 5645, Church St., Morton Grove, Ill.

FIDLER—PLAYS HILLBILLY, WESTERN swing and hot fake. Will to travel, can double on tenor sax or play comedian. Write or call: Ken Idaho, 214 Burriss St., Anderson, S. C. Phone CAnal 44584.

HAMMOND ORGAN, AND I WILL MAKE money for your dining room-tavern. Sober, plenty experience, conscientious. Box C-297, c/o Billboard, Cincinnati 22, O. oc29

HAMMOND ORGANISTS, OCT. 15, HOTEL, lounge or club. Sweet styling, swing or classic. Alice Delaney, 2512 Pleasant Ave., Minneapolis, Minn. oc8

ORGANIST—WITH OWN ORGAN, RINK, restaurant or lounge. Experience, reliable, sober. Byron Severance, 519 Washington St., Watertown, N. Y. Phone 2502.

PIANO MAN—IMMEDIATELY, MUST READ melody and chords, steady trio work. Write to: Mr. Cleo Scroggins, 1424 1st Ave. W., Kennewick, Wash.

SECTION TENOR, 2 CLARINET MEN FOR Midwest traveling orchestra. Contact: Jess Gayer Orchestra, 1612 N. Broadwell, Grand Island, Neb. oc15

WANT ATTRACTIVE GIRL TO TRAIN and feature in Mindreading Act. Experience as "Reader" and or ownership serviceable car helpful but not essential. Box C-299, c/o Billboard, Cincinnati 22, O.

WANTED—PIANO MAN, SOUTH FLORIDA location. Must read, fake, experienced, shows, jazz, commercial. Orchestra Leader, Morgan Hotel, Ft. Meyers, Fla.

PIANIST—DOUBLE RHYTHM OR LEAD Rhythm guitar, vocals. Read or fake, solo or small combos. On location preferred. Jack B. Martin, Gen. Delivery, Pleasantville, N. J. oc8

PIANIST, SEMI-NAME, EXPERIENCE, DE-sires location, preferably in south. Read, fake, very good repertoire. Will travel. Write: Musician, 393 E. Brooks St., Apt. 5, Ft. Walton, Fla.

SOLO BANJOIST, ELECTRIC AND Rhythm guitar, also vocals. Available October 15. Write or wire: Musician, 504 W. Callender, Peoria, Ill. oc15

TENOR CLAR. FOR COMMERCIAL BAND or combo. Good tone; reader; references; good appearance. Contact Ralph Hockaday, 729 Main, Manchester, Iowa.

TENOR SAXOPHONE, CLARINET, EXPERIENCED Modern or Dixie, cut shows; prefer Florida or vicinity. Musician, 3463 Saint Augustine Rd., Jacksonville, Fla. oc8

TRUMPET—COLLEGE CONSERVATORY training. Contemporary Jazz. Road Experience. Can read. Prefer combo or location band. Jerry Dunn, 3220 15th St., Racine, Wis.

TRUMPET PLAYER—READ, ROAD EX-perience, prefer section job, can read lead in small combo. Good tone. Would like location, but will travel. Write: Musician, 2321 Corning, Parsons, Kan.

VERSATILE ORGANIST, PIANIST, AVAIL-able for resort hotel engagement November first to April first, attractive female who does the perfect job for restricted clientele, travel anywhere, south preferred, Florida, etc. Box C-301, c/o Billboard, Cincinnati 22, O. oc15

WANTED IMMEDIATELY—GIRL TRUM-pet, Sax, and Piano for traveling Combo. Read, fake. Contact: Lee Esmont, 62 Government St., Mobile, Ala. oc15

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shafer 1041 S. Dennison, Indianapolis 21, Ind. oc15

FLASHY PLATFORM TRAPEZE ACT—Available for all types of Outdoor Cele-brations, etc. For literature, particulars, address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone, EAstbrook 3312.

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

MIDGET BIBLE



New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 200 pages. Size of postage stamp. (1 1/4"x1 1/4"). yet clearly printed and every word legible. Black, gold-printed c.o.y. Wonderful PROFIT novelty. Dealer's Price 90¢ doz., \$6.70 per 100. F.O.B. Detroit; add postage; C.O.D. or cash. Special low jobbers & quantity prices. Send for Wholesale Catalog of 3000 novelties. JOHNSON SMITH & CO., Detroit 7, Mich.

T RULY TERRIFIC . . . RUDELLE TOYS



All Rubber TWIN DOLL (4 styles) in boxes, open window. #610-13" with Vynal heads, with voice.

1 doz. to carton—\$24 per doz. sets. Soft Stuffed, Fastened Eyes PANDA and BEARS



All Plush. #100-13"—\$12 doz. #103-18"—\$16.80 doz. #104-28"—\$28 doz. #105-23"—\$24 doz.



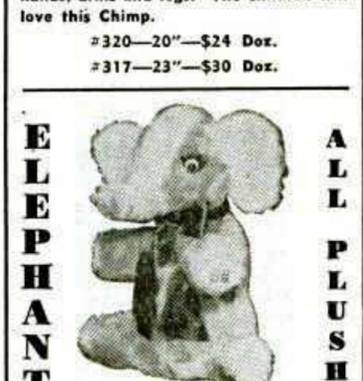
All Plush. Real Hair Tail. Flexible ears with red straw hat. A BIG hit number—can be had with or without slogan. Colors black and grey. #420-26"x18"—\$36.00 Doz.



All Plush. In colors—also White with Black ears . . . These Poodles are very attractive. #239-18x14—\$27.50 dz. #242-20x15—\$34.50 dz.



All shaggy plush with leash. Can be placed in many positions due to flexible hands, arms and legs. The children will love this Chimp. #320-20"—\$24 Doz. #317-23"—\$30 Doz.



Colors: Grey with white or red. Ears are made flexible so as to stay in stretched-out position or folded; comes with or without slogan. #421-20x17—\$36.00 Doz.

Avail yourselves of this splendid assortment for Xmas. All accounts not rated, a deposit of 25% to accompany order, balance C.O.D.

TRUELLE Creations, Inc.
137 Greene St.
New York 12, N. Y.
BUY BETTER • DO BETTER

New Shuffle Conversions Readied; See Fall Boost

DETROIT, Oct. 1. — Shuffle bowler conversion unit sales continued to rise during the hot months, firming the trend since they were put on the market early in the year, according to Henry Solomon, Edolite Products, whose firm is a principal source of conversions for the country. Growth of the conversion movement is anticipated.

Solomon pointed out that there are thousands of good machines on location to be converted, and that the factory capacity is limited to about 75 units a week. A new model with one or more new features is shortly to be announced.

Edolite sells primarily thru county distributors rather than direct, with distributorships set up in 40 of the 48 States because of the need for local installation service. The distributor sends a mechanic to the plant here for training, and the

(Continued on page 101)

N.Y. OPS PROTEST HIGH GAME TAB; OK UNION PACT

NEW YORK, Oct. 1.—Prior to the general membership meeting of the Associated Amusement Machine Operators of New York at the Henry Hudson Hotel, Thursday (28), a majority of the membership attending expressed the opinion that "games had priced themselves out of the operators' reach," and that unless new games were reduced in price considerably, operators would be unable to buy them. At the regular meeting, the contract with the local coin machine employees' union was ratified.

LOS ANGELES, Oct. 1.—H. Rosenberg & Company, with three shuffle bowler game conversion models now in production, has attained its highest sales with the latest of these units, called Riviera.

Approximately 10 Riviera units are being sold each week. Production capacity at Rosenberg has been considerably increased, with Rosenberg now able to turn out three complete conversions per day. Virtually all parts, with the exception of specially made motors, are made at the plant from dies specifically cast for the unit.

Manufacture and sale of conversions in this area has otherwise changed little since the summer months, with Rosenberg remaining the only local manufacturer of conversions.

Non-Match Feature

Chief feature of the conversion game here is the adaptation of non-match games to bowlers with match play. According to Rosenberg, a kit designed to sell somewhere in the neighborhood of \$50 will be in production this winter, with Rosenberg slated to make a national sales tour appointing jobbers and distributors to handle sales. Manufacture of the kit will not interfere with complete game conversions produced by Rosenberg. Latter units list at approximately \$150 now, the prices of some are beginning to drop somewhat.

Operators report good grosses in using conversions, and appear to prefer laying out a relatively small sum of money for a remake, rather than a large sum for a completely new game.

The Rosenberg offers no comment on the subject of financing, most game conversions are believed to be sold in this area at either cash terms or 30-day billing.

DIAMOND DUST

Coinmen Hope Series Will Go Full 7 Games

NEW YORK, Oct. 1.—The Yankee-Dodger World Series is proving a boon to the coin machine industry here. Coinmen in the five boroughs were rooting for the Dodgers this weekend, not necessarily because they are Brooklyn fans, but because they want the classic to go the full seven games.

The reason for their enthusiasm is the increased bar business being transacted this week and the holiday spirit that pervades the city.

While juke boxes and shuffle games are out of action for the two hours or so the game is being televised, bars are full in midtown stops, and the patrons don't all go home when the game is over.

Afternoon Play

As far as juke box and game play is concerned—the afternoon hours of 1 to 3 or 4 are normally pretty dead anyway—so the televising of the game doesn't hurt much there.

But the series does draw a good crowd to the bar in the afternoon, and any juke box and game play which follows the baseball event is plus business.

In addition, a lot of evening business is resulting from the series. While New York residents probably aren't spending anymore because the Series is on, a lot of out-of-towners are in for the games, and most of them don't sit in their hotel rooms evenings.

Tenth Avenue distributors report that while they're not writing anymore business from New York operators this week, they're seeing a lot of operators from the hinterlands, and selling some extra juke boxes and games.

TRADE DECLINES

NEW YORK, Oct. 1.—Shuffle bowling game conversion production and sales have fallen off considerably here since July.

Currently, Harry Berger's West Side Distributors and Dave Lowy are the only firms in the local conversion trade. Bob Jacobs' National Amusements, Al Gilbert and Milty Green's American Amusement, in the business in July, have since quit conversions.

Conversions here sell for \$100, with about five hours' work involved on the average per machine. Lowy handles the Edelco conversions, while Berger makes his own conversion, El Dorado. No new models have been introduced.

Baltimore Slated For Bally School

CHICAGO, Oct. 1. — Bob Breither, Bally Manufacturing Company field engineer, will conduct a Bally service school October 18-19, at Chris Novelty Company, 806 St. Paul Street, Baltimore.

Both school sessions will start at 10 a.m. Breither will describe and explain the mechanical and electrical details of all Bally equip-

Top Recording Talent to Show At N. Y. Op Fete

NEW YORK, Oct. 1.—Some of the nation's top recording talent is expected to provide the entertainment at the annual dinner-dance of the Music Operators of New York, Saturday (8), at the grand ballroom of the Waldorf-Astoria Hotel.

According to Al Denver, MONY head, the talent list will be headed by Henry Bellafonte, Al Hibbler, Les Paul and Mary Ford, Frankie Laine and Georgia Gibbs.

Ticket sales are nearing the 1,000-mark, according to Denver. Two orchestras — Vincent Lopez and Noro Morales—will provide the music, and Jay Jayson will act as emcee. The banquet will be aired over WABC here from 9:30 to 10:30 p.m.

Special guest at the dinner will be George Miller, head of the Music Operators of America. In addition, all local operator associations will send delegations.

ment, including Miami Beach and the new bowlers, King-Pin and Jumbo. Chris Christopher will be on hand to greet operators and servicemen from the area.

Shuffle Games Good Buy Despite Drop

CHICAGO, Oct. 1.—Despite a drop in average takes in the past year, shuffle bowler games still rate as a top investment to the coin machine operator—prices on used shuffles have held up exceptionally well.

According to distributor reports, year-old shuffles are selling at an average of \$325, while two-year-

old games are going for \$225-235 averages.

Demand continues high for good used models, especially those in the one-year-old bracket. Demand for such games, in fact, is reportedly higher than for brand new models, altho manufacturers indicate their sales above last year.

Little Price Change

There is no question that sales of new coin pool games, moving ahead strongly in the amusement game field over the past month, have cut deeply into quantity sales of shuffle bowlers. Nevertheless, selling price of used shuffles has varied little, if at all, over the past month.

Reflecting the steady price level in used shuffle bowlers over the past month is the accompanying chart of advertised games listed in The Billboard's Used Price Index. Comparing prices listed October 1 to prices listed September 3, highest prices quoted on the games listed in the chart are identical in all but one instance. A drop in price is noted from the August 6 listings, however.

In the face of tight competition from increased pool game and pinball game sales, and a drop in collections reported by local operators of one-third to one-half below last year, the steady price held by the shuffle bowlers indicate continued

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NCMDA Asks Members: Get Assn. Rep.?

CHICAGO, Oct. 1.—The National Coin Machine Distributors' Association may discuss hiring a traveling representative who would call on potential outlets for coin-operated equipment to assist distributors in selling more and operators in expanding their routes.

Al Schlesinger, NCMDA's managing director, said that he asked members in the group's bulletin mailed this week if they want to put this proposal on the agenda of their November 6 meeting at the Morrison Hotel.

The proposal calls for "a high grade salesman to travel the entire country and who would call on all the executives in every branch of

(Continued on page 107)

Wis. Game Conversion Outlook Improves

MILWAUKEE, Oct. 1. — Wisconsin is not the fertile market for conversion units it was several years ago. Installations, particularly in Milwaukee, hit a peak several seasons ago and the trend has been downward since, according to distributor Sam Hastings, who heads up one of the State's most active conversion unit selling and installing firms.

The outlook, however, says Hastings, looks favorable. "A good many of the heavily played games such as Classics, Imperials and Leaders have been out on locations for several years now and are becoming dated," he explained. There are plenty of these two-year-old pieces of equipment out in the field that are becoming ripe for converting.

According to Hastings, his firm is readying a strong sales pitch aimed at operators of game equipment of two years and older vintage to encourage them to consider his Edelco conversion unit instal-

lations. The sales drive, he says, will take the form of personal sales calls by his roadmen and a series of mailing pieces.

Popular Features

Conversion units with match score features are proving more popular with big city operators, says Hastings, than with their small town brethren. Milwaukee, Green Bay, Sheboygan and Madison operators, he reports, find that their locations prefer games that give players opportunities to vie with each other for prizes based on their scores. Small town and rural operators, he has found, prefer conversion units with bright lights and high scores. Competitive match scoring devices are not so important with them.

The steady price climb of new game equipment is due to boost interest in conversion units, feels Hastings. "With the average game now selling for \$500 to \$600, a

(Continued on page 101)

Offer NVA Members Insurance Program

CHICAGO, Oct. 1.—An extensive group hospitalization and surgical benefit insurance plan has been offered to members of the National Vendors' Association, Milton T. Raynor, legal counsel, announced this week.

Announcement of the availability of the insurance coverage was made in a bulletin sent to members.

Covered in the plan is room costs and miscellaneous expenses, including X-rays, medicines, plasmas and drugs, plus surgical expenses on a non-allocated basis up to \$750, according to the Joseph Lipschutz Company, Chicago, underwriters of the policy.

The hospitalization plan rounds out an insurance program arranged for NVA members, which includes product and public liability coverages offered four years ago thru association participation.

Family Coverage

The new group policy is available only to members of the association and their family. The

monthly rate for members between the ages of 18 to 64 years is \$3.95.

Benefits for members calls for \$15 per day for room and board, \$200 for surgical expenses, and \$750 miscellaneous cost with a \$25 deductible clause.

Monthly premium for a spouse between the ages of 18 to 64 years is \$5.38, with the rate for children between the ages of three months and 17 years, the same as members, \$3.95.

Spouse and children plans provide a \$10-a-day room and board rate, a \$200 surgical schedule with \$500 for miscellaneous expense with a \$25 deductible clause.

Over-age rates are offered only to eligible applicants between the ages of 65 to 74 years.

World-Wide Policies

Benefits in the policy provide that hospital confinement is not required in order to collect surgical benefits, while hospital room and board benefits are payable on a straight indemnity basis for confine-

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Kiddie Ride Field Stable, Grosses Up

CHICAGO, Oct. 1.—The kiddie ride business has become more stabilized and grosses are up for operators, mainly because there are few marginal operators in the field, compared to previous years.

This is the outlook prevailing for leading kiddie ride operators surveyed this week.

Art Gold, co-partner with Irv Brodsky, in Carousel Industries, Chicago, national kiddie ride operation, said the kiddie trade, no longer overloaded with operators, is stabilizing itself because for the first time the operators have a chance to maintain their locations and weed out the bad ones. Another big help to the business is that kiddie rides are now accepted thruout the country.

Better Seasons

"We expect a better fall and winter season than last year," said Gold. "In addition to better prospects for building our own route,

we have had more requests for equipment from other operators.

"The present trend in the kiddie field is to multiple operations. Not only are operators gaining new locations, but they are moving more than one type of ride into each location."

Carousel concentrates on retail outlets for ride locations. The firm has representatives in various sections of the country. Service on the rides is done on a local scale, with machines needing a complete overhauling being brought into the Chicago repair shops. Principal operations are with large variety chains. The firm uses about 20 different rides, sells rides to other operators and does repair work for them.

Grosses Climb

Another large national kiddie ride operation reported grosses climbing this year, after a progres-

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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 10, 1955)

ARCADE EQUIPMENT

- 1. EXHIBIT—Sportland
2. GENCO—Rifle Gallery
3. UNITED—Dale Gun
4. UNITED—Carnival Gun
4. CHICAGO COIN—Goatee
4. SEEBURG—Shoot-the-Bear

MUSIC MACHINES

- 1. SEEBURG—100-A (78 RPM)
2. SEEBURG—100-B
3. AMI—Model A
4. AMI—Model D-40
5. WURLITZER—1500

SHUFFLE GAMES

- 1. UNITED—Olympic
2. UNITED—Banner Shuffle Alley
3. UNITED—Cascade Shuffle Alley
4. UNITED—Chief Shuffle Alley
4. CHICAGO COIN—Super Frame Bowler

VENDING MACHINES

- 1. NORTHWESTERN—33 Ball Gum
2. NORTHWESTERN—39, 1c
3. COLUMBUS—1c Bulk
3. SILVER KING—5c
5. NATIONAL—39 1c
5. VICTOR—1c Baby Grand

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Surf Club
2. Beach Club
3. Dude Ranch

GOTTIEB

- 1. Lovely Lucy
2. Green Pastures
3. Guys & Dolls

UNITED

- 1. Nevada
2. Rio
3. Havana

WILLIAMS

- 1. Army & Navy
2. Hayburner
3. Dealer

Also tied for third place are machines listed below with five times advertised.

PINBALL GAMES

Table with columns: BALLY, HIGH, LOW, Times Adv'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

Table with columns: CHICAGO COIN, HIGH, LOW, Times Adv'd. Lists games like Basketball Champ, Tahiti, etc.

Table with columns: EVANS, HIGH, LOW, Times Adv'd. Lists games like Saddle & Turf, Model, etc.

Table with columns: GENCO, HIGH, LOW, Times Adv'd. Lists games like Basketball, 2 player, 400, etc.

Table with columns: GOTTIEB, HIGH, LOW, Times Adv'd. Lists games like Chinatown, Cinderella, College Daze, etc.

Table with columns: UNITED, HIGH, LOW, Times Adv'd. Lists games like ABC, Cabana, Havana, etc.

Table with columns: WILLIAMS, HIGH, LOW, Times Adv'd. Lists games like All Star Baseball, Army & Navy, Big Ben, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Quarterback, Samba, Saratoga, etc.

MANUFACTURERS NOT LISTED

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Circus, Happy Days, Mystic Marvel, etc.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Times Adv'd. Lists games like ABT Challenger, Advance Shockers, Anti-Aircraft, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Set Shot Basketball, Shoot the Bear, Singapore, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Silver Bullets, Silver Gloves, Six Shooter, etc.

MUSIC MACHINES

Table with columns: AMI, HIGH, LOW, Times Adv'd. Lists models like Model A, Model B, Model C, etc.

Table with columns: SEEBURG, HIGH, LOW, Times Adv'd. Lists models like H-146, H-147, H-148, etc.

Table with columns: WURLITZER, HIGH, LOW, Times Adv'd. Lists models like 1015, 1100, 1250, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Ace Bowler, Advance Bowler, American Bank, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Banner Shuffle Alley, Bikini, Bonus Bowler, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Comet, Comet Deluxe, Criss-Cross Bowler, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Shuffle Alley, Shuffle Alley, 6 player, Shuffle Alley, 10 player, etc.

VENDING MACHINES

Table with columns: HIGH, LOW, Times Adv'd. Lists games like Acorn 5c or 1c, Advance D 1c B/G, Advance Ball Gum, etc.

One Location Rate Key to Op Security

CHICAGO, Oct. 1.—With modern multi-selection phonographs priced at approximately \$1,000, music operators have long abandoned installing equipment in locations they know little or nothing

about and are adopting sound business judgement.

Before moving into a new location, an operator wants to know what his equipment can earn, if the location warrants the investment. Even more important, operators want to know what kind of security they'll have in keeping the location after the installation is made.

This last problem has presented operators with their toughest decision. Unless location owners can be convinced that a written contract is essential in the business, as well as mutually beneficial, an operator faces the possibility of losing the location to another operator who is willing to sacrifice his profits for the false security of gaining another location.

Steinberg View

Dick Steinberg, a director of Music Operators of America and an official of the Music Guild of New Jersey, had this to say about the situation:

"Location security is the foundation of economic security for music operators—a fact that blinds some operators to the hard realities of economic truth. Retention of a location becomes more urgent to misguided operators than the income the location may provide. This urgency to retain a location, at any

(Continued on page 102)

Fed. Anti-Trust Action Resumes Oct. 7 in Chi

CHICAGO, Oct. 1.—Earl A. Jinkinson, chief of the local federal anti-trust division, announced this week that the federal grand jury investigation of the juke box industry would be resumed October 7. Representatives of several firms would be summoned, he said. The last hearings were held in September.

The investigation is an outgrowth of charges of monopolistic practices within the industry.

Jinkinson said that subpoenas had been issued for local as well as out-of-town operators and distributors. The number to be called was still undecided, he said.

Seeburg Distribbs Stage 2d Week of Showings

CHICAGO, Oct. 1.—Distributors of the J. P. Seeburg Corporation began their second week of operator showings of the new phonograph Models 100-J and V-200 last Monday.

Initial unveilings got under way the previous week, Sunday and Monday (18-19), with distributors reporting sales, attendance and enthusiasm at all-time highs (The Billboard, October 1).

Many distributors, having completed week-long showings at their main headquarters Friday (23), moved to other key cities in their territories for additional showings this week.

Following are on-the-spot reports from Seeburg showings held this week, as well as a few who held their events last week but were not included in the over-all reports:

Sparks Novelty Draws Over 100 for Showing

ATLANTA—The Sparks Specialty Company hosted well over 100 operators at its showrooms and offices here Tuesday (20) when it unveiled the new Seeburg 100 and 200-selection phonographs.

Operator response to the new models was so enthusiastic that the firm decided to extend the showing thru Wednesday. According to Sparks officials, the V-200 proved the hit of the show, with operators paying special attention to the "Format Memory Unit" and the dual pricing arrangement.

Special guests on hand for the showing were A. H. Miller, Seeburg representative; Elmer Eades,

RCA Victor Southeastern manager; Carl M. Floyd and James C. Blythe, of the Fulton National Bank, and C. G. Arant and A. C. Hannon, of the Trust Company of Georgia, and Sam Wallace, Helen White and Curtis Lavender, of the Yancey Company, Atlanta.

Sparks Specialty Company also held a showing in Columbia, S. C., on Thursday (22).

Among the out-of-town music operators and guests who attended the showing were: Mr. and Mrs. L. C. Renfro, of Central Music Company, Fitzgerald, Ga.; Heywood and M. F. Brice, Dixie Music Company, Vidalia, Ga.; Mr. and Mrs. A. H. Connell, from Augusta, Ga.; Hoke Smith and Lester Black, B. & S. Music Company, James Tolbert, of the Tolbert Music Company, and Andrew Shearer and Monroe Bevel, of Shearer Novelty Company, all of Rome, Ga.

A. C. Wade, Consolidated Music Company, Cordele, Ga.; Walter Edmondson and Fred Cox, of Anderson Music Company, Hapeville, Ga.; Frank J. Pirkle and Raymond Loggins, of Pirkle Music Company, Gainesville, Ga., and Julian Martin, Robert Ethridge and Mr. and Mrs. Curtis Stephens, all from Macon, Ga.

Mr. and Mrs. James Barber, Rockmart, Ga.; Myron (Ted) Barnes, Columbus, Ga.; Frank Bevers, of the Marietta Music Company, W. C. Wallace and J. E. Trantham, Wallace Novelty Company, all from Marietta, Ga., and Sambo Bowden and Emmett Bishop, of the S. H. Bowden Music Service, and Charles Johnson,

(Continued on page 96)

NICKELODEON NO 2D FIDDLE IN MUSIC DEPT.

CHILLICOTHE, Mo., Oct. 1.—A 40-year-old nickelodeon proved to members of the local Lions Club during their last meeting that altho its music might not be as smooth as that played on modern phonographs it was just as popular.

Needing only a 5-cent piece in its chute for encouragement, the "granddaddy" juke box let loose with such tunes as "Death Alley Blues," "Sing You Sinners" and "Laughing With Tears in My Eyes."

Kirk Winkelmeyer, local merchant who supplied the nickelodeon, expected to play a few numbers for members as a novelty. Instead, the music machine received top billing, as a matter of fact, hogged the whole show, with business on the agenda running a poor second.

Wurlitzer Adds Sales, Service Rep in Europe

NORTH TONAWANDA, N. Y., Oct. 1.—The Rudolph Wurlitzer Company this week announced the appointment of Hans Schneidegger as sales and service representative to handle its automatic phonographs, pianos and electric organs thruout continental Europe.

Arthur C. Rutzen, export sales manager of Wurlitzer, said that the appointment was effective October 1. He added that Schneidegger would join Edward A. Schmidt Jr., Wurlitzer European sales manager, who headquarters in Zurich, Switzerland.

Schneidegger is fluent in German, French, Italian and English, Rutzen said.

Chi One-Stop Skeds Youth Charity Dance

CHICAGO, Oct. 1.—Gillette Distributors, operator one-stop here, will stage a teen-age dance party at the Chevy Chase Country Club in suburban Wheeling, Tuesday, October 11, Mary Gillette, president of the firm, announced this week.

The event will be headlined by Ralph Marterie and his orchestra, with special guests Howard Miller and J. Trompeter, popular Chicago deejays, along with Pat Boone, Dot recording artists, and other well-known disk artists.

Mrs. Gillette also announced that all proceeds from the event, which is being called "Starlight Rendezvous," were marked for the Community Fund's Children's Aid program. Tickets cost \$3 per couple and are available at the Gillette record store.

MISS JUKE BOX GETS BIG PLAY IN CONNECTICUT

HARTFORD, Conn., Oct. 1.—Sonny Graham, selected Miss Juke Box of 1955 during the Music Operators of America convention last March, has been booked for her second engagement at the Parisian Room, Old Town Hall Inn, East Hartford, beginning Monday (3).

Local music operators planned promotional activity to aid the singer's booking.

EDITORIAL

What Price Jumping?

It's no secret that a juke box operator cannot afford to keep an unprofitable location any more than he can afford to ignore proper programming, fail to keep books or operate antiquated equipment. And yet some do.

Obviously, the number of locations an operator has is no direct measure of how wisely he conducts his business, or what his net is in relation to his gross. Worse still, the practice of "jumping locations" is usually unprofitable for all concerned, can—and often does—lead to damages to the entire industry, and most important, is plain bad business.

Oddly enough, some operators, while seeing the need to raise revenue on one hand, hang on to locations which reduce revenue on the other.

Two Parallel Views

Discussing the successful conversion of all his machines to dime play, Bill Arrison, veteran Vermont operator, explained in The Billboard last week that a location that isn't any good at a nickel won't be any good at a dime and that the only solution is to forget it entirely.

Dick Steinberg this week points out that "the urgency to retain a location, at any cost, finds some operators operating at a loss because they have mistaken notions about meeting competition." He proposes a standard operating agreement on standard commission rates which he believes would be a step in the right direction (see separate story).

While we agree with Steinberg that such a plan—if adopted by all operators—would certainly be a step in the right direction, we see little hope for standard commission rates when it appears impossible for operators in some towns to agree to standard rates for tunes played on the machines.

Three-Part Answer

We believe that the key to the problem—clinging to unprofitable locations and location jumping—lies first in the nature of the relationship between operator and location owner; second, in hard-headed business know-how in balancing books; and finally, in the wisdom of local association management.

At best, the relationship between operator and location owner is at once a business and a personal one; at worst, it is neither and is therefore easily vulnerable for a competing operator who offers a "better deal." The operator who takes the time to sell himself to the location owner and his employees has taken a big step toward establishing a good personal relationship with a location. A written contract can provide the basis for a healthy business relationship.

By keeping good books to show not only how much a location earns but also how much it costs, the wise operator can quickly determine which locations should be dropped so that he will have more time to spend on his present ones and hunt for untapped locations which may prove profitable.

Associations Deal Key Role

Finally, wise association management recognizes the importance of discussion among operators—and among operators and distributors—of common problems, among which is location jumping. This same management, recognizing its limitations and its strength, is often successful in isolating a single problem and keeping it from spreading. A thoro appraisal by association and operators involved of the location in terms of sound operating business more often than not points up a solution.

AMI Distribbs Bow New Model G Line

CHICAGO, Oct. 1.—Music operators had their first look at AMI, Inc.'s new Model G phonographs this week, as distributors thruout the country pulled the wraps from the line and launched into their first week of formal trade showings.

Operators saw for the first time three Model G phonographs—40, 80 and 120 selections, featuring multi-horn high fidelity and two-tone cabinet coloring (see The Billboard, September 24, for complete description of models).

According to distributors, the showings pulled some of the largest crowds ever to attend a new model unveiling, and operator enthusiasm was breaking records.

While the majority of the operator showings got under way this week, distributors were scheduled to hold additional unveilings in other key cities in their areas thruout the next two weeks.

Following are on-the-spot reports of some of the showings held this week:

AMI Distrib Hosts Over 100 in Cincy

CINCINNATI—Southern Automatic Music Company played host to over 100 music operators at its offices and showrooms here Saturday and Sunday (24-25) for initial showings of the new AMI Model G phonograph line.

According to Joe Weinberg, head of the Cincinnati office, operators were particularly enthusiastic over the new colors available and the position of the flared horn.

Busy greeting operators and explaining the new models were Joe Weinberger, Paul Himgburg, Matt Maley, Maxine Meale, Jim Widener, Al Nanni, Ed Van Skoik, Allen Fryer, Joe Boeing, Kenneth Whitney, Tom Williams, Mike Carlotta, Walter Jackson, Val Churchill and Mel Enderle, all of Southern Automatic.

John Stewart, of AMI, was in attendance all day Sunday.

State-Wide Crowd At Richmond Show

RICHMOND—Music operators from over a dozen Virginia cities

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Tulsa Ops Back To Dime Play; 19 Firms Move

TULSA, Okla., Oct. 1.—After several unsuccessful attempts to switch juke box music in this city to dime play during the last five years, operators here are trying again, and this time with excellent results.

Phonograph conversions to the increased price are being made rapidly thruout the city. According to one operator, every one of the 19 firms represented by the Tulsa

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MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music department up front in this issue of The Billboard are:

SPOKESMAN FOR THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS at West Coast meeting of the performing rights org, states that royalty fee sought from juke box operators would be less than \$25 a year, if the 1909 Copyright Act is amended to remove operator exemption.

RECORD COMPANIES REPORT HEAVY FALL BUSINESS. The main action is on albums, singles also moving well.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.



Bi-Color harmony to complement its multi-horn tonal perfection. Big words . . . but it's a big story! Wait and see!

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

CAR TAX

Dallas Assn. Joins Public Opposition

DALLAS, Oct. 1.—The Dallas Music Operators' Association this week teamed up with local residents in opposition to a proposed county automobile tax, which will go to a vote next Thursday.

The association, whose members furnish juke box service for most of Dallas County's restaurants, cafes and taverns, thruout the week placed some 3,500 placards in juke box locations and at strategic spots in residential areas urging citizens to vote down the tax proposal.

Gordon C. McGiboney, secretary of the association, said that the proposed automobile tax carried no time limit and that the music organization felt that the Dallas County residents were already too heavily taxed.

The Dallas Morning News ran an article this week covering the association's active co-operation.

Tulsa Ops Back

Continued from page 92
Coin Machine Operating Association is co-operating in the move.

To better acquaint the public with the reasons for the hike, local operators enlisted the aid of The Tulsa Daily World, which ran an article pointing out cost increases in the phonograph business and explained why operators were forced to raise the price.

How is the public reacting to this latest switch to dime play? "So far the move looks good, but it's still a little early to tell for sure," said another local operator.

AMI Distribs Bow New Model

Continued from page 92

flocked to the offices of Roanoke Vending Exchange, Inc., for the unveiling of the new AMI phonograph line.

Similar unveilings by the firm got under way today in Charleston, W. Va., and in Bristol, Va., both events being held in the showrooms of the firm's branch offices. Beginning Monday a fourth showing will be held in the Hotel Nansemond in Norfolk, and a fifth event in Knoxville, at the Andrew Johnson Hotel, October 8-9.

Jack Bess, president and general manager of the firm, said that the Richmond showing was one of the most successful ever staged by the firm. He said operators were particularly pleased with the new color arrangements and design of the cabinet.

On hand to greet operators and their guests were Bill FitzGerald, advertising and promotion manager of AMI, and the following Roanoke Vending personnel: Jack Bess; Harry D. Moseley, credit manager; Dan J. Cinegan, William A. Browning Jr., Eldridge Fink, Ernest W. Bishop, Alton D. Sheffield and W. D. Street.

Out-of-town operators attending the event included Dwight Casterline, Gillette Music Company, Norfolk; Russell Apperson, Apperson Amusement Company, Charlottesville, Va.; C. M. Wampler, Pearson & Wampler, Harrisonburg, Va.; A. L. Loudon, Loudon Amusements, Portsmouth; Lester Gaines, Southern Music Company, Newport News, Va.; Ray Hash, University Music Company, Charlottesville, Va.; H. B. Akers, Akers Music Company, Norfolk, and Russell Bragg, of the B & B Amusement Company, Danville, Va.

O. N. Hilburn, Sebring Music Company, Norfolk; Tony Colbert, Tony's Amusement Company, Danville, Va.; Chris Anthony, Hampton, Va.; Mrs. Jack Sufirin, National Amusement Company, Portsmouth; E. L. Simmons, Danville Amusement Company, Danville, Va.; Kenneth Schneider, Playtime Sales, Norfolk, and Charles Dollman, of the Virginia Music Company, Roanoke.

Local operators attending included John Cameron, Universal Music Service; Pete Corey, Corey Music Company; Bob Minor, Minor's Music; E. C. Morse; Boyd

Alley; C. H. Hart; E. J. Wingo, Richmond Music Company, and John Chandler, of the Richmond Amusement Company.

Motor City Showing Pulls Peak Turnout

DETROIT—The new AMI phonograph models were unveiled in the Motor City Sunday (25) at the offices of Miller-Newmark Distributing Company, with a record turnout of local operators as well as many from up-State.

Operators were enthusiastic over the style of the new models and the eight colors available, according to William Miller, president of the firm, who headquarters in Grand Rapids.

The AMI factory was represented by Henry Hoevenarr, while the Miller-Newmark organization personnel on hand to greet operators and guests included Miller, Detroit manager Dan Evans, Morris Tophan, Marvin Jacobs, Ted Donovan and John Ferland.

A similar unveiling will be staged for up-State operators beginning tomorrow (2) at the Rowe Hotel in Grand Rapids.

Among operators attending were Mr. and Mrs. Michael Benson, Michigan Nickle Company; Mr. and Mrs. Otto Wisner, Automatic Music, Mount Clemens; Mr. and Mrs. Henry Kufta, Flint; Mike Harowski, Co-Op Sales; Mr. and Mrs. Bob Caldwell and Mr. and Mrs. Max Kurtz, of General Tobacco; Herschel Trees, Wolverine Entertainers, Pontiac; Mr. and Mrs. Sheldon Look, Look Music, Detroit; Herbert Weingarden, Automation Products, Ferndale; Leo and Mike Weinberger, Leo's Music; Mrs. Wanda Rheume, Rheume Music, and Elmer Mohn, of the Modern Amusement, Grand Rapids.

AMI Indianapolis Unveiling Scores

INDIANAPOLIS—The Indianapolis branch office of Southern Automatic Music Company, Inc., hosted one of the largest operator crowds in its history here last Saturday and Sunday when it unveiled the new AMI Model G phonograph line.

According to firm officials, the

new models were received by operators with more enthusiasm and interest than ever before. Color and cabinet styling received the bulk of the comment.

On hand to greet operators were John A. Stewart, of AMI, and Sam Weinberger, vice-president of Southern Automatic. Other Southern Automatic staff members assisting in the showing included Sam Dieter, George Burch, Leo Levey, Mike Nelson and Fred J. Allen.

Maryland Showing Of AMI Pulls 350

BALTIMORE—Over 350 music operators and their servicemen from every part of Maryland, as well as from Washington and sections of West Virginia, crowded the offices and showrooms of General Music Sales Company Saturday (24) for the unveiling of the new AMI phonograph line.

Irvin F. Blumenfeld, George Goldman and Harry Hoffman, General Music executives, reported that operator enthusiasm was greater than ever.

Special guests attending the showing included Marty Miller, Stan Hoffman and Morton Tadder, all of King Records; Lee Schapiro, D & H Distributing Company, RCA Victor outlet; Freddy Lane and Frank J. Bamberger, of J & F Distributing Company, handling Wing, London and label X; Nick Noble, Wing recording artist; J. J. Scally, of the Finance Company of America; Al Stevens, WCBM disk jockey, and Buddy Deane.

Hosts for the event were Irvin Blumenfeld, George Goldman, Harry Hoffman, Herman Perin, Herbert A. Golombeck, Phil Schachter, John Corter, Frank DiDonato, Tom Hale, Jean Diese, Irvin E. Corman, Brenda Blumenfeld, Mrs. Alma Sofio and Mary Lukaszewska. Jack Mitnick, AMI Eastern regional sales manager of AMI, aided General Sales staffers.

West Virginia operators attending the showing included Del DeHaven and Harold Cremi, Martinsburg. Washington guests included Mr. and Mrs. Paul Sharp; Evan, Roger and Robert Griffith, Pioneer Novelty Company; Edward B. MacManus; Gerald F. Davis; John Deoudes, John D. Cokinos and Anthony Glezos, D. C. Novelty Music Company; George Price, A & G Novelty Company; Mr. and Mrs. Myron A. Loewinger, Williams Novelty Company; Philip Mason, Earl Lowe and Bob Boswell, Hirsh Coin Machine Company, and Mr. and Mrs. Horace Biederman.

Maryland operators on hand included Mr. and Mrs. Ben Edner, Hilton Allen and Robert Witzel, ABC Coin Machine Company, Hagerstown; G. Maynard Summers, Frederick; Mr. and Mrs. John F. Garner, Waldorf; Herbert Rideout, Hagerstown; Paul Shoemaker Taneytown, and Ted, Carl and Charles Collier, Aberdeen.

Among the Baltimore operators attending were Arlene DiDonato, Super Music; George Muntean, Middle River Novelty; Jack Harding, National Operating Company; Irving and Maurice Davis; Edward and S. Horwitz, Eddie's Enterprises George Kortises and Nicholas P. Brous, Atlas Vending Machine Company; Philip Cooper, Linden Novelty Company; Samuel Gensler, Venture Vending, and Raleigh D. Younger Jr., Winters Distributing Company.

Stephen Sewell, Acme Vending Company; Mr. and Mrs. Philip C. Powell; Bernard Sklar; W. D. Conner; Chester R. Streamer, Vammie Solomon and William Angster, Club Vending Company; Louis Wilner, George H. Pitts, John Calabrese and Jerome Garonzik, Hub Enterprises; J. O'Connor, East End Novelty; Phil Stein; Aaron Crystal; Chuck Dietrich; John Wehner; Albert Mack; Mr. and Mrs. S. Carl Mantell, Robert D. Mantell and Robert A. Shaffer, National Automatic Equipment Company; Joseph J. Hasenkamp, and Sidney Davis, A & E Vending Company.

Edward Makowski; Kenneth Ebersole; Jack Berger; Rocco S. Romeo and J. A. Doney, Westport Amusement Company; Bernard Sapperstein, Bernie's Vending Company; Lew Robinson; Gabe Camby;

Mr. and Mrs. Max Eisenberg and Nappy, Royal Coin Machine Company; Clifford W. Cate, Union Vending Company; Irvin Goldne Chase Vending Service; Harvey I. Blake; John J. Cossentino; Mr. and Mrs. George D. Lang, Premier Coin Machine Distributors; Mr. and Mrs. Alvin McVey, and Harry Rosenberg, Moe and Marsh Kaninsky, Evans Sales and Service.

N.E. Ops View AMI At Atlas Distrib

BOSTON, Oct. 1.—Louis and Barney Blatt, of Atlas Distributors welcomed operators from the six State area to their plant and showrooms on Commonwealth Avenue for their five-day open house with the new Model G AMI phonograph as star attraction. Hub showing started Tuesday (27) and ran thru Saturday (1). Other unveilings will be held at association meetings thruout the territory with one definite date fixed, Tuesday (4), at the Curtis Hotel, Manchester, N. H.

Many operators as well as their servicemen and guests were expected during the showings. Among early arrivals were Bert Thompson, of Quincy; Edgar Beales, of Needham; Jerry Belliveau, of Fitchburg; Ralph Lackey, Karel Music, Roxbury; Arthur Sturgis, of Westwood, and Arthur Strahan, of Greenfield.

Among out-of-Staters were Mrs. Caslani, of Capitol Amusements, Montpelier, Vt.; Irving Taube, of Manchester, N. H.; Max Paskovitch, of Nasrua, N. H., and Mrs. Eva Thurston, of Fall River.

100 Ops Attend N. Y. AMI Show

NEW YORK, Oct. 1.—More than 100 operators from the metropolitan New York area gathered at Runyon Distributors Thursday and Friday (29 and 30) to see the first local showing of the AMI Model G.

On hand to greet the operators were Barney Sugerman, Runyon president, and his staff, and Jack Mitnick, AMI regional sales head. Tom Wright, AMI field engineer, was in from the factory for the showing.

Joni James, M-G-M recording artist, was on hand for the event. Among the early arrivals were Paul Quackenbush, Oneonta, N. Y.; Mr. and Mrs. Ben Diamond, Brooklyn; Ernest Lindeman, L & K Amusements; Len Nathan, Ocean Automatic Music, and Ralph Elephant, Elite Music.

Over 200 Attend Chi AMI Unveiling

CHICAGO—Automatic Phonograph Distributing Company bowed the new AMI Model G phonograph line at its offices here Sunday to an estimated crowd of over 200 operators and guests.

Mike Spagnola, manager of Automatic, said that operator enthusiasm at the showing was greater than at any previous new model unveiling.

Hosts for the event in addition to Spagnola included Phil Weisman, Fred Minter, Eugene Smith, Joe Glimco, Ray Grier, John Hayrila, Laverne Murray, Morton Weisman and Bob Weisman. On hand to assist the Automatic staffers was Ed Ratajack, Western regional sales manager of AMI.

Among operators who attended were John Vavrek, William Fleming, Arthur Velasquez, Vic Lucas, Sam Florio, Emery Gousset, Edward Holstein, Monte West, Phil Levin, Norm Domke, Lou Koren, Al Morandi, Sam Faruggia, Julius Mohill, Richard Valosek, Sam Wolande, Leonard Miska, Vic Comforte, Vern Hammann, Edward Zagar, Anton Hodina, Louis Arpaia, William Marohn, Frank Padula, J. Levasduski, Art Donovan, Carl Green, Ed Gilligan, Andy Hesch, Bill Nyland, K. Voeck, J. Meyer, Angelo Angeleri and Otto and Art Menconi.

ROCK-OLA
MODEL 1448
Worth More When You Buy It
Worth More When You Trade It

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COIN OPERATED ELECTRICAL DART board, with ten cent slot, for two contestants. Keeps separate score for each player, registering score automatically when hit with darts. Mfg. cost per game approximately \$175. Good for bar locations and Arcades. Patent rights for sale or manufacturer who will finance and promote this game. Have working model only. Write Leon E. Moss, P. O. Box 483, Melbourne, Fla. oc15

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin retractor, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Ceradio, Inc., 196 Albion Ave., Paterson, N. J. ch-de3

Help Wanted

WANTED—BINGO AND SHUFFLE mechanics; good pay and good working conditions. Persons must be sober and furnish references. Write Box 812, The Billboard, Chicago, Ill. se12

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, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. oc8

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedeo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. oc29-ch

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 28 years.
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

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. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 39677 Parrish St., Philadelphia, Pa. EVERgreen 6-4244. ch-1fn

COMPLETE ARCADE FOR SALE, in whole or in part. Everything in nice condition. Send for list and make offer. Bring truck or trailer and drive away with some bargains. Hurry. H. E. Loeback, 211 W. Douglas, Wichita, Kan. oc29

MASTER PENNY VENDERS—OLD STYLE at bargain. Make offer. Harold Carlock, Johnson City, Tenn.

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, Mixed Nuts, all in vacuum pack or bulk. Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill. oc8

30 COFFEE MACHINES, RUDD MELIKIAN CR2 converted to CR3 on location and some just off location. Good condition; all or part. Best offer. Box 1020, The Billboard, 1564 Broadway, New York, N. Y.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. oc29

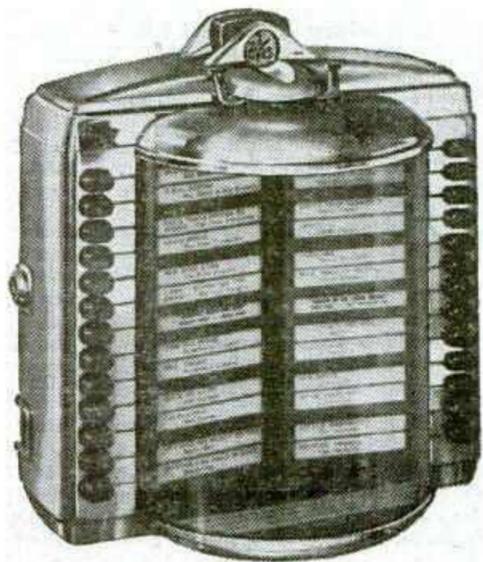
WANTED—50 LATE MODEL SEEBURG 100 Wallboxes, 5 Seeburg Model B or C phonographs. Modern Music, 3348 Euclid Cleveland, O. no12

WE BUY USED 45 R.P.M. RECORDS at 5¢ each. Any quantity. Write: Amity Specialty Co., 6165 Maine St., Sioux Falls, S. D. oc8

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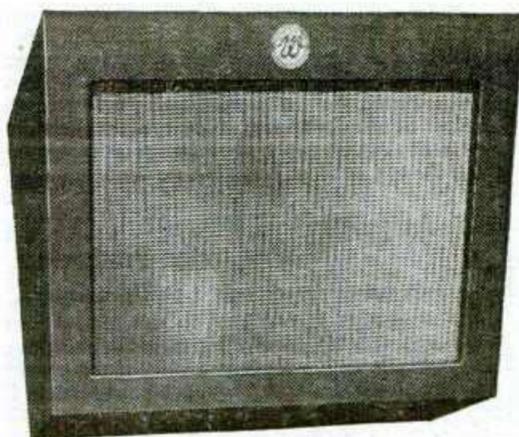
TOP EARNING TRIO

BASIS OF THE WURLITZER ENGINEERED MUSIC SYSTEM



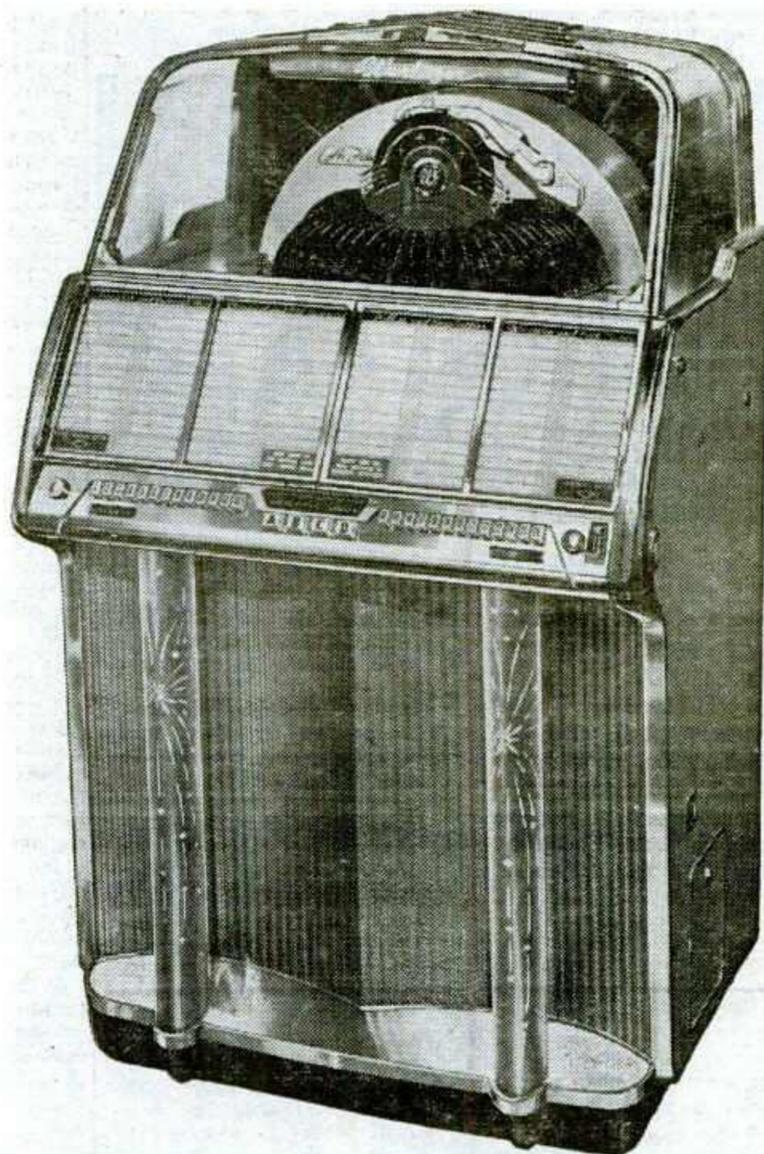
THE WURLITZER 104-SELECTION WALL BOX

Proven trouble-free. Features four rotating panels with 12 double title strips and two single attention-getting strips for all-time favorites. Beautiful chrome-plated, die-cast case with fast, single button selection.



WURLITZER HI-FIDELITY SPEAKER

One of three Wurlitzer Wall and Corner Speakers. Finished in Plextone Gray to harmonize with any decor. Each with heavy duty matching transformer and volume control.



THE WURLITZER 1800

This wonderful wurlitzer has proved to be the world's most wanted phonograph.

The Wurlitzer Engineered Music System provides complete patron convenience with full music coverage that encourages customers to come more often, stay longer and spend more—to the mutual profit of operator and location owner.

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MUSICAL INSTRUMENTS IN

THE OFFICIAL
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THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

Established 1856

Seeburg Distributes Show Wares

• Continued from page 92

Ideal Amusement Company, all from Athens, Ga.

J. W. Williams, McIntire, Ga.; Mr. and Mrs. A. S. Graves, Tifton, Ga.; R. B. Brown and Pee Wee Cowart, of West Georgia Amusement Company, both of Carrollton, Ga., and Horace and James Estes, and Bolly Folds, Estes Music Company, and H. M. Jeffcoat, Griffin Music Company, all from Griffin, Ga.

A. R. Dobson, Automatic Amusement Company, and Roland White, Cartersville, Ga.; Mr. and Mrs. Lewis Graham, Barnesville, Ga.; Clyde Taylor Jr., and son, Taylor Amusement Company, Brunswick, Ga.; Clyde Ramey, Ramey Music

Company, Tiger, Ga., and Ernest R. Mabe, Cornelia Automatic Music Company, Cornelia, Ga.

George Nader, Nader Amusement Company, West Point, Ga., and Marion Hudgins, of the Hudgins Music Company, Dalton, Ga.

Guests from Atlanta included Yank and Charlie Venable, Don Asbell, Frank Henry, D. S. Hughes and Cecil Venable, all of the Venable Music Company; Joe Williams and Claude Thompson, A A A Music Service; W. C. Moon and C. O. Moon, Variety Distributing Company, and J. H. Moore, Mrs. Hewitt, J. L. Wilson, Bob McConnell and LeRoy Kimball, of the Ace Novelty Company.

Tommy and Roscoe Thompson, Thompson Music Company; H. V. Ford, Ford Amusement Company; Pete Lankford, Jake Friedman and Jack Gelbart, Star Music Company; Harold Sammons, Georgia Phonograph Company; Howard Robinson, Ray Payne and John Vaughn, Peachtree Music Company, and John Crowder, Coin Machine Service.

R. E. Green, Carl Pair and E. T. Davis, of the Dixie Music Company; Jim Burt and Milton Anthony, London Records; Charles Hall, Robinson Distributing Company; Arnold Feldman, Amusement Vending Company; Chris Koskinas, Alexander Novelty Company, and Buddy Shirley, of the Parks Novelty Company.

Jim Spann, Mr. and Mrs. Buck Folsom, Marietta Music Shop; Carl and Joel Lunsford, and Frank Jenkins, of Lucky Music Company; Bob Osburn, Friedman Amusement Company; George Nour, Dixieland Music Company; Angelo Dodys, Georgia Novelty Machine Company, and W. L. Groover, Robert Sharpton and Mr. and Mrs. R. G. Hawkins.

Sparks personnel on hand to greet operators and guests were R. M. Sparks, Mrs. Flora S. Kennerly, James Simpson, C. P. Dinwiddie, R. G. Dinwiddie, Dewey Corley, Carl Corley, Jimmy Barnes, Henry Gardner, George Cook, Catherine Allen and Jack Harris.

200 Ops View Seeburg At El Comodoro, Miami

MIAMI—Wolfe Distributing Company, Florida and Alabama distributor of the J. P. Seeburg Corporation, held its initial showing of the new Models 100-J and V-200 at the El Comodoro Hotel here in Miami this week. Over 200 operators and guests attended.

Cy Wolfe, head of the firm, and sales staffers Fred Patton, Dick Gibson and Bush Ward hosted the event. Also on hand to explain the new models and greet operators was R. Blankenbechler, sales engineer of Seeburg.

Interest and enthusiasm centered on the new 200-selection phonograph, altho the 100-J received considerable attention, firm officials reported.

With Miami basically a nickel territory, operators viewed the dual pricing range on the V-200 as a definite wedge for dime play.

Additional Wolfe Distributing showings will be held in Tampa on Sunday, October 2, and in Jacksonville, October 9.

Among those attending included Harry Zimand and staff, of Acme Music Company; Willie Blatt and Mr. and Mrs. Skolnik, of Music Makers; Eddie Leapold, Town Music Company; Whitey Pincus, Whitey Amusement Company; Morris Marder, of M&M Service; Mr. and Mrs. Morris Diamond, Diamond Amusement Company; Mr. and Mrs. Joe Mangone, of Mangone & Mangone, and Mr. and Mrs. Sam Lano, of the S&L Amusement Company.

Mr. and Mrs. Arnold Rogan, Juke Box Company; Dave Friedman, American Operating Company; Moe Steinberg, Stirling Amusement Company; Walter Zarzicki, Crown Vending; Ray Hermitage, Frenchy & Company; Jack Lipsinger, Coin Operated Service; Buster Railey, Deale Automatic Company; Sam Issenberg, S. Issenberg Music Company; Bobby Schwartz, B&B Vending; Buddy Kaufman, C&L Amusement Company, and Ted Bush, Ozzie Truppman and Ken Willis, of the Bush Distributing Company.

Fred House and Jimmy Peeples, Fred House Music Company, Sarasota; Mr. and Mrs. Oscar Garcia and staff of Key West; Julian Johnston, Johnston Music Company, Winter Haven; Al Underwood, Al's Music Service, Fort Meyers; Gleason Stanbough, Florida Music Company, West Palm Beach; Jim Manning, Manning Music Company, West Palm Beach; the entire staff of Reliable Music Company, Fort Lauderdale, and the entire staff of Broward Music Company, Fort Lauderdale.

Jimmy Mullins, of the Mullins Amusement Company; Willie Levy and Mel Schwartz, Mello Music Company; X. Y. Zevely, Radio Center; Murray Cross, Murray

COINMEN YOU KNOW

Chicago

By KEN KNAUF

MUSIC OPS PREP BANQUET. The Music Operators of Northern Illinois are busy preparing for their annual banquet to be held at Elmhurst Country Club, Elmhurst, Ill., Thursday, October 13. Jerry Shuman, chairman of the event, reports tickets all sold out and the advertising book closed and in the printer's hands. Bob Gnarro, ABC Music, heads the association's entertainment committee for the banquet. George A. Miller, Music Operators of America president, has been invited to attend. Carl Shriver and ork, along with Pat McCaffrey, emcee, will be on hand to entertain the operators.

Joe Schwartz, National Coin Machine Exchange head, has been in the hospital the past few weeks, with the gang at National hoping to see him back soon. Sheldon Spira is traveling downstate this week, with Mort Levinson due to hit Iowa on a sales trip. The new Gottlieb Wishing Well five-ball is selling well, according to Levinson. . . . Herb Perkins, Purveyor Distributing Company, was expected out New York way to see a World Series game. . . . Mickey Schaffer, All State Coin Machine Exchange, is visiting his wife in Florida this week.

Making the rounds about town this week were Ray Williams, Commercial Music, Dallas, and C. A. (Shorty) Culp, Culp Distributing, Oklahoma City. . . . Ralph Sheffield, Genco Manufacturing & Sales Company, made a quick trip to Denver and St. Louis to show the Tournament Pool game to coinmen in those areas. Avron Gensburg, meanwhile, was busy with orders for the Genco pool game. . . . Al Thoeke, United Manufacturing Company roadman, stopped in Louisville with his dad during the week.

Frank Menceri, Exhibit Supply, returned from a trip to Los Angeles, San Francisco, Salt Lake City, Seattle and Portland. Frank now plans to "stay home" a while, as Sam Lewis hits the road. . . . Sam Stern, Williams Manufacturing Company, was sorting out orders on the new Williams five-ball, Circus Wagon. . . . Les Rieck, Rock-Ola sales manager, is back from a trip thru the Northern States, with Kurt Kluber, assistant sales manager, finding orders coming in fast.

Denver

By BOB LATIMER

400 ATTEND JONES' SHOWING. Manager of the R. F. Jones Company's office here, Marshal Pack estimated that 400 were on hand for the unveiling of new Seeburg phonographs last week. . . . William Erskine, head of Bell Music Company, announced that he had sold his firm to a group of local operators—details still be worked out, he said. . . . Curtis Dines, younger brother of Elton Dines, major operator in Boulder, Colo., has purchased Roundup Music Company from Leonard Grooms.

Supreme Music Company has a new name. From now on the firm will be known as Century-Supreme Music Company. . . . Abe Smith, operator headquartering in Manitou Springs, in town visiting distributors. . . . Charley and Sam Salardino, veteran operators in not-too-far-away Pueblo, have formed separate firms after working together since entering the business. Charley will operate under the firm name of New Music Company, while brother Sam uses the name Saly Music Company. . . . In town stocking up on music and games this week was Gene Foster, head of Hugo Music Company, Hugo, Colo.

Los Angeles

By JOEL FRIEDMAN

SEE BIG WINTER SEASON. Enthusiasm for both the new Seeburg V-200 and AMI G continue to run high thruout Southern California, with operators reportedly more optimistic about the prospects of an excellent winter season than at any other previous time. . . . Al Silberman, Badger Sales Company, returned from a brief three-day vacation at Las Vegas where he showed the sights to his brother, visiting from Germany. According to Al, he more than amply made expenses.

Ben Chemers, business manager for the California Music Merchants' Association, busily signing new members last week, among them Richard M. Nordin, Whittier; Elmer F. Benjamin, Santa Monica; Reed Olso, Tarzana; Alfred Berton, Glendale, and MAC Vendors, Inc., Los Angeles. . . . George Miller, president of CMMA and the Music Oper-

(Continued on page 103)

Gross Music Company, and George Carovasio, of the Southern Phonograph Company.

250 Attend Lynch Dallas Showing, 335 in Houston

DALLAS—Over 250 music operators and their guests converged on the Mural Room of the Baker Hotel here Sunday (18) for S. H. Lynch & Company's showing of the new Seeburg phonograph line.

On the same day, 335 operators packed the firm's Houston branch office for a similar showing.

On hand to greet operators and explain the new models were Tom

Herrick, assistant sales manager of Seeburg, and S. H. Lynch, head of the distributing firm, as well as Lynch staffers E. D. Furlow, A. C. Hughes, Bill O'Connor, C. R. Brewer, Bob Gilmore, O. D. Hunter and Ramon Wilks.

Also on hand were a number of recording company representatives.

The Houston showing was hosted by H. A. Franz, manager; H. V. Reydt, assistant manager, and C. R. Sage, all of Lynch, and Gilbert Semonin, Seeburg field engineer. (See The Billboard, October 1, for Lynch's San Antonio showing.)



DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD-AND ONLY IN THE BILLBOARD-LAST WEEK?

POOL GAME DEMAND HIKES: MFRS. GEAR FOR BIG OUTPUT. Trend to coin pool games seems to be well established with five manufacturers reporting increased production runs and one large parts supplier reporting brisk business. (page 108, The Billboard, October 1.)

GRANDDADDY CHARM. 1896 COLLECTIONS TOPS 1955 TAKE. A profitable coin-operated music route without a single juke box is headed by Fred and Charles Ferett, who in the rear of their music store have in working condition a collection of antique music machines dating back to 1896. (Page 109, The Billboard, October 1.)

MILWAUKEE OPS: \$\$ UP FIRST 8 MONTHS. The first eight months of 1955 set a steady climbing coin machine collections and sales in the Milwaukee area, a survey disclosed. (Page 108, The Billboard, October 1.)

AMI DISTRIBS GEAR FOR OP SHOWINGS. The New AMI Model C phonograph lines go on display, launching what is expected to be a full two-week operator showings schedule. (Page 109, The Billboard, October 1.)

NAME 7 OUTLETS, SHIP NEW TV-JUKE UNIT AT SENTINEL. Sentinel Radio Corporation 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. (Page 109, The Billboard, October 1.)

SET FOR BIG SEASON. NEW GAME CROP SPORTS FRESH PLAY FEATURES. Amusement game location will be getting a new look this fall with the latest games rolling off manufacturers' production lines dressed up with new play featured. (Page 124, The Billboard, October 1.)

IF YOU MISSED READING THE OCTOBER 1 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

Seeburg \$59.50 Conversion **CONVERT NOW!**
with the **NELSON MODERNIZATION KIT**

Change Over Your Seeburg M100 A's to 45 R.P.M. Records and Watch Your Profits Grow! Easy Installation. Complete Kit, No Special Tools Needed. Takes Only One Hour.

Clip and Mail This Coupon Today!

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1—1/2 deposit, balance C.O.D. 2—Check in advance, kit shipped prepaid.
KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3—Send literature & guar. blank.

Name _____
Address _____
City _____ Zone _____ State _____

Cig Smoking Up 3%; See Added Rise Next Year

WASHINGTON, Oct. 1.—Cigarette consumption, expected to be near 10 pounds per person this year, is going up in 1956, according to a Department of Agriculture report. Cigar consumption, which has changed little in the past four years, will rise in 1956, according to the report. Increased production of tobacco will back the rise in smoking with a 3 per cent gain over last year.

Dramatic leaps, however, are not in prospect, according to the Agriculture Department. Year-to-year population increase in the heaviest smoking group, 20 to 49, continues relatively small compared with the rates of increase in the light-smoker groups, 15 to 19, and the over-50's.

Favorable factors in the cigarette outlook, according to Agriculture's Marketing Service, include: Continuing high levels of employment and personal income, combined

(Continued on page 99)

Hot Spell Opens Cup Outlets in Milwaukee Area

MILWAUKEE, Oct. 1.—The long, hot spell of 90 plus temperatures which blanketed Milwaukee during August and early September opened many new selective cup beverage locations for the Automatic Merchandising Corporation, Asher Rubin, reported.

Recalling the record breaking 33 days of torrid weather, Rubin stated the firm's move to diversify equipment during the past several years proved to be a boom in cold beverage and ice cream sales this past summer.

"Hot weather succeeded in opening many new and undecided outlets when bottle units failed to meet the volume of cold drinks demanded by customers," Rubin said.

The additional sales from cup beverage dispensers in new outlets, plus increased ice cream sales, more than offset the drop in candy and coffee sales caused by the heat, he said.

In many of the locations, the firm already had candy, coffee and cigarette machines, and was awaiting approval for the installation of cup beverage venders.

When the hot spell dragged out, bottle operators were unable to keep machines sufficiently supplied

(Continued on page 100)

Gibbs Cites Value of Vending to Jobbers

NEW YORK, Oct. 1.—The importance of automatic merchandising in the general sales picture for tobacco distributors was hammered home Tuesday (27) by Richard E. Gibbs, sales manager of Arthur H. DuGrenier, Inc., vending machine manufacturer.

Speaking at the tobacco table at the Martini Hotel here, Gibbs pointed out that "whether the jobber operates the vending equipment, leases it to the outlet, or sells it to his account and continues to supply merchandise . . . he controls the available accounts in his territory and thereby gains entree for the sale of all the items in his line."

Gibbs said that there are more than 500,000 cigarette vending machines in the country, accounting for 16 per cent of sales, with more than half of these machines either

Ball Gum Exec Sees Upswing in Bulk Sales

UNION CITY, N. J., Oct. 1.—Leo Leary, sales manager for the H. K. Hart Confections Company, supplier of ball gum for the bulk vending industry, said that fall prospects appear bright.

Leary said that while sales this year are running on about a par with 1954, the pick-up during the last two weeks has been noticeable.

He added that ball gum vending sales are improving in the East and Midwest, but are falling off slightly in the Southwest.

I. R. Rill Named C&C Super V-P

NEW YORK, Oct. 1.—I. R. Rill has been named vice-president in charge of sales, merchandising and advertising of the C&C Super Corporation and board member of the subsidiary Cantrell & Cochran Corporation, manufacturer of canned carbonated drinks.

C&C, pioneer in the canned drink field, has been promoting the use of its product thru vending machines and is expected to launch a vending drive following the annual convention of the National Automatic Merchandising Association.

Rill will handle development and promotion of new products in the consumer field. Before joining C&C, he was vice-president and director of marketing of Reddi-Wip, Inc. Prior to that, he was an advertising agency executive.

See Bakery Goods Spurt in Plants

CHICAGO, Oct. 1.—Bakery goods sales are expected to take a definite spurt in the Midwest vending field this fall.

Long a "step-child" in the vending field, bakery items—sweet rolls, pies, fruit turnovers, which have steadily increased in sales during recent years, today are rapidly becoming an important item in industrial and business building outlets.

With the advent of automatic coffee and milk dispensers, acceptance of vended bakery items has broadened immensely, and like "ham and eggs," it is now "pie, coffee or milk."

Natural Sales

Realizing the natural sales advantages of complemented prod-

ucts, Chicago area operators report there is a marked tendency toward greater consumption of baked goods, and accordingly plan to increase variety to boost sales.

Kandy Kit Company, serving more than 125 industrial and 75 business locations, is planning to sell 10 and 15-cent pies and cakes in its locations, Frank Heinz, vice-president and general sales manager, announced.

Sweet rolls sales have increased steadily over the years, and by adding variety—pies and cakes—Heinz believes he will capture a wide customer group.

Increasing Demand
With improved coffee machine and the addition of milk units, bakery goods are increasing in demand in industrial feeding, according to Heinz.

Bernard J. Kiley, Airport Vending Service, Inc., with more than 175 industrial locations, says sweet rolls have become an established a.m. item with the coffee break, and with more bakery variety, noon and afternoon sales should become higher.

Lynn Farber, head of Coffee Bar Service, said he had noted an increase in the sweet roll line, his specialty in plants, and foresees

(Continued on page 100)

N. J. Towns Use New Strategy In Effort to Outlaw Milk Units

Scotch Plains Requires Automatic Temp. Recorders; E. Brunswick Limits Licenses

NEWARK, N. J., Oct. 1.—The drive against outdoor milk vending on the part of New Jersey communities continues unabated, with some new wrinkles—one of them strictly of the Rube Goldberg variety—being added to the repertoire of the anti-vending forces.

The city of Scotch Plains has passed an ordinance which doesn't expressly prohibit milk venders, but which makes it virtually impossible for them to exist there.

The rule provides that all milk vending machines have incorporated in the unit a transcribing device which records the temperature

of the warmest portion of the vender on a continuous basis.

Weekly Charts

The stylus arrangement would have to operate on a 24-hour-a-day, seven-day-a-week basis, with the operator changing the charts weekly and keeping a file of charts six months back at all times.

In addition, an indicator must be maintained in the front of the machine, in full view of the consumer. The indicator would be hooked to a mechanical locking device which would make the vender inoperative as soon as any portion

of the vender was more than 50 degrees Fahrenheit for any 30-minute period.

The operator would then have to replace all the contents of the vender and get a board of health clearance before operating the vender again.

Cost Prohibitive

In addition, the board of health would have access to the six-month backlog of weekly charts which would be stored by the operator. Local operators say that in the unlikely event that the transcribing and automatic locking equipment could be incorporated in a standard milk vender, the cost would be prohibitive enough to force them out of business.

Meanwhile, at East Brunswick, the city council passed an ordinance which, in effect, prohibits milk vending in the community. The law provides that milk venders can be licensed only to the owner of the property, and that the owner

(Continued on page 100)

Offer NVA Members Insurance Program

(Continued from page 90)

ment in any legally constituted hospital in the world.

Out-patient accident expense in hospital payment cannot exceed in the aggregate three times applicable daily hospital indemnity if hospital confined.

Maternity benefits accrue under both the family hospital and family surgical medical policies. Terminal pregnancy benefits are payable if

the pregnancy exists on the date of lapse.

There is no limit to the number of permissible hospital confinements in any one calendar year, and no waiting periods between operations. Hospital confinement is payable up to 75 days for any sickness, accident, or as result of any one pregnancy.

Payment for loss resulting from pregnancy, childbirth, or miscarriage shall apply only if the pregnancy occurs when the policy has been in force 30 days after the effective date.

There is no occupational classification, nor is there an age termination. There is no increase in premium due to an increase in age, or any possible premium change after the plan has been installed.

The policies contain no pro-rating provisions, and 16 listed operations qualify for top limit benefits under the surgical schedule.

All female disorders, mental and nervous disorders, tuberculosis, contagious diseases, venereal diseases, X-rays and blood transfusion are all covered.

The product and public liability policies issued by the Lipshutz Company covers all vending machines on location for all liability exposure.

According to Lipshutz, the cost of these coverages is about 35 per cent less than the going rates in respective territories.

DuGrenier Set On Five-Pack Cigar Vender

NEW YORK, Oct. 1.—Arthur H. DuGrenier, Inc., manufacturer of cigarette, candy and tab gum venders, is currently producing an automatic merchandising machine for five-pack cigars, with initial deliveries to be made soon.

Richard E. Gibbs, DuGrenier sales manager, disclosed this information Tuesday (27) at the annual tobacco table at the Martini Hotel here.

The four-column unit will have a capacity of 100 five-packs, vending at any three prices from 25 cents to 35 cents to 50 cents to 60 cents. The cabinets will be available in 10 colors and two wood-grain finishes. Weight is 265 pounds. No price for the unit has been announced.

According to Gibbs, the machines are equipped with humidification devices. Slug rejectors are standard equipment, altho a changemaker is optional.

Penn. Tax Forces Cig Vending Price to 27c

HARRISBURG, Pa., Oct. 1.—Cigarette operators thruout the Keystone State today (1) began charging 27 cents for regular and king-size packs—2 cents more than they had been getting.

The price hike was forced by the 1-cent-per pack increase—from 4 to 5 cents—which will be in effect until June, 1957. The increased tax was passed to cover relief payments to victims of the recent floods.

Vending operators won't have much choice about what they will charge. With a 5-cent tax, vending at 25 cents is out of the question. The 6-cent vend, too, would be difficult, because it is impossible to return four pennies in the one side of a pack's cellophane wrapper.

30-Cent Vend

Hence, most of the State's cigarette machines are being adjusted to vend at a straight 30 cents, with each pack returning three pennies. It is expected that king-size

packs will vend for the same price as regulars.

Pennsylvania operators aren't too happy about the increased tax. It is expected that retail outlets will up their prices by only 1 cent a pack—enough to cover the added cost—while the vending operator will have to sell at a competitive disadvantage.

On the other hand, the new tax will make it a lot easier for operators with one-price manual equipment to vend premium-price filter packs.

Filter Market

With a straight 25-cent vend, only those stops with modern multiple-price equipment could sell regulars, kings and filters. A lot of operators ignored the filter market.

However, with most single-price machines to be set at 30 cents, Pennsylvania operators will be able to offer greater price selectivity than ever before. And it could be that the addition of premium-price brands will swell the profit picture.

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 5c or 1c.....	10.00
DuGrenier, 4 Col.....	14.50
DuGrenier, 6 Col.....	17.50
Mills, 6 Col.....	17.50

SPECIAL CLOSEOUTS

Silver King Hot Nut.....	9.50
Zig Zag—New.....	19.50
Ajax 3 Col. Hot Nut.....	25.00
2 Col. 5c Jewel Vendor.....	7.50

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ASK FOR OUR
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GIFT & PREMIUM
PRIZE CATALOG

1/3 deposit, balance C.O.D.

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SURVEY SHOWS

Variety Adds More \$\$ to Milk Sales

CLEMSON, S. C., Oct. 1.—In its first phase of an extensive study to examine milk vending potential in the South, the Clemson College department of agricultural economics discovered selectivity is the most effective sales builder.

Southerners by a six to one ratio prefer chocolate milk. Homogenized milk was second, and buttermilk third, the report showed. However, over-all sales were found to be highest when all three products were dispensed together.

Sales dropped only slightly when sweet and chocolate milk were offered, and a sharp decline was effected when only homogenized milk was sold.

Exclusive chocolate sales held up much stronger because of its six to one preference over the other

two products, the report revealed.

Altho homogenized sales increased when chocolate milk was not available, total sales were 63 per cent less than when both could be obtained.

Campus Test Sites

The indication, according to the study, is that about 20 per cent of chocolate milk drinkers converted to plain milk when their favorite flavor was not available. Five Eastern milk vendors were used. The test period was from January thru June.

Test sites were three college campus buildings, and the basement of a hotel. One vender was spotted in a corridor on the second floor of the Agricultural Building, exposed to 500 male students and 100 staff members daily.

A second unit was placed in the basement adjacent to a soft drink machine in the three-story Engineering Building used by 1,100 students and 60 staff members, where students with laboratory classes took "smoke breaks."

Two vendors were placed in a utility room on the third floor of a five-story wing of the men's main dormitory, and were available at all hours. A sign, "Mechanical Cow Room," was prominently displayed beside the doorway to advertise the unit to 1,700 residents.

The fifth was set up in the basement of a 250-room hotel exposed to only 125 employees, who had access to refreshments at other hotel locations.

Two Sizes Preferred

Preferred size of container at the two classroom outlets was one-half pints. The dormitory choice was pints. The difference, the report said, was probably the result

of students having more time to consume a greater volume of milk in the dormitory.

The least-preferred size appeared to be the one-third quart size. Test results at the hotel did not indicate any significant difference between product preferences or container size.

Milk machine in the dormitory was located 800 feet from the student snack bar where pints of plain and chocolate milk sold for 17 cents each.

During three one-week periods from February 21 thru March 20, canteen sales averaged 94.8 pints daily. Vender sales were 195.3 daily at 12 cents each.

Vending sales appeared to have little, if any, effect on snack bar milk sales. It was observed that 80 per cent of the machine sales were made after 10 p.m. when the cafeteria was closed.

Impulse Buying Drops

Originally the dormitory machines were set in a corridor, but because of disturbance created by consumers during the night, the machines were moved to the utility room.

Moving of the machine provided an opportunity to measure the effect of "impulse" buying, officials said. When the vendors were moved, sales declined 32.7 per cent in one week. Sales in the utility room were made only to students who had planned to make purchases before leaving their rooms.

For a three-week period sales of homogenized and chocolate milk at 12 cents, one-third quarts averaged about 1,100 cartons a week. Sales declined sharply from 163 daily units to 85.3 when the price was hiked to 15 cents. However, net income decreased only 8.4 per cent.

When the price was cut back to 12 cents, the rise was slow due to the effect of the 15-cent cost.

The data indicated, the report stated, the demand here was extremely elastic, ranging from 1.9 per cent when the price was increased from 12 to 15 cents, and 3.6 when cost was decreased from 12 to 10 cents.

Chocolate Favored

Based on these findings, the report said, it appeared there was little opportunity to turn unprofitable milk machine locations into profitable outlets merely thru price variation.

One-half pint cartons accounted for 53.5 per cent of sales in the Agriculture Building. Pints amounted to 28.5 per cent, and one-third cartons to 18 per cent.

The daily sales average was 66.7 units when three selections were offered. Chocolate sales amounted to 80.4 per cent; plain milk 11.7 per cent, and buttermilk 7.9 per cent of total volume.

When homogenized milk was sold alone, average sales dipped from 57.5 units daily to 21.3, compared to combined sales with chocolate milk. The drop was due to decided preference of chocolate, the report said, as chocolate sales held steady when offered exclusively.

In the Engineering Building, the one-half pint size was most favored, accounting for 41 per cent of total sales. The pint sales was 39.3 per cent, and one-third quarts, 19.7.

During the three-selection test when one-half pint cartons sold for 10 cents, the daily sales were 114.3 units. Chocolate sales were 86.5 per cent of total volume, homogenized accounted for 10.4 per cent, and buttermilk 3.1 per cent.

Sales declined to 94.1 units daily when buttermilk was removed from the vender. Chocolate sales did not show any appreciable loss when offered alone. Sweet milk sales increased from 8.3 to 23 cartons daily when offered exclusively, but

(Continued on page 108)

USED VENDING MACHINES

22 two-column Pulver Tab Gum Machines with the revolving man inside the window, \$4.00 ea. or \$75 for the lot, with plenty of spare parts. 4 Silver King Hunter 1c Ball Gum Machines, \$12 ea. or \$45 for all. These machines are all good buys.

J. J. ZECHIEL
Culver, Indiana

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 35¢ for regular sample kit of charms.

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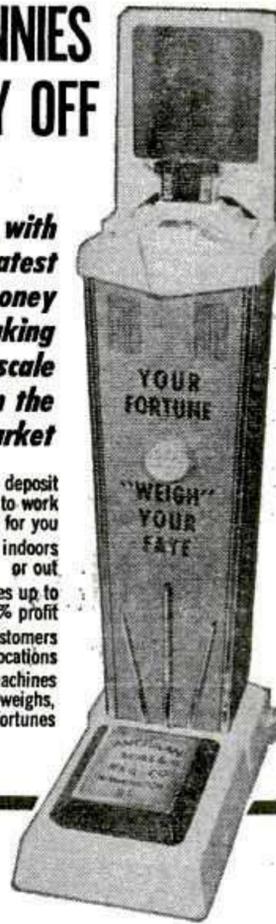


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\$20 deposit
puts it to work
for you
Good indoors
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Produces up to
200% profit
Wins Customers
for Locations
Two machines
in one—weighs,
tells fortunes

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
\$20 deposit enclosed

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the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.

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MAKES IT
EASY to sell
locations - and
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Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

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ADVERTISING DEADLINE FOR THE NAMA CONVENTION ISSUE IS OCTOBER 27!

There is only one low-cost way of reaching distributors and operators as well as manufacturers and distributors of supplies for the vending industry.

And that one low-cost way is to "tell your story" in the NAMA CONVENTION ISSUE of The Billboard dated November 5.

ADVERTISING
DEADLINE
OCTOBER 27.
NAMA ISSUE
DATED
NOVEMBER 5

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION, November 6, 7, 8 and 9,
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RESERVE ADVERTISING SPACE AT ONE OF THE OFFICES LISTED BELOW

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EMPTIES MACHINES FASTER!

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

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A New Field for the ALERT OPERATOR IDEAL FOOT VIBRATOR

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2029 Prospect Ave. Cleveland, Ohio Tel.: TO-1-6715



VENDING OP'S STORY:

Baboons Prove Better 'Buyers' Than People

MASSAPEQUA, L. I., N. Y., Oct. 1.—When Michael Grimaldi Jr., says ocelots and baboons are better vending "customers" than people, he isn't trying to be sarcastic.

Grimaldi, who operates 30 coin-operated Arcade pieces and 25 vendors, makes more money from the four-footed customers, he says.

The location is the Massapequa Zoo, an operation that started four years ago as a kiddie ride park, with the animals coming later. Grimaldi was formerly a juke box and cigarette vending operator in Queens.

Animal Crackers

With the advent of the animals, Grimaldi first considered selling food for the critters—50 monkeys, 10 deer, a red fox, ocelot, baboon, various birds and other assorted creatures of the wild—from a conventional stand.

But then his vending experiences gave him an idea—why not save the salary of an attendant and sell the popcorn, corn and crackers automatically?

Grimaldi visited Northwestern and Superior, two local bulk vending outlets, and bought old nut and gum machines for the popcorn and corn. For the crackers he got old candy and cigarette machines—which were outdated for regular location use—and installed them at his Massapequa park.

Vendors are mounted on stands in front of the cages so patrons can buy food and pass it to the animals. Everything except popcorn is a straight 5-cent vend, with popcorn vending for a dime.

Nursery Section

Set to open next year is a nursery section, with domestic animals running around uncaged. Vendors will be placed thru the area.

While Grimaldi wouldn't disclose what the vendors grossed, he did say that they did considerably more business than the 30-piece Arcade he has on the location.

Grimaldi bought the six-acre layout in 1951, after it had been dormant for several years. It was formerly Frank Buck's Jungle Zoo.

Replacement Problem

When Grimaldi bought his vending equipment, he was told that it wasn't being made anymore and

that he would have a tough time on part replacement.

So when a part goes on the blink, Grimaldi doesn't call up the distributor and order a new one—he fixes it himself.

Grimaldi uses the old Canteen candy vendors to dispense crackers. He merely places three crackers—unpacked—on a vending level, and, in effect, operates the unit as a bulk vender. As all of the machines are simple manually operated affairs, Grimaldi doesn't have too much trouble in maintenance.

One of the big things, tho, is consumer acceptance. Not once has the baboon complained about the freshness of the corn.

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 Gum40¢ 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.38¢ 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.

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.

Christmas Tree ORNAMENT CHARMS

\$15.00 per thou.

- VACUUM PLATED
- 2 COLOR MIRROR FINISH
- KIDS WILL DECORATE TREE WITH THEM

at your distributor or

Guggenheim

33 UNION SQUARE

N. Y. C. 3, N. Y. • AL. 5-8393

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

New Beech-Nut 5c Gum Bows

CANAJOHARIE, N. Y., Oct. 1.—Beech-Nut Packing Company today made its new Mello Fruit gum, packaged in the new "vend box," a non-sticking wrap, available to vending machine operators.

Beech-Nut has been gradually extending the sale of Mello Fruit gum which is now being offered in Florida, Georgia, Alabama, North and South Carolina, Virginia, Maryland, Connecticut, Rhode Island, Massachusetts, Maine, New Hampshire, Vermont, New York, (exclusive of New York City), Pennsylvania, (exclusive of Philadelphia area), Tennessee, (exclusive of the Memphis area), Ohio, Indiana, Kentucky, and the District of Columbia.

The vend pack includes an inner foil and wraps which are tightly sealed, and overwrapped with a separate cellophane to prevent packages from sticking together in vending machines. The overwrap is an attractive red and white.

Beech-Nut's other gums—Peppermint and Spearmint—will also be packaged in the special vend pack. All three flavors are advertised on television spot announcement over 33 stations in the areas where Mello Fruit gum is on sale.

CHICAGO, Oct. 1.—Robert B. Schnering, president of the Curtis Candy Company, has accepted the chairmanship of the Confectionery Industry Promotion Committee, Philip P. Gott, president, National Confectioners' Association, announced.

Advance Bows Sales Push On Comb Unit

CHICAGO, Oct. 1.—Advanced Machine Company has launched an extensive direct mail and advertising campaign to promote the sales of its dime packet comb vender, F. C. Black, general sales manager, announced.

The campaign is being directed at management of amusement centers, airports, railroad depots, theaters, restaurants, beaches, resorts and filling stations as well as operators.

In addition to carrying the theme of neat appearance, Black is stressing the souvenir sales view, pointing out that combs, part of the parcel deal, are ideal and lasting mementos when bearing the imprint "Souvenir From Yellowstone National Park," etc.

Until a month ago, sales of the machine was handled thru a national distributor. It is the company's plan, Black announced, to eventually appoint distributors to specified areas across the nation. J. Schoenbach of Brooklyn, he said, has been named distributor for the greater New York area.

Of all steel construction, the vender is about 5 inches in width, 7 inches in depth and 33½ inches in height. The single unit price is \$24.50 f.o.b. factory, and \$17.60 in lots of 50 or more.

Cleveland Coin Machine Exchange, Inc.

Northwestern Corporation Distributors

2029 Prospect Ave. Cleveland, Ohio To. 1-6715

Write for prices.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	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 Mix62
Pistachio Nuts, Sheik55
Cashew Whole57
Cashew Butts53
Peanuts, Jumbo45
Spanish42
Mixed Nuts55
Almonds, 480 ct., 5 lbs.85
Tabby-Lets, 520 ct.30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Gems28
Leaflets (similar to M. & M.), 550 ct.40
Assorted Fruit Charms, 100 ct.42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound28
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, Tracellets, 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. LOnacre 4-6467

Cig Smoking

• Continued from page 97

with waning impact of the 1954 cigarette and health scare. Federal law provides for an April 1 tax cut of 1 cent a pack on cigarettes. Congress, however, has postponed the cut twice in the past two years.

Total supply of flue-cured tobacco is reported large, with a record carry-over, 7 per cent above last year, and a bumper crop, 15 per cent above last year. Total supply of burley is also up, reflecting the build-up in carry-over in the past three years.

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

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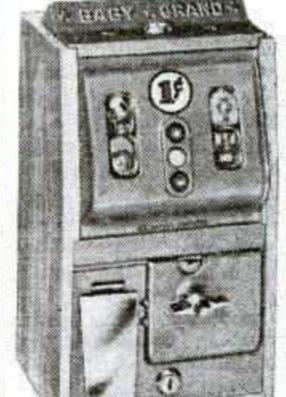
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Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
Eastern Elec. C-5, Console Model, 8 Cols., 320 Cap	150.00

UNEEDA CIGARETTE VENDORS

Model A, 8 Cols., 240 Cap.	\$ 92.50
Model E, 6 Cols., 180 Cap.	75.00
Uneda 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 D O MAT CIGARETTE VENDOR

8 Cols., 5 Cap. VENDS AT 25 and 30c

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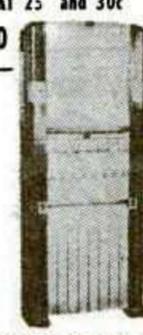
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Northwestern

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That's all you have to do—just try this sensational money-maker on your route.

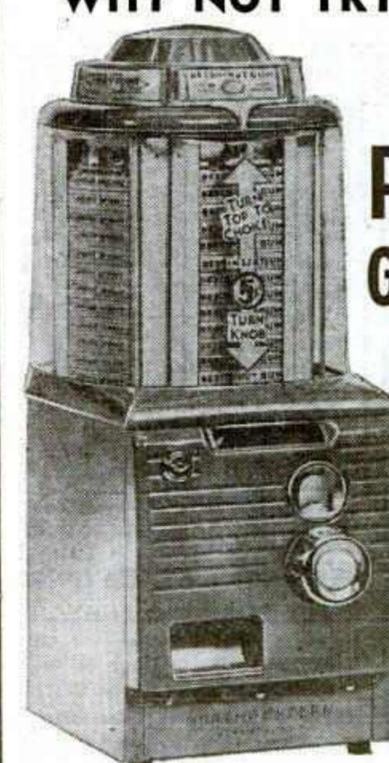
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THE NORTHWESTERN CORPORATION

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COIN CALENDER

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.

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 11—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

October 12—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

October 13—Music Operators of Northern Illinois, seventh annual banquet, Elmhurst Country Club, Elmhurst.

October 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

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—National Coin Machine Distributors' Association, Morrison Hotel, Chicago.

November 7—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

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.

Kiddie Ride Field Stable, Grosses Up

Continued from page 90

sive five-year drop. Main reasons given for the climb this year were:

1. Marginal operators have dropped out of the business.
2. An increase in spending by the public.

The firm reported, "We are going to meet and beat our old figures this year."

Keeping a tab on the takes of each kiddie ride it puts on location, the firm is able to keep posted on which rides and which locations are working out best.

It found outlying shopping centers coming up fast as high-gross locations. Variety store chains were found to be especially good locations.

The firm currently rates the different types of rides in the following order, based on average weekly

takes per machine at hundreds of variety store locations:

1. Automobile ride
2. Merry-Go-Round
3. Speed boat
4. Horse
5. Space ship

In contrast to the experience of this firm, however, Carousel Industries has found that the horse rides are the best money-makers in the long run. Carousel finds novelty rides take in more than the horses from the five to eight weeks they are first put on location, but fall behind the horses after that.

Kiddie rides are expected to do particularly well at store chains and other spots during the Christmas season. Ride takes generally fall off during the months of January and February.

Union-Distrib Trade Block Charged by Mfr.

PORTLAND, Ore., Oct. 1.—A conspiracy between the Teamsters' Union and Portland coin machine distributors to prevent a Seattle concern from doing business here is alleged in a suit filed in Federal Court here Friday (23).

American Shuffleboard Sales Company of Seattle, with Clyde DeGraw of Portland as co-plaintiff, filed the action against Local 223 of the Teamsters' Union; Frank Malloy and other officers of the union; the Coin Machine Men of Oregon; William M. Goble, CMMO president, and Danny Martin, of General Amusement Company.

Seeks Damages

The suit alleges that the union has entered into an agreement with the coin machine men not to deliver or service coin-operated amusement devices to any premises on which the owner of the premises own and operated their own machines. The complaint, which lists DeGraw as owner of the Dekum Tavern, asks the court to determine the amount of damages suffered by the complainants and for an injunction to prevent picketing of the Dekum Tavern.

The shuffleboard company sells its product to customers and in connection with the shuffleboards puts on the market a coin-operated scoreboard, the complaint sets forth. On September 1, it continues, the company delivered a shuffleboard to the Dekum Tavern and while it was being installed the tavern owner served notice he had placed a board on a lease basis.

Picket Tavern

According to DeGraw, Goble refused to remove his board and union agents appeared and ordered the Seattle company to cease installation. They threatened to picket the tavern and to stop deliveries of beer and other beverages unless the Seattle board was removed.

Then Martin, as a phonograph distributor, coerced by defendants with threats by the union and coin machine men, it is charged, removed a juke box that had been placed on location by him in the tavern, according to the complaint.

Since September 16, the complaint adds, a picket has been placed at the tavern by the Teamsters' Union.

USED GAMES' FACE LIFT

Shuffle Conversion Trade Seeks Fall Boost; Readies New Models

Continued from page 90

latter in turn can instruct others in his own organization or area. Most installations are being made in the distributors' shops, altho a limited number may be installed,

Circus Wagon New Williams 2-Player Pin

CHICAGO, Oct. 1. — Williams Manufacturing Company shipped to its distributors the first two-player five-ball pinball produced by the firm, Circus Wagon.

A little larger than the regular-sized five-ball game, Circus Wagon totals each player's score separately on reels on the backglass. Players take turns shooting one ball at a time.

The game is equipped with twin chutes for dime play or three-for-quarter play. Making ball-bumpers and roll-overs lights up spots around a bonus hole at the center, which builds up the score potential for landing a ball in this hole.

Players press buttons on the sides of the game to operate ball-flippers which shoot the ball back up the playfield. The number of the ball in play lights up in the center of the backglass. The game is decorated with circus decorations on the backglass and playfield.

Marvel Bows New Flasher Conversion

CHICAGO, Oct. 1. — Marvel Manufacturing Company shipped this week a new shuffle bowler conversion unit for match play.

Adding new play features to older shuffle bowlers, such as Classics and Imperials, the latest Marvel conversion offers triple match play, and a chance to light up one of six figures of girls on the backglass for added awards.

Ted Rubenstein, Marvel head, said the conversion business has been slow in the past month, but "is coming back to life."

Marvel is currently concentrating on coin pool game production. Pla-Pool, the Marvel game, is a little larger than other coin pool games on the market. Holes at the table ends are six inches from the edge, allowing shots to be banked off the back edge, as well as the sides.

Valley Pool Game Parts Stock Ample

BAY CITY, Mich., Oct. 1.—Earl Feddick, Valley Manufacturing Company president, reported this week that the firm is "well stocked on parts for coin pool game production."

Feddick said that the company stocked up in advance of the coin pool game boom, and has been able to continue increased production on new units.

A new adjustment has been made on the Valley game, Bumper Pool, which, according to Feddick, has brought up takes on the game to test locations, and is added at no extra cost to the operator.

Valley is currently shipping the game to various points in the U.S. and to three foreign countries.

less conveniently, right on location, Solomon said.

Mich. Interest Sags

Distributors in the Detroit area indicated little interest in conversions at this time. Miller-Newmark Distributing Company, major firm in the amusement games field, has sold only about 50 in the State since the first of the year, largely in the Western Michigan territory, thru the Grand Rapids office, and in the Flint area. Operators appear to prefer buying the old coin pool games rather than installing conversions on the old games.

Dan Evans, Detroit manager for

Miller-Newmark, noted that operators in this area are skeptical of conversions because of previous trouble encountered with them or with the games on which they had been installed. Thus, despite a general upturn in game sales following a summer lull, the local outlook for conversions appears dim.

Another factor, however, may make the actual picture considerably brighter—the sale of a possibly substantial number of shuffle conversions direct to the operators by the manufacturers. This policy is reportedly widespread in this area and no adequate statistics to appraise its extent are available.

Shuffle Games Good Buy Despite Drop

Continued from page 90

operator faith in these games as a good long-term investment.

Shuffle Sales

Gil Kitt, Empire Coin Machine Exchange head, said his firm is expecting a big pick-up in shuffle sales in the next few weeks. "Operators have concentrated on coin pool purchases in the past month," said Kitt. "Now they are beginning to find time to look over their shuffle game needs."

Kitt reported sales of new and used shuffles down over the past month, but prices holding up to last year's level.

National Coin Machine Exchange reported shuffle game sales not quite as good as last year. Coin pool games cut into the market considerably, according to Mort Levinson, of the sales staff.

Vince Shay, All-State Coin Machine Exchange, said shuffle game prices generally held up well, with no surplus of used shuffles in the one-year-old bracket. Shay also reported the coin pool games cut deeply into the shuffle market, but termed the pool games "a shot in

amendment ordinance thru recourse to the referendum machinery.

"It has increased business and brought in new customers," he explained. With bowling alleys opening up around the country, Shay expects shuffle game sales to spurt in the coming months.

Mich. Taverns Plan Coin Pool League Play

BAY CITY, Mich., Oct. 1.—A move toward inter-tavern league play on coin pool games is under way in Michigan.

Tavern owners have held three meetings and scheduled more to draw up rules for league pool play. This is the first move to organize inter-tavern competition with the new coin pool games. Tournaments within the individual taverns have been going on for sometime here, however.

Supporting the move to league play is the Valley Manufacturing Company, coin pool game manufacturer here. Valley has sent representatives to the league play meetings.

Will Back League

Earl Feddick, Valley president, said that tavern owners have had some discussion over the type of league system that should be adopted, but that when this has been decided, Valley will back up the league.

Feddick said he expected the rules to be drawn up within the next two or three weeks.

Chicago manufacturers have thus far made no move to set up a league play system for the pool games. At least one Chicago manufacturer is of the opinion that it is too early to begin league play on the games.

Wis. Conversion

Continued from page 90

"like new" unit for only \$125 installed is going to prove more and more tempting to game operators in the near future," he says.

Mitchell novelty company, Milwaukee, according to Erv Beck, is no longer using as many conversion units as they did a year or so ago. "At present we have just about satisfied our need for them, but we intend to keep using our Binks conversion units right along. They are the answer for the 'in-between' location that wants new equipment in spite of their low volume.

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PHILADELPHIA 30, PA.

One Location

• Continued from page 92

cost, finds some operators operating at a loss because they have mistaken notions about meeting competition."

Why does it happen? Steinberg's explanation is, "Because operators, mistakenly, think they can beat competition by selling their services cheaper than the next operator. Yet holding a location at a financial loss does not constitute location security. It is insecurity."

In answer to this problem, Steinberg offers the possibility of all operators supplying service on the same front money and minimum guarantee basis. Thru this method, he explained, location owners would not be bargaining with other operators for better rates. "This," he said, "would make for location security."

Steinberg suggests a standard operating agreement, stipulating responsibilities and obligations of both location owners and operators, which, if applied, would inform all location owners that standard rates prevailed regarding distribution of monies taken in on automatic phonographs.

He points out quickly that such an agreement would be meaningless if operators violated the rates outlined.

Aids Both Parties

He also points out that even in areas where the standard operating agreement would be in use, location owners would still be able to change their supplier if not satisfied with service.

A standard contract would require both parties to conform to their commitments, therefore stimulating the operator to give the best service possible, he said.

In wrapping up his views, Steinberg said that it was time for the automatic phonograph business, like other service industries, to work out a standard operating contract that would benefit all members of the industry.

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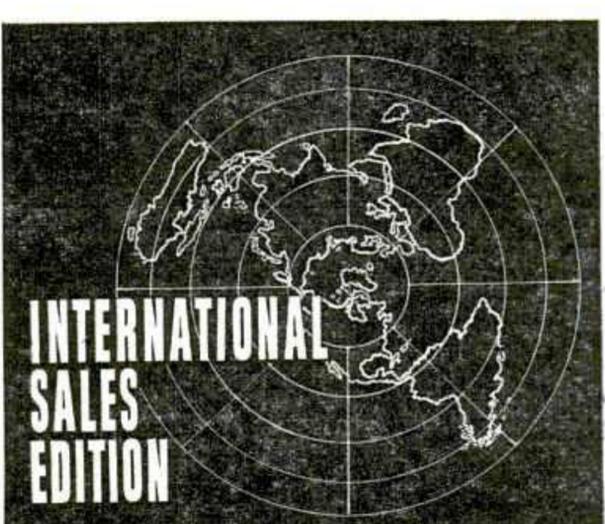
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THE INTERNATIONAL SALES EDITION IS PUBLISHED because Billboard editors have been aware that the foreign market was fast becoming an additional outlet for U. S. Manufacturers and Suppliers of Coin-Operated Equipment. Therefore, continuing Billboard's

policy of giving full coverage to the Coin Machine Industry and promoting its growth wherever possible, the International Sales Edition was born.

OUTLOOK IS BRIGHT FOR CONTINUED EXPANSION of the foreign market. Over \$15,000,000 of U. S. Coin Machine Equipment was purchased by foreign buyers during 1954. Department of Commerce coin machine figures for the first half of 1955 show that the industry is nearly 20% ahead of the same period in 1954.

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COINMEN YOU KNOW

Continued from page 96

ators of America, addressed last week's meeting of the association along with attorney Paul Gordon.

H. L. (Buck) Bodgess joined the Jack Simon firm last week in the latter's ever-expanding service department. Business at the Simon company has never been better, Jack reports. . . . Phil Robinson, Chicago Coin regional representative, happy with the exceptional sales of the firm's line of bowlers. . . . Jack Baradash, field representative for the Rock-Ola Manufacturing Company, in town last week visiting with the gang at Paul Laymon Company. . . . Charlie Daniels, Ed Wilkes and Jimmy Wilkins all glowing with the tremendous surge in demand for the Rock-Ola, in addition to the ever-steady sales of the Bally line.

Walt Peteet, field serviceman for Wurlitzer, in town with Wayne Copeland at Sierra Distributors last week. . . . Hank Tronick, general manager at Minthorne Music, a bit relaxed now that the showing of the new Seeburg phonographs have come and gone, tho operators continue to direct a steady stream of inquiries about the machines.

Boston

By CAMERON DeWAR

WAIT FOR NEW GAMES. Redd Distributors sales chief Bob Jones after a trip around the territory says there is a lot of excitement over the Bally Miami Beach games. The machines have brought out the operators in droves and Redd has had to allot one to a customer. Bob and Si Redd are spending lots of time explaining to operators why they have to wait.

Bob Bear, of Wurlitzer, and Bally representative Art Garvey paid a visit to Redd's this week. . . . Dave Baker, of Melo-Tone Music, Arlington, in New York for a few days, saw the Rex Sox-Yankees game. Stopped in at his hometown, Winstead, Conn., on way back. Says devastation after the big flood left half the town like a wilderness. . . . Lou Margerer, of National Vendors, Inc., says cigarette machines in the area are being rapidly converted to take the 28-cent king-size cigarettes. He predicts complete conversion within three to five months.

Stephen Pielock visiting the Hub was loud in his praise of The Billboard's method of listing pop charts. Says they are greatly appreciated by operators. . . . Ray Shea and some of the boys around Worcester had a lively time at the Marciano-Moore fight in New York. . . . Word around town is that Ed Ravreby, of World Fair and Associated Amusements, has been designated local distributor for United's in-line pinball games. Ed just returned from a trip to Vermont where he stayed with Ralph Moultrap, Island Pond operator.

Dave Bond, of Trimount Automatic Sales Corporation, has spent most of his time since April as chairman of the Businessmen's Council of the Combined Jewish Appeal. The goal this year is \$5,000,055, which is 10 per cent more than Dave helped to raise last year. . . . Richard, son of Al Dolins, Hyannis operator, is entering Harvard Graduate School this fall. He just graduated from pre-medical school last May.

Lou Margerer, of National Vendors, Inc., telling operators at Trimont's showing of the new Seeburg about a meeting of the Con-

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 Machine Exchange, Inc.**
 Valley Manufacturing Distributors
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 To. 1-6715
 Write for prices.

**ATTENTION—Jobbers, Wholesalers, Operators
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**ANY QUANTITY
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 ARCADE EQUIPMENT**

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 IN NEW ENGLAND
 IT'S TRIMOUNT!

40 WALTHAM STREET
 BOSTON 18, MASS
 TRIMOUNT 7-9480

—NOW DELIVERING UNITED BONUS AND PIXIE—GOT. WISHING WELL

BINGOS	UNITED ALLEYS	ARCADE EQUIPMENT
Atlantic City \$ 90.00	5 Player \$ 40.00	Bally Big Inning \$125.00
Beach Club 145.00	DeLuxe 40.00	Champion Hockey 85.00
Cabana 150.00	Cascade 90.00	C.C. Hockey 75.00
Dude Ranch 225.00	Olympic 110.00	Ex. Sportlans Gun 275.00
Hi-Fi 225.00	10th Frame 75.00	Spark Plug 75.00
Ice Frolics 195.00	Chief 250.00	Sleepie Chase 75.00
Nevada 195.00	Lightning 275.00	Bat-A-Score Sr. 65.00
Surf Clubs 250.00	Targette 395.00	C.C. Basketball 195.00
Singapore 250.00	Speedy 325.00	DeLuxe Photo 265.00
Tropicana 295.00	Leader 275.00	Ex. Gun Patrol 145.00
Tropics 175.00	League Bowler 250.00	Ex. Six Shooter 110.00
Yacht Club 110.00	Banners 395.00	Evans Bat-A-Score .. 145.00
Havana 175.00	Classics 75.00	Evans Ski-Roll 95.00
Mexico 195.00	Clovers 140.00	Flying Saucers 95.00
Palm Beach 85.00	Feature Bowler 325.00	Life League 75.00
Palm Springs 195.00	Officials 40.00	Midget Movies, latest 135.00
Stars 65.00		Quizzer with Film 95.00
		Sci. Pitch'm & Bat'm 185.00
		Un. Carnival Gun 250.00
		Wurlitzer Skee Ball 150.00
		Silver Gloves 195.00
		Foot Vitalizer, new 195.00
		Auto Photo 1850.00
		Seeburg Coon Gun 225.00
		Space Ship 325.00
		Periscopes 95.00
		Balloon-o-Mats, new 395.00
		Shoe Brush-Ups, new 95.00
		Sidewalk Engineer .. Write
		Goalie 95.00
		Exhibit Dale Gun 55.00
		Heavy Hitters 40.00
		Bingo Roll 65.00
		Rock-Ola Scales 50.00
		Mills Scales 50.00
		Waiting Scales 95.00
		Rocket Ship 325.00
		Super Jets 325.00
		Panoram-Peak 395.00
		VENDERS (Used)
		50 5¢ Sanitary Napkin \$15.00
		50 5¢ Victor Rockets . 10.00
		60 5¢ N. W. Jets, Caps. 10.00
		20 1¢ Baby Grands 7.50
		15 N. W. 33 1¢ Ball Gum 6.50
		10 Columbus 1¢ Nut .. 6.50
		5 Masters 6.50
		NEW
		Advance Shockers \$24.50
		Kickers & Catchers .. 49.50
		Ship, 5¢ Wizard Card .. 19.50
		Genco Play Ball, non-coin operated 10.00



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 MACHINE EXCHANGE, INC.**
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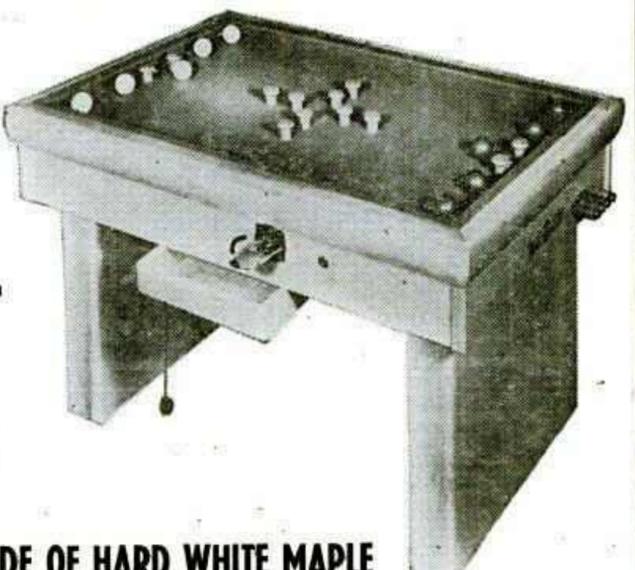
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Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"
SOUTHERN AUTOMATIC
 MUSIC COMPANY, INC.
 ESTABLISHED 1923
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TARGET GUNS

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

BINGO 5 BALLS

NEW

Bally MIAMI BEACH	150
United PIXIES	85

FIRST-Conditioned

SURF CLUB	\$235
PALM SPRINGS	225
HIFI	225
DUDE RANCH	195
BEACH CLUB	175
BEAUTY	150
YACHT CLUB	100
PALM BEACH	100
CONEY ISLAND	85
SPOT LIGHT	85

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
DELUXE COMET	335
BANNER	310
DELUXE TARGETTE	295
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

FACTORY CLOSEOUT!
NEW
 Chicago Coin
CRISS CROSS
TARGET
\$249.50

FIRST COIN MACHINE EXCHANGE, INC.
 Joe Kline & Wally Finke
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Keeneys' 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 Keeneey Distributor NOW!

J. H. Keeneey & Co. INC.
 2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

COINMEN YOU KNOW

Continued from page 103

necticut coin machine operators he attended. He said representatives of Seeburg, Wurlitzer, AMI and Rock-Ola as well as Abe Fish, of Hartford, and James Tolisano, presiding officer, were told that many operators had flood losses up to 75 per cent. A proposal has been made to put a 1-cent tax on cigarettes for flood relief. . . . Operators at the meeting cited Anthony Massone, of Waterbury, who suffered the largest damage. He had 162 machines under water, but has moved into new quarters and is doing a great job of coming back and reclaiming equipment.

Miami
 By RAOUL SHAPIRO

OPS BACK FROM VACATION. Harold Carson, Juke Box Company, back from a three-week vacation up north. Still claims there is no city on earth like Miami. Harold says he found almost every operator up north working on a front money set-up or guarantee basis, and that the average is much higher than here in Miami. Another returnee from a northern vacation this past week was Buddy Cohen, of B&B Vending. Also, Jo Hiller, of Binkley Distributing Company, back from a one-week respite. Jo is bemoaning the fact that she had to travel all the way up to Atlanta to see the University of Miami get beaten by Georgia Tech.

Harry Siskind, long-time Brooklyn Music operator, stopping at the Fountainebleau Hotel for a couple of weeks' rest. Eddie Leapold, Town Music Company, and Harry's brother-in-law taking the opportunity to visit with him and talking over old times. . . . Benny Fordham, of Benny's Music Company, Sebring, in town to look over some new equipment and to buy a supply of records. Benny recently got a thoro going over at John Hopkins Medical Center, and is now anxiously waiting for the report to be sent to his doctor. . . . Another operator who has been on the sick list is Bill Turner, of Palm City Music Company in Fort Meyers. Bill called his office this past week and reported that he has recovered from the bad leg burn he suffered while up Michigan way attending his father's funeral.

Several operators combining their visit to the Seeburg showing with a variety of machine distributors and record distributors. Seen at Budisco Monday were Mrs. Oscar Garcia, of Key West; Al Underwood, of Al's Music Service in Fort Myers, and E. C. Rogers, of that same city. All report that business is beginning to reflect the influx of many residents who have spent the summer up north. Gale First, of Naples, also a visitor at Budisco. Gale says he cannot complain about collections. Mrs. Oscar Garcia says that dime play is working out fine in Key West, and that the nickel is an almost forgotten item as far as the coin machine business is concerned.

Pittsburgh
 By LEON M. LEFFINGWELL

21 FOREIGN STUDENTS SEE JUKE BOX. Twenty-one students, guests in Mount Lebanon, learned the story about a Seeburg music machine from Z. J. Archambeault, chairman of the trip committee of the YMCA. The guests were from Zanzibar, French Morocco, Germany, France. . . . Jane Molka, office secretary at Pennsylvania Vending Corporations, says that Mr. and Mrs. Gus Georges and Junior, Louis, Regis and Salley vacationed in Canada. . . . Fred Vowinkel, of Fred's Vending Service, stayed at home this year. . . . Automatic Canteen Company's manager, Harry Dennis, reports his routemen either vacationed at the lake or took trailer trips.

Morris Moskovitz, partner, Sidmore Vending Company, reports satisfaction with his new home. . . . Mrs. Margaret H. Kelly, manager of Les Hardman's Penny King Company, says their "water squirt" charm is going over big.

SPECIALS POOL GAMES
 Distributors for all makes
 The hottest piece on location today.
 Phone—Wire—Write
BALLY GAY TIMES
 Write for price.
FRANK SWARTZ SALES CO.
 515-A Fourth Ave., S.
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ROUTE
 Consisting of 60 pieces
JUKES and PINS
 Mostly late Seeburgs, located in a Midwestern Metropolitan area of two hundred thousand population.
BOX D-152
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FOR A STEADY INCOME
 OPERATE
 100% LEGAL
STANDARD METAL TYPER
 NEW & USED
 High quality, straight discs, packed 100 to a roll.
 Complete line of parts.
WRITE FOR PRICES



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ATTENTION!
 N. Illinois and Iowa Operators!
 It's Gottlieb's!
 It's the Greatest!
WISHING WELL
 We're Delivering Now!

WILL PAY TOP DOLLAR
 CASH or TRADE
GOTTLIEB
 DUETTE JUBILEE SUPER JUMBO
RECONDITIONED VALUES!

5-BALLS	
TWIN BILL	\$210
STAGE COACH	195
DRAGONETTE	180
LOVELY LUCY	135
GREEN PASTURES	135
SHINDIG	125
PINWHEEL	125
POKER FACE	110

BINGOS

BIG TIME	\$495
SURF CLUB	235
DUDE RANCH	225
PALM SPRINGS	210
ICE FROLICS	210
BEACH CLUB	200
BEAUTY	130

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 Immediate Delivery!

NATIONAL
 Coin Machine Exchange
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BINGOS

Varieties	\$395.00
Frolics	130.00
Bright Spots	95.00
Bright Lights	95.00

SPECIAL
 10-Spot Light \$55.00

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 Chicago 47, Illinois
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Carroll, O.	Belden	3.50
Chicago, Ill.	Congress	4.00
Cincinnati, O.	Fountain Square	3.75
Cleveland, O.	Center	4.75
Columbus, O.	Fort Hayes	3.00
Dayton, O.	Miami	4.75
Detroit, Mich.	Fort Shelby	4.00
Evanston, Ill.	Georgian	3.50
Flint, Mich.	Durand	4.50
Indianapolis, Ind.	Aniers	4.00
Pittsburgh, Pa.	Roosevelt	3.00
St. Louis, Mo.	Mark Twain	4.00
Scranton, Pa.	Welborne	4.00
South Bend, Ind.	Jermyn	4.50
Tellico, O.	Oliver	3.00
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Hi Fi	\$200.00
Surf Club	190.00
Palm Springs	175.00
Beach Club	150.00
Yacht Club	75.00
Spotlight	50.00
CC Super Home Run Baseball	150.00
Gayety	330.00
Variety	295.00

One-third deposit, balance sight draft.
GENERAL DISTRIBUTING CO.
1609 Orleans Ave., New Orleans, La.
Tulane 6729

Dime Play Coasts Into Third Month In Pueblo, Colo.

PUEBLO, Colo., Oct. 1.—Dime play in this city, now moving into its third month, is proving a decided success, reported some 13 music operators this week. According to Sam and Charlie Salardino, operators here, the move got under way in July following a local meeting in which all present agreed to try the increase in price for at least 60 days.

While play dropped sharply in some locations during the first month, the brothers said, the increased price managed to offset the loss in play. By the end of the second month, they agreed, play was almost back to normal, with collections running higher.

Southern Pulls Ky. Ops to 2 Showings

LOUISVILLE, Oct. 1.—Southern Automatic Music Company hosted the largest operator crowd in its history last Saturday and Sunday, when it unveiled the new AMI Model C phonograph line.

Leo Weinberger, president of the company, said that more phonographs were sold during the showing than at any previous model unveiling. He added that AMI's new two-tone black and white color combination proved to be the most popular among operators.

In addition to the Louisville showing, Southern Automatic's Lexington, Ky., branch office also held an operator open house Saturday and Sunday for the AMI unveiling.

Homer Sharp, Lexington branch manager, reported that attendance and enthusiasm hit new highs during the two-day event. Hosting the Lexington unveiling were Sharp, C. F. McMillen, Carolyn Green, James McKechnie, Stanley Burger and Jennings Tharp.

Chi Assn. Execs Discuss Problems

CHICAGO, Oct. 1.—Officers and directors of Recorded Music Service Association held their regular monthly meeting at the organization's headquarters here Wednesday, with local operating problems the key topic of discussion.

On hand for the meeting were Phil Levin, president; Earl Kies, vice-president and treasurer; Roy Blomquist, secretary; Dan Gaines, Louis Arpaia, Carl Green and Joe Filitti, all directors.

MONARCH RECONDITIONED BUYS

United NEVADAS.....	\$185
United SINGAPORE.....	\$235
Wms. ALL-STAR BASEBALL, 6 PL.	\$195

Immediate Delivery on the top money makers in BUMPER TYPE POOL GAMES PLA-POOL by MARVEL CUE-STAR by FISCHER Very Special Prices—Write, Wire, Phone!

Keeney PALISADE.....	\$415
United DELUXE MERCURY.....	\$345
18 Du Grenier 7-Col. Cig. Mach. White They Last.....	\$25 Ea.

CHARLEY PIERI
Monarch Coin Machine, Inc. 2257-59 N. Lincoln, Chicago 14, Ill.
Write for Latest List
Lincoln 9-3996-7-8

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

Empire Offers Quality Phonographs!

EXPERTLY RECONDITIONED . . . EMPIRE GUARANTEED

SEEBURG

M100R	\$845
M100HFC	745
M100C	635
M100B	525
M100A	295

AMI

E120	\$575
E80	515
D80	175
Model C	175
Model A	125

5 BALLS

WMS. BANDWAGON	
WMS. CIRCUS WAGON	
GOTTLIEB	
Gold Star	\$200.00
Green Pastures	145.00
Arab. Nites	145.00
Lovely Lucy	175.00
Flying High	135.00
Shindig	135.00
Guys and Dolls	135.00
Marble Queen	135.00
Grand Slam	110.00
Skill Pool	110.00
Chinatown	85.00
Quartet	110.00
Coronation	85.00
Knockout	49.50
Joker	49.50
Cinderella	49.50
King Arthur	49.50
College Daze	49.50
WILLIAMS	
Big Ben	\$185.00
Skyway	160.00
9 Sisters	135.00
Dealer	125.00
Lazy Q	125.00
Struggle	125.00
Bugby	125.00
Grand Champ	125.00
C.O.D.	115.00
Palisades	90.00
Fairway	90.00
Army & Navy	90.00
Hayburner	85.00
Twenty Gr.	85.00
Four Corners	90.00
Saratoga	49.50
Lucky Inning	49.50
Saratoga	49.50
Georgia	49.50

SHUFFLE GAMES

UNITED SUPER B.H.S.	
United Banner, Match Score	\$325.00
United Speedy	320.00
United Comet, Match Score	350.00
United Comet, High Score	325.00
United Targette, Match Score	295.00
United Targette, High Score	265.00
United Ace, Match Score	295.00
United Rainbow, High Score	275.00
United Leader, Match Score	245.00
United Chief, High Score	225.00
United Team, Match Score	245.00
United League, High Score	225.00
United Imperial, Match Score	215.00
United Royal, High Score	195.00
United Classic, Match Score	140.00
United Olympic, High Score	130.00
United Clover, Match Score	125.00
United Cascade, High Score	125.00
United Super	89.50
Chi Coin Hollywood	525.00
Chicoin Holiday	445.00
Chicoin Criss Cross Scorer	275.00
Chicoin Starlite	275.00
Chicoin Super Frame Bowler	275.00
Chicoin King Bowler	275.00
Genco Match Pool	149.50
Genco Shuffle Pool	99.50
Bally Victory	395.00
Bally Jet	350.00
Bally Gold Medal	455.00

BINGOS

UNITED PIXIES	
BALLY MIAMI BEACH	
Gayety	\$445
Bigtime	525
Variety	415
Triple Play Write	250
Surf Club	250
Ice Frolics	235
Palm Springs	235
Mexico	225
Dude Ranch	210
Beach Club	175
Rio	175
Havana	175
Tahiti	\$175
Nevada	225
Beauty	140
Frolics	130
Yacht Club	100
Palm Beach	100
Atlantic City	100
Bright Light	95
Bright Spot	95
Coney Island	95
Golden Nugget	95
Genco 400	85

GUNS

GENCO SKYROCKET	
Genco Wild West	\$395.00
Un. Del. Bonus	395.00
Genco Sky Gunner	135.00
Shoot the Bear	145.00
United Deluxe Carnival	325.00
United Carnival	275.00
Genco Rifle Gallery	225.00
Williams Super Jet	295.00
Exh. Sportland	245.00

BRAND NEW CLOSEOUTS

United Fifth Inning	Write
Genco 2 Player Basketball	\$325.00
Genco 4 Player Basketball	350.00
Nightly Mike Sparring Partner	795.00
Genco Silver Chest	125.00

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ARCADE

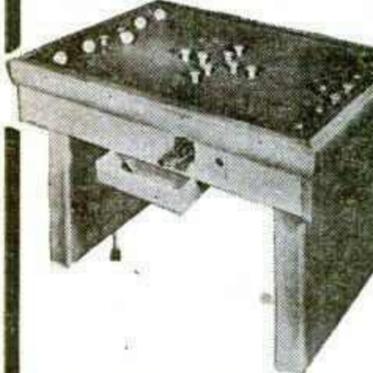
GENCO QUARTERBACK	
UNITED DERBY ROLL	
WILLIAMS KING OF SWAT	
GENCO CHAMPION BASEBALL	
UNITED SUPER SLUGGER	
SIDEWALK ENGINEER	
ROUND THE WORLD TRAINER	
AUTO PHOTO	
HARVARD METAL TYPER	
HYDRO DUCK GUN	
EXHIBIT VACUUMATIC CARD VENDOR	
Set Shot Basketball	\$345.00
Photomatic, Late	445.00
Voice-o-Graph	495.00
Williams Super Jet	295.00
3D Theatre	199.50
Chi. 4-Player Derby	195.00
Chicoin Super Home Run	250.00
Wms. Deluxe Baseball	175.00
Wms. Super World Series	99.50
Wms. Star Series	79.50
Ev. Bat-a-Score	175.00
Muto. Drivemobile	165.00
Telequiz and Film	100.00
Muto. Flying Saucer	149.50
Goalie	99.50
Chi. Pistol	99.50
Exh. Dale Gun	89.50
Scientific Baseball	79.50
Mercury 13-Way Athletic Scale ..	79.50
Flash Hockey	75.00
Wms. Quarterback	75.00
Exh. Hi-Ball	75.00
Anti-Aircraft	99.50
Deco Space Ranger	325.00
Royal Mustang Horse	375.00
Exh. Big Bronco	375.00

POOL TABLES

Williams Bank Shot
Genco Tournament Pool
Exhibit Skill Pool

1/2 deposit, balance Sight Draft or C.O.D.

POOL GAMES IMMEDIATE DELIVERY



SPECIALS	
Seeburg M100B-100 Selection —45 rpm.....\$485	
BINGOS	
Surf Club	\$225
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	235
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 Shuffle 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

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JUNIPER 8-1814

MORE SHAFFER SPECIALS Fully Reconditioned—Ready for Location

SEEBURG		AMI	
M100-B	\$525.00	D-40	\$219.00
M100-A	295.00	Model "C"	165.00
148ML (Blonde)	95.00	Model "A"	95.00
ROCK-OLA		WURLITZER	
1442 Hi-Fi	Write	1450	\$219.00
1432 (50 Sei.)	\$185.00	1250	150.00
1426	65.00	1100	95.00
Seeburg Coon Hunt	\$159.00		

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In the Coin Machine Business Over 25 Years
COLUMBUS, OHIO 849 N. High St. AXminstor 4-4614
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INDIANAPOLIS, IND. 1327 Capitol Ave. MEtrose 4-3571

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Williams CIRCUS WAGON

IS CRASHING INTO CHOICE LOCATIONS EVERYWHERE!

NEW LUXURY 2 PLAYER WITH NUMBER MATCH

- BONUS POCKET Buildup!
- Bonus Scoring!
- Multi-Tilt!

Brand New PLAYER CHANGE-OVER MECHANISM INSTANTANEOUS!

POSITIVELY a NEW CONCEPT in 5 Ball Novelty Play that will return to you a steady, continuous flow of CASH PROFITS!

Super Deluxe Cabinet Jet-Action Playfield!

See YOUR Williams DISTRIBUTOR!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

THEY ALL LOOK ALIKE!

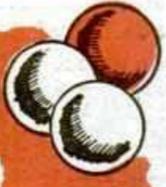


**BUT...
ONLY**

EXHIBIT'S SKILL POOL

HAS THE "QUALITY" THAT MAKES THE DIFFERENCE
IN PROFITS • IN PERFORMANCE • IN POPULARITY

COMPARE THEM ALL AND YOU'LL KNOW WHY EXHIBIT'S
"SKILL POOL" IS THE LEADER WITH SUCH FEATURES AS

- 

BAKED PHENOLIC RESIN BALLS
For extra liveliness, long life and true rolling action.
- 

AUTHENTIC BILLIARD TABLE CLOTH
For extra long wear. Rubber backed to give life and accuracy to ball motion.
- 

PURE GUM RUBBER RAIL AND BUMPERS
Maintains its "bouncy" live-action, does not deaden under the stress of long, hard continuous wear.
- 

CHEAT PROOF, POSITIVE ACTION BALL RELEASE
Fast, smooth, sure. Speeds up play. Eliminates tampering.
- 

RUBBER LINED BALL TROUGH
For silent and smooth ball drop.

... and only EXHIBIT is making FAST, PROMPT deliveries to distributors everywhere!

FOR MONEY-MAKING ACTION — CALL YOUR DISTRIBUTOR TODAY!

EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO

PHONE: VA 6-3100

Braun Bows With New Nut Machine

CHICAGO, Oct. 1. — Introduction of Little Nut Hut, a non-coin-operated hot nut dispenser, has been made by Braun Manufacturing Company, Inc.

Sales are over counter orders from customers with the location owner filling the request by pulling out a knob on the machine which releases a measured quantity of nuts into a cup under the unit's chute.

The dispenser has two compartments, and portions can be adjusted to suit the operator. The machine is designed to keep moisture and humidity out, according to the firm, and has a 10-watt heating strip element in each hopper.

Because of its size, 9 square inches by 14 inches high, and a capacity of five pounds, the dispenser is ideal for locations where space is scarce, the company points out. The per unit price is \$37.50 f.o.b. factory.

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
CONEY ISLAND	85
SPOT LIGHT	60

WRITE

SUPERIOR SALES CO.

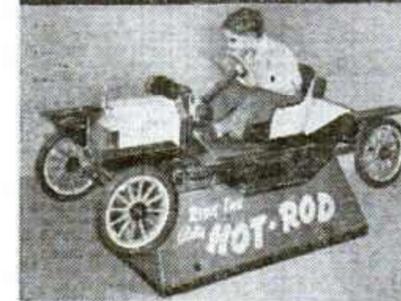
Dept. R-6
7855 Stony Island Ave.
Chicago, Illinois
Bayport 1-1616

BINGO MECHANIC WANTED

For route work. Regular hours. Good pay. No drifters.
Write to **BOX #825**
The Billboard, Chicago 1, Ill.

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 COIN-OPERATED HORSE-RIDE



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.

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

Pla-Pool

Marvel's Sensational LARGER Bumper-Type Pool Game

Especially Designed and Built for Choice Locations

CHECK THESE EXCLUSIVE FEATURES:

- Pockets 6" in from end permits rebound action.
- Dimensions: 72" long by 36" wide by 32" high.
- 4 Regulation Size Cues.
- Table Top Opens on Hinges With Lock.
- Cash Box Inside, also with Lock.
- De Luxe Cabinet of Pearloid Grey and Natural Finish Hardwood.
- ABT Double 10¢ Chute.
- Finest obtainable pure gum rubber cushions and playing field cloth.
- Immediate Delivery.

Territories Available!

MARVEL MANUFACTURING CO.

2845 W. FULLERTON CHICAGO 47, ILL.
Tel.: Dickens 2-2424

NCMDA Asks

• Continued from page 90

national chain industry that have outlets or are potential prospects, for coin-operated equipment," Schlesinger stated.

The chief advantage of the plan, according to Schlesinger, is that a salesman representing a national association can offer equipment of every type on a national distribution basis. "A salesman calling on captains of the chain store industry would be representing most of the major distributors of the nation who are located in every large city," he said. Each distributor in his territory would solicit operators to handle the locations in that area.

To date, eight major topics are lined up for discussion at the November meet, including trade magazine price lists, territorial violations, a national legal and public relations board, equipment financing, diversification of equipment, fair trade rules, and business trend surveys.

WORLD WIDE—Operators' Buy Word!

LATE BINGOS

GAYETY	\$395	TRIPLE PLAY	Write
VARIETY	375	NEVADA	195
HI FI	245	HAWAII	175
SURF CLUB	235	MEXICO	140
PALM SPRINGS	225	RIO	125
DUDE RANCH	195	TROPICS	110
FROLICS	135	CABANA	95
BEAUTY	140	LEADER	75

SHUFFLE GAMES

DELUXE CLIPPER	\$415
DELUXE LIGHTNING	395
DELUXE MERCURY	365
DELUXE 11TH FRAME	325
DELUXE COMET	345
DELUXE TARGETTE	320
ACE	265
LEADER	220
IMPERIAL	190
CLASSIC	130
10TH FRAME STAR	95
Chicago Coin TRIPLE	65
Chicago Coin DOUBLE	50
Keeney DOMINO	50

SPECIAL!!!
ROCK-OLA
50-SELECTION
MODEL 1422
HI-FIDELITY
LIKE NEW
Only \$595

NEW GAMES

MIAMI BEACH
United PIXIES
Gottlieb WISHING WELL
United SUPER BONUS

MISCELLANEOUS

Exhibit SHOOTING GALLERY	\$175
Genco GOLDEN NUGGET	45
Genco 400	35
WURLITZER 1550	395
SEEBURG M-100-A	295

Terms: 1/3 Deposit
Balance Sight Draft



Chicago 47
2330 N. Western Ave.

Phone: Everglade 4-2300

GIVE TO DAMON RUNYON CANCER FUND

Rx - PRESCRIPTION for PROFITS!

SETTING THE PACE FOR NEW ENGLAND

The WURLITZER 1800

NEW all the way through. Designed and priced for today's market. Outsells and out-earns all others combined.

The NEW BALLY

Miami Beach, Bull's-Eye Gun, "Model T" Hot Rod, ABC, King-Pin, Congress, Jumbo.

The UNITED Super Bonus Alley

The EXHIBIT Pool Table

Proven popularity and earning power.

REDD

DISTRIBUTING CO. Inc.
298 LINCOLN ST.
ALLSTON, Boston 34, Mass.

Distributors for
WURLITZER
EXHIBIT-BALLY
UNITED

IRON STANDS

FOR YOUR
BINGO GAMES

These stands are especially constructed for Bingo Games. They are re-inforced, and made from heavy indestructible Angle Iron. Your game fits in perfectly, and wobbling and tilting are prevented. Single price is \$17.00 each; lots of 6, \$14.50 each, f.o.b. New Orleans, La. Send cash with order for immediate delivery.

SOUTHERN AMUSEMENT COMPANY

1935 Sophie Wright Pl.
New Orleans 13, La.

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

WANTED To BUY or TRADE! SEEBURG M100A "Shoot The Bear"

WURLITZER 1250-1600-1650

The following models are available for prompt shipment:

SEEBURG		WURLITZER	
148ML	\$129	1500	\$325
M100C	625	1550	325
HM100A HIDEAWAY	275	1550A	395
H146 HIDEAWAY	50	AMI	
H147 HIDEAWAY	65	A	\$115
H148 HIDEAWAY	75	D-40	225
		E-120	495

ROCK-OLA

1428	\$119
1436 Fireball, 120 Selections	335
1438 Comet	495

Late model Davis Guaranteed Rebuilt Phonographs for sale or trade.

WURLITZER --- AMI --- ROCK-OLA

Converted to 10c play if desired.

Phone—Wire—or Write us your order.

PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS"; 1/3 Deposit Required

WORLD EXPORT

WESTERN EXPORT

DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

Davis

vis jis

Corp.

THE "The Amusement Industry's
BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!



Survey Shows

Continued from page 98

total sales were down more than 75 per cent.

Apparently 20 per cent of the chocolate milk drinkers had changed to plain milk, but 80 per cent discontinued purchases entirely.

Over-all results of the study showed adverse sales can be avoided when restricted sales are eliminated. The effects of consumer selectivity adds greatly to milk fluid sales, and on a commercial basis two or more products should be offered in vending machines.

Future studies by the college included locations at two city parks, two 4-H camps, a county fair, drive-in theater, a swimming pool area, a service station, an office building, four high schools, two elementary schools and textile plants.

Hot Spell Opens

Continued from page 97

to meet the demand. Venders were quickly emptied after being serviced, Rabin said.

"However, the continued complaints of workers in a number of locations quickly opened the doors for selective cup venders, which are capable of handling greater sales volume more satisfactorily," Rabin said.

Cup beverage vending at the Wisconsin State Fair proved more profitable than anticipated this year, Rabin announced, despite a one-third drop in attendance compared with 1954.

ROYAL

DISTRIBUTING, INC.

ICE FROLICS	\$265.00
DUDE RANCH	210.00
BEACH CLUB	165.00
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 Kessen 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.

SEE THIS GENCO SENSATION AT YOUR DISTRIBUTOR TODAY!

ALSO ASK YOUR DISTRIBUTOR ABOUT ANOTHER GENCO "HIT" —Championship BASEBALL

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!

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

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

Give players
extra O O M P H
 of husky he-man puck
 plowing into giant pins

EXTRA OOMPH of important pins and saucer-size puck pays off big in pepped up play and increased earnings. And now the EXTRA OOMPH of giant pins, giant puck is built into 4 great Ballybowlers for every type of spot . . . Official Scoring or Speed-Control Scoring . . . with or without match-score features . . . dime-play or 3-plays-for-a-quarter. Get biggest bowler profits by getting Big 4 Ballybowlers on location now.

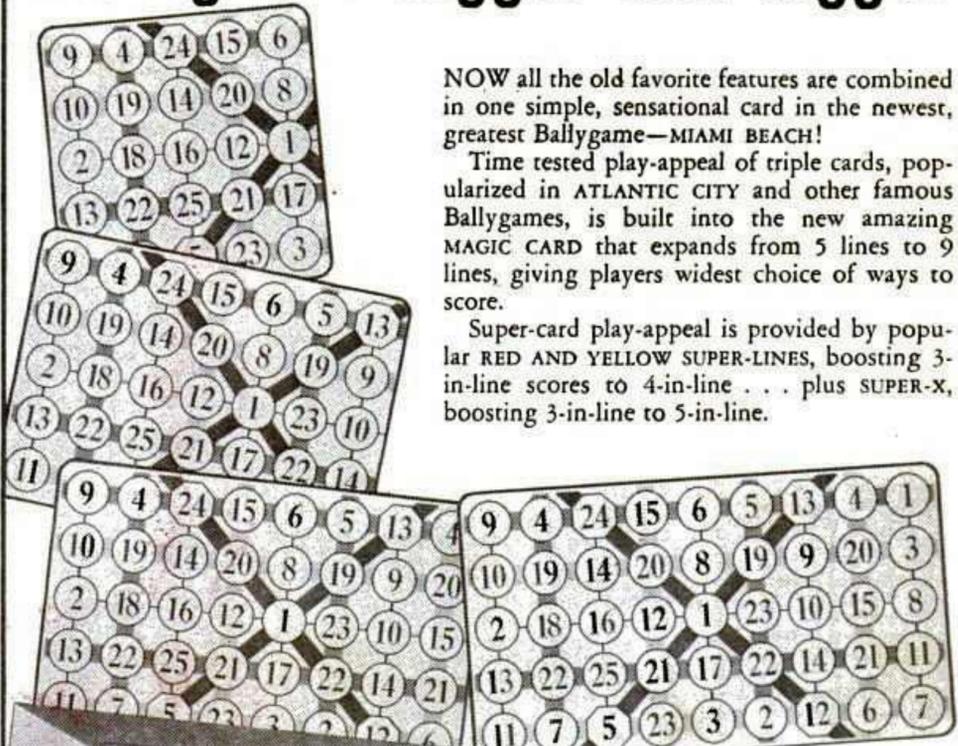


COMPARE new giant pin (left) with old fashioned pin (right). New flying-saucer puck is larger puck on playfield below. Compare size with smaller old-fashioned puck. All 4 Ballybowlers feature flashy light-up scores with high-speed totalizing; beautiful club-styled cabinets, ruggedly constructed for years of money-making operation; popular 7-10 pick-up; genuine Formica playfield; hinged pinhood, doors and playfield with easy-lift elevator; speedy pin re-set; quiet operation; sturdy trouble-proof mechanism.

Official Ballybowlers play 10 frames. Speed-Control models adjustable for 5 or 10 frames. 8 1/2 ft. by 25 in. floor space.

Bally
JUMBO BOWLER
 (SPEED-CONTROL SCORES)
KING-PIN BOWLER
 WITH TRIPLE MATCH FEATURES
ABC bowler
 OFFICIAL BOWLING SCORES
 WITH MATCH-SCORE FEATURES
Congress bowler

Pinball public wild about new
MAGIC CARD
 that grows bigger and bigger



NOW all the old favorite features are combined in one simple, sensational card in the newest, greatest Ballygame—MIAMI BEACH!

Time tested play-appeal of triple cards, popularized in ATLANTIC CITY and other famous Ballygames, is built into the new amazing MAGIC CARD that expands from 5 lines to 9 lines, giving players widest choice of ways to score.

Super-card play-appeal is provided by popular RED AND YELLOW SUPER-LINES, boosting 3-in-line scores to 4-in-line . . . plus SUPER-X, boosting 3-in-line to 5-in-line.



New
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
MIAMI BEACH

UNITED'S **PIXIES**



**BIG, NEW
BUILD-UP
FEATURE**

8

**BALLS
NEXT
GAME**

New, Double-Scoring DIAGONAL FEATURE

**First coin lites large card
Second coin lites diagonals**

**With Diagonal Panel lit
Player can obtain Regular Card
scores PLUS Diagonal scores
Player can score up to**

12

**3-IN-LINE SCORES
ALSO
4-IN-LINE SCORES**

**3-IN-LINE SCORES 4-IN-LINE
4-IN-LINE SCORES 5-IN-LINE**

**Lite-A-Name Feature
Advancing Scores
Number Selection Feature
UMC PENNANT FEATURE
4-Corners Score 5-in-Line
Extra Balls**

**SEE YOUR
DISTRIBUTOR**

- OTHER UNITED HITS
NOW AT YOUR DISTRIBUTOR
- 6 PLAYER SHUFFLE ALLEY BOWLING GAMES**
 - VENUS Shuffle Targette**
Smooth, Quiet
Skee-Skill Game
 - DERBY ROLL**
2-Player Rubber Ball
Roll Down Game with
Race Horse Animation
 - SUPER SLUGGER**
Animated
Baseball Game
 - FIFTH INNING**
4-Player
Baseball Game

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



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ARE
SUCCESSFUL
OPERATORS**



Select-o-matic
200
WORLD'S FIRST
Dual
MUSIC SYSTEM

Two Music Systems in One!

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

100 RECORDS — 200 SELECTIONS

See Your
SEEBURG
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Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
 J. P. SEEBURG CORPORATION
 Chicago 22, Illinois

*America's finest and
 most complete music systems*